

## Action plans



### Turn your staff into brand advocates

We live in a world of reviews, whether it's for a restaurant or that new product you're thinking of buying. Your employees are often the most impactful and genuine advocates your business can have – whether it's in attracting new members to the team or encouraging consumers to start buying your products and services. Introduce some structure and guidance so being an effective advocate is easy.

- **Effort:** Medium
- **Impact:** Medium

#### How will I know if my Action Plan is working?

Carrying out a staff satisfaction survey will indicate whether your Action Plan is working.

#### Actions:

#### Spend some time learning about how other businesses have gone about creating brand advocates

- **Impact:** Low
- **Suggested duration:** 3 days
- **Why this will help:** Learning from the experiences and lessons of fellow business leaders is the best way to direct your own improvement efforts.

#### Find out what parts of the business employees are most proud about – whether it be work/life balance, product set, mission, customer service, etc

- **Impact:** Medium
- **Suggested duration:** 7 days
- **Why this will help:** Speaking openly with your employees about your business will help you determine what areas need work most.

#### Define a social media policy so your staff know what is ok to share on social media and what is not. This will help them feel more comfortable actively promoting your company

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** Establishing a social media policy will enable employees to share information safely and effectively. It's an area lots are not experienced in or lack confidence so outlining the way in which they can engage will be a big help.

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### **Create a content marketing campaign that helps bring to life the parts of the business that staff are most proud of and encourages them to share it with their networks**

- **Impact:** Medium
- **Suggested duration:** 28 days
- **Why this will help:** Using your employees as brand advocates is a proven way to boost engagement across social media and beyond. Giving them access to a wide variety of assets will make getting involved easier and drive consistency of tone of voice and messaging.

### **Create a system that rewards staff who become effective brand advocates, such as helping with recruitment or earning good reviews**

- **Impact:** Medium
- **Suggested duration:** 28 days
- **Why this will help:** While most of your employees will be more than happy to help promote the business if given direction and supporting content, rewards and incentives will help take it to the next level and let them know what being proactive has its benefits.