

Apostle Plans

Your Social Reach Optimization Journey,
Tailored to Your Organizational Needs



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Your Social Reach Optimization Journey, Tailored to Your Organizational Needs

Grow your social media presence with the #1 Social Reach Optimization software: Apostle.

Whether you're just starting or looking to enhance your existing social media strategy, Apostle offers a range of solutions tailored to optimize your social reach. From streamlining content creation to activating all your organization's heroes as brand ambassadors, we provide the tools and support you need at every step of your social media journey and growth.

Our packages are designed to guide you through each step, from creating and scheduling posts to engaging employees and activating local heroes. Experience Apostle's full capabilities and see how we can help you build stronger relationships, boost your brand's reach, and achieve comprehensive, organization-wide social media success.

1,408 Top Brands

rely on Apostle to activate brand ambassadors and managing (local) business pages on social media



Strategic partner

of the Cialdini Institute, CM.com, Spotler, and Dentsu



High Performer

on G2 in 2024



Partnering in Growth: on Your Terms, at Your Pace

At Apostle, we understand organizations' challenges in optimizing their social reach. Our tailored solutions address these challenges, providing the tools and strategies to enhance your social media efforts.

Social Publishing

A strong foundation for efficiently managing your corporate social media channels.

Employee Advocacy First Steps

Simplified posting for a small group of colleagues with no account setup or legal hassles. They receive LinkedIn post suggestions via email, making it easy and convenient.

Collaborate

With scientifically based onboarding, transform your colleagues, local partners, or both into brand ambassadors. Leverage targeted content and easy-to-use tools for authentic, localized campaigns that boost visibility and engagement.

Performance Driven

Maximize impact by aligning social media, advocacy, and targeted paid campaigns with clear business objectives. Leverage integrations and data-driven optimizations to transform social media into a strategic channel for achieving your goals.



Experiment

Experiment & Explore: Try all modules for **two months** with no commitment. Discover our platform's capabilities and see how it can enhance your social media strategy.



The Experiment

(€ 1.185,- one time)

Try Out Apostle for Two Months

We're offering a two-month trial to explore how to optimize your social reach using Apostle's software at a reduced cost. No hassle, no commitment. This experiment gives you the opportunity to experience firsthand how simple it is to manage your social media using our tools and features. After two months, you'll decide if and how you continue.

What's Included in the Experiment?

During this two-month trial, you'll have full access to all Apostle features and receive dedicated support from our Customer Success team. Here's what you'll experience:

Content Strategy Lite: Set up core content pillars that align with your brand's message.

Page Connections: Integrate your Instagram, Facebook, and LinkedIn business pages. Additionally, you'll connect the personal pages of a small group of colleagues to experience Apostle's full power.

Advanced Content Tools:

- Planning and scheduling to manage content across various pages.
- AI-driven content variations (image and text) to keep your posts diverse and engaging.
- A media library for streamlined asset management.
- A calendar overview to keep track of all scheduled posts.

Analytics: Track how well your posts are performing with easy-to-understand metrics.

Support: Our team will guide you through every step, from setup to execution.

What's the Goal?

The goal is to test and experience the basics of employee advocacy using Apostle's software. You'll manage your company's social media pages and include the personal pages of colleagues to learn how easy the platform is to use. Over these two months, you'll get a clear view of your organization's organic potential.

The Process

Intake & Technical Setup: Meet with a Customer Success Manager to set up the platform, your content themes and connect your pages.

Kick-off: We'll organize a short online session to help your team get started, show how Apostle works and explain why it's beneficial for them to use their personal pages.

Ongoing Support: Your Customer Success Manager will check in and help as needed. Additionally, our support team is always available through live chat.

Time Commitment

Technical Setup: About 1 hour

Onboarding: 1.5 hours

Monthly Posting: Just 5 minutes per participant



"Apostle has a great and approachable team with the necessary straightforwardness. Plus, the results speak for themselves: in just one month, we achieved 3.6x more unpaid reach for PIDZ compared to our LinkedIn company page. It's a highly valuable addition to our channel mix!"

Carlijne Brouwers - Content Marketer at PIDZ



Social Publishing

(€159,- monthly)

Manage your brand socials efficiently and schedule all your business page posts in one dashboard.

Make sure you are consistently present on your corporate social media pages. Social Publishing ensures you create and schedule all your company posts in one dashboard, saving you lots of time.

Save 19,4% time monthly scheduling social media posts for your corporate pages

Your social media game in one dashboard: posting, listening, and messaging

Work ahead, bulk post to all your social channels, and keep your audience up-to-date.

Contract discounts:

- 2-year contract: 3% discount
- 3-year contract: 5% discount
- 5-year contract: 9% discount

Ultimate Combo (optional)

Perfect for those who lack the time or capacity to create their own content. Together with our certified partners, we'll create 10 tailored posts per month for your groups. All you need to do, is provide images or videos, and we'll take care of the rest! This package also includes monthly editorial meetings to ensure your content aligns perfectly with your goals. All of this is available for only **€1.250** per month, including the license.

Features

Create Social Media Posts

- Enter text, upload images, videos, and PDFs/carousels
- Add links and (pre-set) UTM-codes
- Tag other business pages
- Add variants of posts to adapt them to the platform requirements
- Post preview: get a sneak peek 👁️
- Save drafts for later editing

Schedule & Manage Social Media Posts

- Connect four corporate pages
- Schedule social media posts, reels, and stories
- Choose the date and time to post
- Content calendar and list view of scheduled posts
- Receive notifications to approve scheduled posts 🔔
- Edit or delete scheduled posts

Media Library

- Tile and list overview of all images, videos, and PDFs used in posts
- Add content from your local files
- Filter on content per topic

Social Analytics

- Get insight into engagement metrics such as likes, comments, and (business page) reach
- Generate reports to analyze the performance of posts over time
- Filter analytics by data range and social media platform

Inbox & Messaging (Add-on € 149,- monthly)

- Gather direct messages, including brand mentions from Instagram, Facebook, & WhatsApp
- View, reply, and organize incoming messages and receive notifications for new message

Support

E-mail support & access to the extensive knowledge base

Service Level Agreement (SLA)

Our SLA outlines Apostle's service level for optimizing social media strategies and ensuring efficient achievement of sales, recruitment, and marketing goals. It includes software setup, onboarding brand ambassadors, technical support, and inspiration sessions to grow your social media game.



Employee Advocacy First Steps

(€358,- monthly)

Kickstart employee advocacy with ease and simplicity.

Effortlessly engage a small group of colleagues without account setups or legal hurdles. LinkedIn suggestions are sent directly via email, making it easy and convenient to share content. This package offers a flexible starting point for introducing employee advocacy into your organization.

Start with and try employee advocacy without any (legal) fuss.

Boost your brand image with employee communications, which 92% of people trust more than corporate messages.

Prevent simultaneous posts by scheduling posts in a time range with multiple variations and images for team members to choose from.

Contract discounts:

- 2-year contract: 3% discount
- 3-year contract: 5% discount
- 5-year contract: 9% discount

Ultimate Combo (optional)

Perfect for those who lack the time or capacity to create their own content. Together with our certified partners, we'll create 10 tailored posts per month for your groups. All you need to do, is provide images or videos, and we'll take care of the rest! This package also includes monthly editorial meetings to ensure your content aligns perfectly with your goals. All of this is available for only **€1.450** per month, including the license.

Features

All the benefits from Social Publishing, PLUS:

Employee Advocacy

- Receive post suggestions via email: colleagues don't need an account. They receive an email notification, approve or edit the post, and publish it on LinkedIn with just one click.

Onboard and Activate Colleagues

- Invite with ease: Use the pre-set invite template to explain the process to colleagues, even though they don't need to create an account.
- Reminders: automated and manual post suggestion reminders ensure timely action
- Customization: change the email subject and add a personalized message to post suggestions

Post Variety

- Text variants: create multiple text variations within one post for different colleagues
- Image options: offer colleagues a slider with multiple images to choose from, or allow them to upload a photo from their own library
- Tag your colleagues who are also part of your team directly on LinkedIn through Apostle
- Scheduling: Select date and time ranges for posts

Analytics and ROI Reporting

- Track individual performance metrics such as likes, comments, and link clicks
- Gain valuable post & team insights
- ROI Calculators

User management

- Seamlessly enrolling experience with our onboarding flow
- Bulk invite and manage all users
- Divide your ambassadors into groups and suggest tailored content to the right groups



“The involvement in the organization has grown enormously. The likes & views go sky high! Sometimes posts from employees on their personal channels are viewed up to 8.000 times. You really don't get that with a company page.”


Bas van Seeters - Digital Marketing Coordinator KTBA


Collaborate


(€658,- monthly)

Advance your social media strategy by transforming employees, local partners, or both into true brand ambassadors.

Through effective behavioral strategies and a comprehensive onboarding process, this package enables authentic, localized content sharing, helping spread your brand message regionally while enhancing your global presence.

 Save 71% of your precious monthly time when effortlessly creating and scheduling your social media content for your colleagues.

 Increase your reach with 561%

 Stronger employer brand + unburden and connect with your local heroes

Contract discounts:

- 2-year contract: 3% discount
- 3-year contract: 5% discount
- 5-year contract: 9% discount

Ultimate Combo (optional)

Perfect for those who lack the time or capacity to create their own content. Together with our certified partners, we'll create 10 tailored posts per month for your groups. All you need to do, is provide images or videos, and we'll take care of the rest! This package also includes monthly editorial meetings to ensure your content aligns perfectly with your goals. All of this is available for only **€1.750** per month, including the license.

Features

All the benefits from Social Publishing & Employee Advocacy First Steps, PLUS

Social Media Content Strategy and structure

- Manage and ensure your content strategy in the software: add pillars, topics, and label posts
- Create groups to structure your efforts and provide relevant content tailored to employees and local business pages of dealers, retailers, franchisees, and other business partners
- Manage the social media activities of multiple brands, locations, and countries in one dashboard together with a dedicated SRO Professional

Optimizing Your Advocacy Efforts

Feedback loop: when ambassadors dislike a post suggestion, they can provide feedback to help improve your content strategy and post suggestions

User Management and scalable onboarding

- Sign-up landing page for easy user invitations
- Seamless onboarding experience with an optimized flow
- Bulk onboarding and user management through WhatsApp or sign-up landing pages

Mobile App

- Post on social media with one click of a button
- Send authentic work-related content to your marketing team

Post Variety and authentic content

- Create post variants with AI and automatic translations
- Inspiration wall with brand ambassadors' suggestions

Activity Optimization Tools

- Post suggestion notifications and announcements
- Leaderboard and gamification to keep the competition going
- Reminder post suggestions via WhatsApp, mail, and mobile app
- Re-engagement tools to maintain active participation
- Auto-publish on local business pages without approval for total unburdening

Reporting and analytics

- Individual and store performance analytics
- Post and team insights
- KPI and benchmark dashboards to track progress

Integrations

- WhatsApp (add-on)
- Bitly
- Canva (soon)

Support

In-app and in-tool live support chat

Performance Driven

(€1.158,- monthly)

Achieve maximum impact by aligning social media and advocacy with clear business objectives.

Strengthen organic efforts with system integrations, data-driven optimizations, and targeted paid campaigns to turn social media into a powerful, strategic channel. Combine advocacy with the local hero proposition to create a seamless connection to your business goals.

👉 Save on your marketing costs by complementing your advertising efforts with organic posting via colleagues & local heroes. **Save:**

86% on your CPC **61%** on your CPM **88,19%** on your CPL

👉 Attract top talent and strengthen your employer brand

- Save 67,9% per hire (without onboarding costs)
- 76% of job seekers find jobs through referrals
- 84% of job seekers consider switching jobs for a better employer brand

📈 51% more likely to achieve sales goals

SRO Always On - Activation Program
€1.975 monthly including license:

This program ensures that social media efforts remain sustainable and effective, while keeping your team engaged and motivated long after the initial implementation. Combining strategic social media publishing, employee advocacy, local partner engagement, and targeted paid advertising, the activation program provides a solid, measurable foundation for a future-proof social media ecosystem. Explore the full story on the next page!

Contract discounts:

- 2-year contract: 3% discount
- 3-year contract: 5% discount
- 5-year contract: 9% discount

Features

All the benefits from Social Publishing, Employee Advocacy First Steps & Collaborate, PLUS

Full Access to the Social Reach Optimization Framework

- Onboard colleagues or local heroes as active brand ambassadors with a step-by-step framework, including one guided kick-off session
- Access explainer videos and templates based on years of experience
- A dedicated SRO Professional guides you through the onboarding process, strategy completion, and structuring in Apostle. Continuing each time you add new local heroes and colleagues.

Integrations (optional)

- Sing Sign On (SSO)
- BI Integration
- CRM
- ATS
- WhatsApp (200 free post suggestions included)

Whitelabel for 54% increase in share rate

- White label app
- White label e-mails
- White label WhatsApp (excl. set-up costs)

Inbox & Messaging

- Gather direct messages, including brand mentions from Instagram, Facebook and WhatsApp.
- View reply, and organize incoming messages and receive notifications for new messages
- Automated Recruitment Flow
- Lead Nurturing

Advertising module (coming soon)

- Thought Leader Ads
- Meta Ads

Support

- In-app and in-tool Live support Chat
- Dedicated SRO Professional



SRO Always On - Activation Program

(€1.975,- monthly including license)

The SRO Always On program is designed to help organizations implement and continuously optimize their social media strategies, ensuring alignment with business objectives.

The SRO Always On framework consists of six key components

Strategic Advice (1 session)

Together with your team, we create and periodically update a roadmap aligned with your business goals, integrating new insights from each Management ROI Update.

Social Creator Activation (3 sessions)

Through online sessions and workshops, we train employees to create authentic content, supported by automated reminders to share strategic posts at the right moment.

Management ROI Update (4 sessions)

Using a BI dashboard, we track progress, evaluate goals, and identify new opportunities for strategic improvements during quarterly consultations.

Integration Maintenance (if applicable; 2 sessions)

We review and optimize existing integrations (e.g., Bit.ly, BI tools) to ensure maximum performance and precise measurability.

Social Ambassador Activation Workshops (4 sessions)

Quarterly online workshops tailored to team needs focus on boosting social media skills and engagement.

Team Activation (ongoing)

Keeping your team motivated and engaged is vital for long-term success in social media advocacy. Apostle provides various tools to stimulate engagement.

Moving toward a performance driven strategy with measurable results

These six components provide a robust foundation for a social media strategy. Organizations can grow at their own pace through various stages of social media maturity: from Ad hoc and Social Publishing to Employee Advocacy First Steps and Collaboration. The ultimate phase, where organizations aim to grow, is the Performance Driven phase, where all efforts are not only visible but also measurable. We support organizations in this phase by integrating our software with their existing systems, directly connecting social media efforts to business outcomes.

Program Cost

This program is available for **€1.975** per month, which includes the Performance-Driven License (€1.158 per month). It provides all the essential tools, workshops, and ongoing support needed to continuously optimize your social media strategy, ensuring measurable impact and alignment with your business goals.





Global Suite

(€1.158,- + €159 per location monthly)

The Apostle Global Suite provides a robust framework at the holding company level, providing the holding company and its global locations with a collaborative structure to grow and prosper at their own pace.

Enjoy the full benefits of the Performance Driven package across all your locations with a Global Suite license at the holding level. Each location gains effortless access to all features, ensuring a seamless and impactful social media strategy tailored to your organization’s goals.

The Global Suite for Shimano

“The onboarding process has been crucial to make Apostle a success within Shimano. We started out small with a selected amount of retailers in the BeNeLux. Over the years, we gradually expanded and today we are live in more than 13 countries with over 500 retailers connected throughout Europe. Apostle played a significant role by helping new countries to properly implement their platform with training sessions and quarterly meetings with all European admins. This truly makes it a recipe for success.” - Mickael Timmermans, European Category Marketing Manager



[Explore the full case study](#)

Why the Global Suite?

- **Enjoy the full benefits** of the Performance Driven package for all your locations.
- **Maximize your reach and engagement:** leverage colleagues and local heroes to spread your brand messages globally.
- **A dedicated SRO Professional guides you through onboarding, strategy completion, and structuring in Apostle.** Continuing each time you add new local heroes and colleagues.
- **Team Switch:** Each location has its publishing environment within the software, allowing for localized control and customization. All global features are available for use at the local level. As the holding entity, you can easily switch between site environments to seamlessly manage and oversee operations.
- **Unlimited users for all locations:** internal and local heroes
- **Cross-team content pool:** Social media posts are prepared at the holding level and seamlessly shared with all relevant locations, ensuring consistent and cohesive messaging across the organization. Additionally, individual countries or labels can share their content. This collaborative approach aids content creation, inspires local teams, and saves significant time by reducing duplicate efforts.
- **Whitelabel app** for enhanced engagement and familiarity

Contract discounts:

- 2-year contract: 3% discount
- 3-year contract: 5% discount
- 5-year contract: 9% discount



Set-ups (one-time)

Certain set-up costs are one-time expenses required when purchasing an Apostle Social license.

Standard Set-up - €499

Includes:

- Domain name
- Server
- Kick-off for onboarding the first group of ambassadors

Standard Set-up + social strategy & structure - €1.499

Includes:

- Domain name
- Server
- Guided support for setting up your social media strategy in the software.
- Learning video's social strategy & structure
- Set-up planning based on strategy & structure

Performance Driven - custom

Includes:

- Standard set-up
- Social Strategy & structure
- Whitelabel set-up
- Research and preperation integrations
- Building the integration

Set-up Social Inbox - €249

Includes:

- Put up your account
- Setting up all your social inbox settings
- Connect business pages
- Add admins

Extra Kick-off - €499

Automated Recruitment/Social Selling Flow

Set-up: €499 + Custom WhatsApp template from €49 monthly

Includes:

- Connecting your WhatsApp Business Account
- Custom Recruitment WhatsApp Flow Template
- You'll receive support in setting up a clear and effective chatbot flow with qualifying questions to assess your candidates efficiently.

Add-ons

Enhance your Apostle Social experience with add-ons that expand your license's functionality, offering tools and integrations to support your unique strategy.

Integrations

Step 1: Research and preparation costs

Includes:

- API inventory For ATS/CRM integration: €999
- Intake For reward system integration: €499
- Integration plan For BI integrations: €499

Step 2: Building the integration

Price on request based on the integration plan

WhatsApp Business Whitelabel

€997 WhatsApp Business Whitelabel set-up

Customized survey to evaluate your brand ambassador program

Price on request

Contract discounts:

- 2-year contract: 3% discount
- 3-year contract: 5% discount
- 5-year contract: 9% discount

Training programs & Sessions

Our training programs and sessions are designed to help your organization strategically engage on platforms like LinkedIn, Meta, and X. Guided by a dedicated SRO professional or a specialized partner, these sessions ensures that your team is equipped with the tools, skills, and strategies they need to represent your brand online effectively. We're here to support your team every step of the way and streamline your advocacy process.

Digital Hero Program	Training	Inspiration Session
<p>Three interactive master classes of 2 hours:</p> <ul style="list-style-type: none"> • Personal Branding • Content Creation • Social Selling or • Thought Leadership <p>Min. 12 participants</p>	<p>Two interactive master classes of 2 hours:</p> <ul style="list-style-type: none"> • Personal Branding • Content Creation • Executive profiling <p>Min. 12 participants</p>	<p>A webinar or live session of 1 - 1.5 hours for a large group</p> <ul style="list-style-type: none"> • Personal Branding • Content posting
<p>€ 400,- per person</p>	<p>€ 250,- per person</p>	<p>€ 700,- per session</p>



We help you make the **perfect choice**

Start small, scale big: software & framework with flexible growth solutions to optimize social performance.

Contact sales

Contact us

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