

# Insights on Employee Advocacy for Social Selling

Employee advocacy is a crucial part of social selling strategies. Sales teams are now equipped with content and training to use their social networks to build relationships and generate leads. This collaboration between marketing and sales not only boosts brand visibility but also speeds up the sales process.

**VAHBIZ COOPER, DIGITAL MARKETING SPECIALIST  
@ DEMANDBASE**



One well executed advocacy program positively impacts several organizational goals. I can't think of any other efforts that simultaneously drive brand awareness and engagement, increase sales and customer loyalty, increase employee engagement and help with recruiting.

**LYUBA ELLINGSON, CORPORATE SOCIAL MEDIA STRATEGY @ IDEAS**

Social is a vital channel for sales as many of our buyers "live" there. By empowering employees to be advocates for the company we can reach a broader audience, build credibility, and improve our prospecting outcomes.

**SCOTT SHEPARD, DIRECTOR OF SALES  
@ TREMENDOUS**



Are prospects already aware of your brand and engaging with your posts before Sales reaches out to them, or are your 'cold' leads in need of defrosting? If your team are actively talking about you in a positive light on social media, in an authentic way, the results that can come from that are much broader and more long-lasting.

**RIVEN BUCKLEY, SOCIAL & COMMUNICATIONS STRATEGIST @ LUNIO**

Employee Advocacy is about building relationships that can lead into business. It's all about relationship selling.

**NATHAN VENNEKENS, GLOBAL SOCIAL EMPLOYEE ADVOCACY MANAGER @ CAPGEMINI**

