

1

Review social activity, online reviews and more to discover target insights.

I will do this _____ per week on _____ and record this activity in _____.

2

Develop content that harnesses insights to make it resonate.

My goal is to make _____ inspired by my research _____.

5

User-generated content, comments and topic trends can be re-used for content.

I will repost _____ into my content calendar.

4

Surprise your most active and meaningful engagements with something extra.

I will find _____ with _____.

3

Watch activity on content and engage back.

I will check in for comments _____ per week and respond to ___% of comments (or comments of X nature).

THE ENGAGEMENT CYCLE

LISTEN

CREATE

REPOST

REWARD

ENGAGE

5

STEPS TO BUILDING AN ADVOCACY PROGRAM

1

Define Your Program

- Number of advocates (small teams should start with 2 or 3!)
- Cadence for advocate meetings (i.e, once a month) and post frequency (i.e, biweekly)
- Content zones (pick 2 or 3 that make sense for your audience)
- Brand voice and quality of content

2

Identify Your Superfans

- They make great brand advocates! Be sure to consider location, diversity, voice and quality of content before inviting them to your program.

3

Create a Connection

- Likes, follows, comments, DMs
- Invitations to apply
- Surprise & Delight your brand's superfans

4

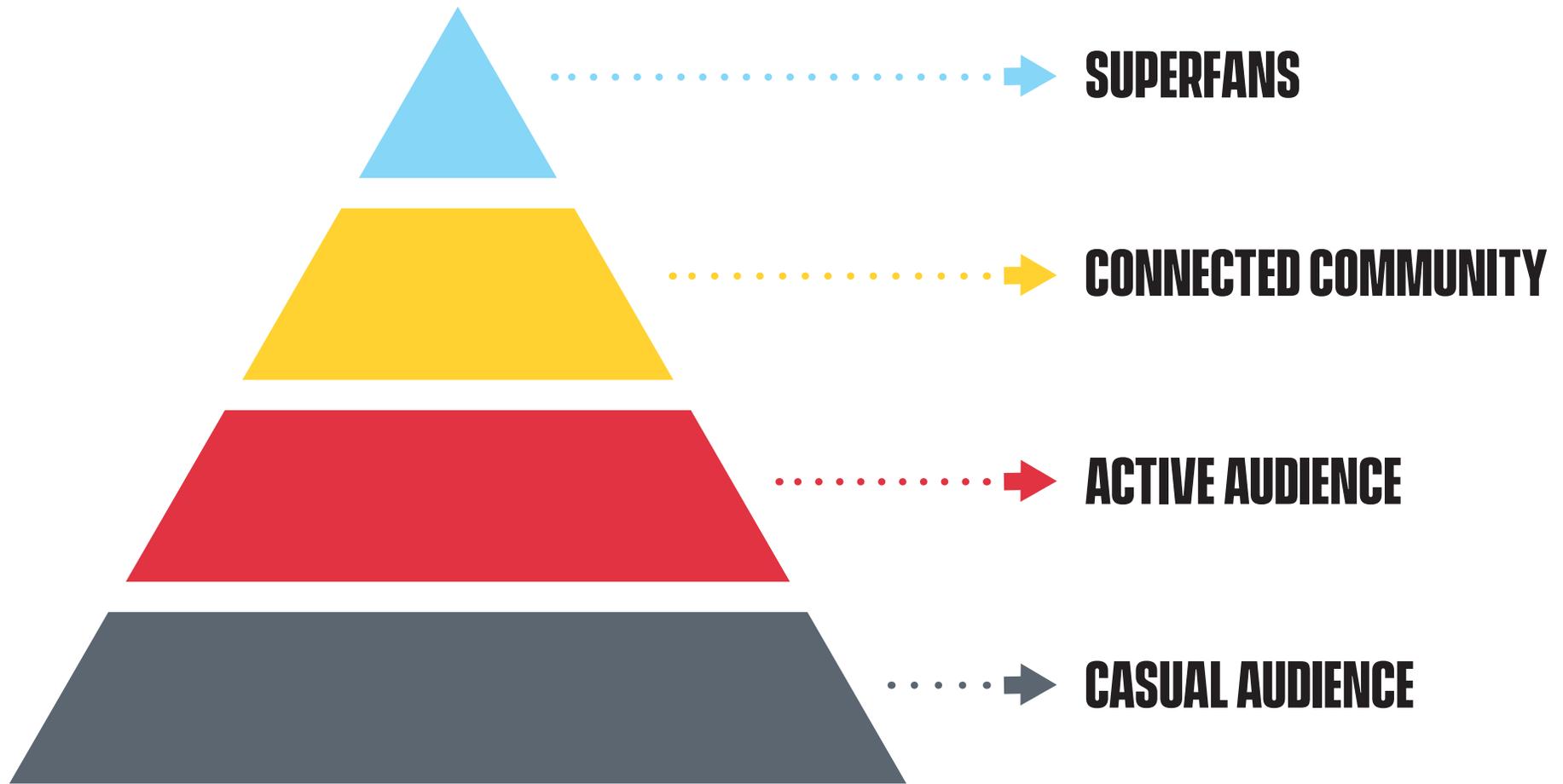
Generate Quality Content

- Ideate content with advocates during meetings
- Invite advocates to participate as talent in your brand's content captures
- Monitor advocates social channels

5

Return Every High-Five

- Tangible and intangible benefits for all involved!



SUPERFANS

Build and maintain a base of superfans by fostering meaningful connections with your audience. Superfans will recommend the brand to everyone they know because they feel a personal connection to it.

CONNECTED COMMUNITY

Tap into your audience's emotions and feelings to build a stronger connection with them.

ACTIVE AUDIENCE

Know how your audience describes their tensions and position your brand as the solution.

CASUAL AUDIENCE

Capture a casual audience by creating points of connection between your target and the brand.