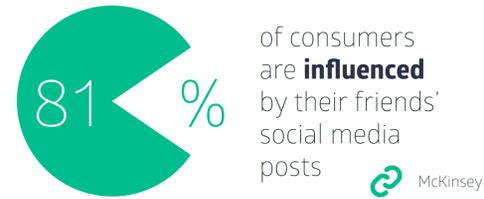
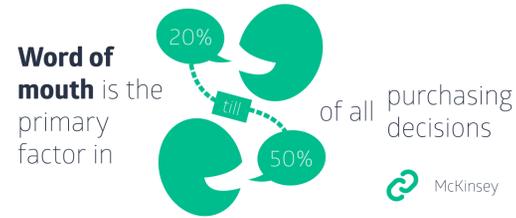


## TRUST



**83%** of consumers trust recommendations from **people they know**

A **recommendation** from a **trusted friend** conveying a relevant message is

Offers shared by trusted ambassadors convert at

*whilst only*

**33%** of buyers trust the brand

Nielsen Global Trust in Advertising

up to **50x** more likely to trigger a purchase

Branderati

**4x - 10x** higher rate than offers sent by brands

Branderati

## REFERRAL

Referring customers refer on average **3.5** leads each

Journal of strategic marketing & Wharton School of Business

Customers referred by other customers have a **37%** higher retention rate

Branderati

Referred leads have a **16%** higher life-time value

Wharton School of Business

Referred leads convert **30%** better leads than regular

Journal of strategic marketing & Wharton School of Business

## REACH

Brand ambassadors reach **150** people in social media every time they advocate for a product or service

Deloitte, Forrester and Zuberance

**80%** of reach from today's marketing campaigns comes from amplification through advocacy

Business 2 Community

Brand advocates create and curate **more than twice as many** communications about brands as the average web user

Social Media Examiner

## VALUE

Brand ambassadors are **5 times** more valuable than average customers

BarnRaisers

They spend at least **2 times** as much as an average customer

BarnRaisers

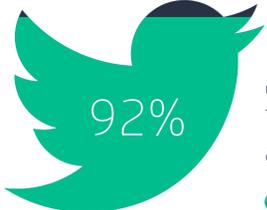
## EMPLOYEES

Leads developed through employee social marketing convert **7 times** more frequently than other leads

IBM

Employees have on average **10x** more social connections than a brand does

Social Chorus



92% of employees' Twitter followers are new to a brand

Cisco

## VARIOUS

**83%** are willing to talk about a product / service, yet only **27%** does it because of a lack of tools

R&G Technologies

When it comes to community size **54%** of ambassadors agree that the smaller the community, the greater the influence

Branderati



Brand messages are shared **24 times** more frequently when distributed by employees

MSL Group

Content shared by employees receives **8 times** more engagement than content shared through the brands channel

Social Media Today

Brand messages reached **561%** further when shared by employees versus the same message share via the official channels of a brand

MSL Group



**25%** of people choose to engage with brands because of their desire to join a community of brand fans

Branderati

Non-cash incentives are **24%** more effective at boosting performance than cash incentives

University of Chicago