



Welcome
Identifying and Utilizing
Brand Advocates





Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

What is a *brand advocate*

5 types of advocates

How to *find* advocates

How to *encourage* advocates

THE WEB ISN'T REALLY MADE UP OF
ALGORITHMS. ITS MADE OF
PEOPLE. IN ALL THEIR FRUSTRATING,
IMPERFECT, AND COMPLICATED **GLORY**.

Sonia Simone

Thought #1

What is a brand advocate

Imagine

If you were able to **identify people** willing to help you for free simply because they are **passionate** about your **community** and your **customer experience**.

Individuals that **promote** and **embody** a brand's core values and ethics.





Must
HAVE

Engaging your advocates is not “nice to have” marketing.

Thought #2

5 types of advocates

Traditional branding influences behavior.

We need to inspire behavior.

#1

TYPES OF ADVOCATES

Stealthy and silent influencers

#2

TYPES OF ADVOCATES

First to know & eager to share

#3

TYPES OF ADVOCATES

Committed and passionate

#4

TYPES OF ADVOCATES

Diligent givers

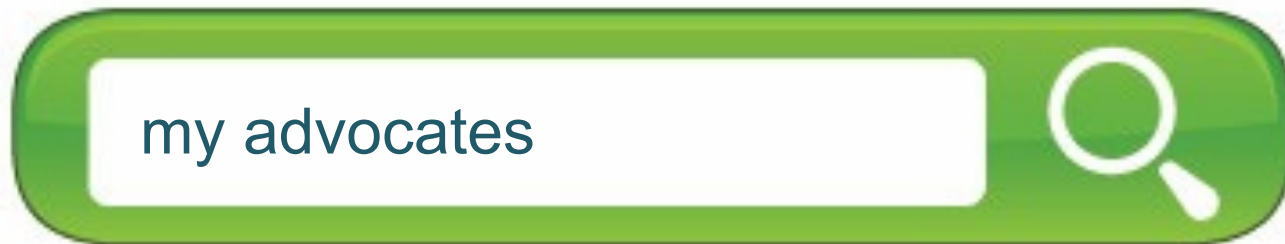
#5

TYPES OF ADVOCATES

Employees

Thought #3

How to find advocates



- Good ol' listening
- Ask questions
- Observe offline & online behavior

Psst...

Don't find people to help you.
You help them first.

Thought #4

How to encourage advocates


Make it
EASY



They want to share...

- Positive reviews
- Customer stories and experiences
- Questions and answers
- Photos and videos

with

/wiTH,wiTH/ 

preposition

1. accompanied by (another person or thing).

"a nice steak with a bottle of red wine"

synonyms: accompanied by, escorted by, in the company of

TAKEAWAYS

Defined a *brand advocate*

5 types of advocates

How to *find* advocates

Simple ways to *encourage* advocates



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Upcoming Webinar



Using customer feedback to build effective social media strategies

*Thursday, October 10
1:00 PM – 1:30 PM CDT*

Register at epmsonline.com

Thank you!

@therentersvoice

Facebook.com/RentersVoice

info@rentersvoice.com

epmsonline.com