

DSMN8

Canada's Most Active Marketing & Advertising Professionals on Social - March 2021

Industry at a glance:

Average Score:
8.03%

Total Companies:
29

Global Industry Average
8.97%

Why should you care?

An organization's employees are its number one asset, but did you know that their reach and impact is often greater than that of its company pages?

Your employees are seen as a trusted source of information by the audiences most important to your organization - your customers, prospects, partners and future employees. **Activated effectively, they have the influence to grow your share of voice, website traffic, inbound leads, conversions, and prove ROI.**

Plus, there's no better way to showcase your company culture and employer brand at scale than through the people closest to your business - your employees!

But, how active are your employees currently on social? And how does this compare to the rest of your industry?

Well, we've done the number crunching and listed the results below.

While you're looking, consider that DSMN8 customers typically see **30-40%** of employees regularly sharing company-approved content, with little effort required.

We've got everything you need to launch an effective employee advocacy program that engages your business, customers, and prospects used by senior leadership, marketing, communications, sales, and HR teams.

Isn't it time you added amplified social sharing to your activity? Learn more at www.dsmn8.com

So, where does your company rank?

Position	Company Name	LinkedIn URL	Location	Employees on LinkedIn	No. Employees Shared (Last 30 Days)	% Shared (Last 30 Days)
1	Hootsuite	https://www.linke	Canada	1,477	488	33.04%
2	Bond Brand Loyalty	https://www.linke	Canada	572	120	20.98%
3	Unbounce	https://www.linke	Canada	228	40	17.54%
4	Critical Mass	https://www.linke	Canada	908	106	11.67%
5	Ig2	https://www.linke	Canada	381	43	11.29%
6	SID LEE	https://www.linke	Canada	716	80	11.17%
7	PATTISON Outdoor	https://www.linke	Canada	401	43	10.72%
8	Klick	https://www.linke	Canada	1,210	129	10.66%
9	McCann Canada	https://www.linke	Canada	246	25	10.16%
10	We Simplify the Internet	https://www.linke	Canada	1,169	104	8.90%
11	DAC	https://www.linke	Canada	624	52	8.33%
12	Cossette	https://www.linke	Canada	989	82	8.29%
13	St. Joseph Communications	https://www.linke	Canada	534	43	8.05%
14	LoyaltyOne	https://www.linke	Canada	952	63	6.62%
15	Array Marketing	https://www.linke	Canada	418	27	6.46%
16	Yellow Pages / Pages Jaunes -	https://www.linke	Canada	1,735	112	6.46%
17	ICUC	https://www.linke	Canada	334	20	5.99%
18	Brand Momentum	https://www.linke	Canada	217	11	5.07%
19	TC Media	https://www.linke	Canada	638	30	4.70%
20	SDImktg	https://www.linke	Canada	379	16	4.22%
21	Kognitive Marketing	https://www.linke	Canada	324	13	4.01%
22	Influence Marketing	https://www.linke	Canada	204	8	3.92%
23	DCM	https://www.linke	Canada	1,247	46	3.69%
24	KSG	https://www.linke	Canada	202	7	3.47%

25	TAXI	https://www.linke	Canada	2,002	52	2.60%
26	Toronto	https://www.linke	Canada	690	10	1.45%
27	Aeroplan	https://www.linke	Canada	289	4	1.38%
28	LAUNCH!	https://www.linke	Canada	629	7	1.11%
29	Canada	https://www.linke	Canada	1,127	11	0.98%

Ready to win at social?

Set up takes just 6 minutes and you can try free for 30-days, no credit card needed and you cancel at any time.

[Visit our website](#) [our contact us at support@dsmn8.com](#)



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