

DSMN8

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

Industry at a glance:

Average Score:
7.17%

Total Companies:
24

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	Flybuys	https://www.linke	Australia	230	36	15.65%
2	CHE Proximity	https://www.linke	Australia	398	58	14.57%
3	Grant Broadcasters	https://www.linke	Australia	414	59	14.25%
4	GrowthOps	https://www.linke	Australia	267	38	14.23%
5	Ogilvy Australia	https://www.linke	Australia	220	28	12.73%
6	M&C Saatchi Australia	https://www.linke	Australia	278	31	11.15%
7	IVE	https://www.linke	Australia	662	70	10.57%
8	oOh!	https://www.linke	Australia	837	71	8.48%
9	Localsearch	https://www.linke	Australia	247	19	7.69%
10	Campaigntrack	https://www.linke	Australia	288	22	7.64%
11	Ovato	https://www.linke	Australia	294	21	7.14%
12	Clemenger Careers	https://www.linke	Australia	377	26	6.90%
13	Delonix Marketing Corporation	https://www.linke	Australia	225	15	6.67%
14	OMD Australia	https://www.linke	Australia	401	26	6.48%
15	Clemenger BBDO	https://www.linke	Australia	360	21	5.83%
16	Brand Influence Group	https://www.linke	Australia	243	10	4.12%
17	Sensis	https://www.linke	Australia	1,604	59	3.68%
18	Wellcom Worldwide	https://www.linke	Australia	298	10	3.36%
19	CPM Australia	https://www.linke	Australia	242	7	2.89%
20	Creative Activation	https://www.linke	Australia	601	15	2.50%
21	WPP AUNZ	https://www.linke	Australia	1,576	30	1.90%
22	DT	https://www.linke	Australia	772	13	1.68%
23	ORC International	https://www.linke	Australia	243	4	1.65%
24	Salmat	https://www.linke	Australia	1,873	8	0.43%

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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