



Apostle Plans

Your Social Reach Optimization Journey,
Tailored to Your Organizational Needs






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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.

Core

Social Publishing: a strong foundation for efficiently managing your corporate social media channels.

Growth

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.

Activate

Employee Advocacy Pro: With scientifically based onboarding, transform your coworkers into brand ambassadors. Develop a unified, company-wide social media strategy to enhance your brand's reach and engagement.

Local Heroes

Activate Local Heroes: Achieve global success by activating your local heroes, including retailers, dealers, franchisees, members, brand labels, and other business partners. Expand your social media presence and influence worldwide.



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.

**Apostle's core module is required to purchase additional modules, such as Growth, Activate, and Local Heroes. In the experiment, you'll try all modules combined to experience the possibilities of Apostle.*



Our Combinations & Plans

■ Building a strong social media foundation (Core)

Effortlessly manage your company pages and optimize your social workflow in one intuitive dashboard. Share your brand's story with your dedicated followers.

■ Save time and grow your reach (Core + Growth)

Combine social media publishing with your initial steps in employee advocacy. Expand your reach by not only posting on your company pages but also tapping into the networks of your colleagues.

■ Optimize your social strategy to a higher level (Core + Activate)

Advance your employee advocacy efforts by transforming your colleagues into true brand ambassadors. Implement effective behavioral strategies and a comprehensive onboarding process to support this transformation.



■ Boost regional visibility and partnerships (Core + Local Hero)

Incorporate your external partners, such as retailers, dealers, franchisees, members, and other business associates, into your social media strategy. This approach helps disseminate your brand message regionally while enhancing your global presence.

■ Work with a global structure and strategy (The Ultimate Combo)

We are here to help you become the most visible in your field. Manage your business pages and activate all your internal and external heroes on social media for optimized reach.

■ Collaborative structure for growth and success (The Global Suite)

The Apostle Global Suite enables holding companies and global locations to grow collaboratively at their own pace. Each location has its own customizable publishing environment, while the holding entity can seamlessly manage and oversee all operations.



■ Core - Social Publishing (required for all plans) (€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. The Core plan ensures you create and schedule all your company posts in one dashboard, saving you lots of time. The Core package is available for separate purchase, allowing flexibility to meet your specific needs.

📱 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.



DLG_

"Spend an hour scheduling all your posts, and then you don't have to worry about them anymore."

Charlotte Backx, Owner of Door Lotje Getikt

Features Social Publishing

Create Social Media Posts

- Enter text, upload images, videos, and PDFs/carousels
- Add links and (pre-set) UTM-codes
- 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 Listening (Optional)

- Receive notifications from online news sources mentioning your brand
- Get real-time notifications for new mentions
- View, filter, and use mentions in posts

Inbox & Messaging (Optional)

- Gather direct messages, including brand mentions from LinkedIn, Instagram, Facebook, X, and WhatsApp.
- View, reply, and organize incoming messages
- Receive notifications for new incoming messages

Social Analytics

- Get insight into engagement metrics such as likes, comments, and reach for each post.
- Generate reports to analyze the performance of posts over time
- Filter analytics by data range and social media platform

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.



Growth - Employee Advocacy First Steps

(€199,- monthly)

Effortless posting for a few colleagues: no account setup or legal issues. LinkedIn post suggestions are sent via email, making it simple and convenient.

- ✓ Start with and try employee advocacy without any (legal) fuss.
- ✓ Boost your online reach with 561%
- ✓ Prevent simultaneous posts by scheduling posts in a time range with multiple variations and images for team members to choose from.


Wienerberger



"Apostle provides an easy way for employees to share content that you've edited and pre-approved. Accessible. Easy. On different kinds of channels."

Erwin Sigterman, Digital Marketing Coordinator at Wienerberger

Features Employee Advocacy First Steps (LinkedIn Only)

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
- Scheduling: Select date and time ranges for posts

Optimizing Your Employee Advocacy Efforts

- Feedback Loop: when colleagues dislike a post suggestion, they can provide feedback to help improve your content strategy and post suggestions.

Analytics and ROI Reporting

- Track individual performance metrics
- Gain valuable post & team insights
- KPI & benchmark dashboard
- ROI Calculators

Support:

E-mail support & access to the extensive knowledge base.



Activate - Employee Advocacy Pro

(€999,- monthly)

Employee advocacy made easy for any company size. Activate internal heroes on social media at all organizational levels.

Utilize a science-driven onboarding approach to turn your coworkers into brand advocates. Create a cohesive, company-wide social media plan to expand your brand's reach and increase engagement.

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

Save on your marketing costs by complementing your advertising efforts with organic posting via colleagues. **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

BRIDGESTONE



“Our work with Apostle is making an impact — we had the second-most active employees on LinkedIn”

Pili Ollés Roig, Communications Coordinator at Bridgestone Mobility Solutions

Features Employee Advocacy Pro

Social Media Content Strategy

- Manage and ensure your content strategy in the software: add pillars, topics, and label posts
- Create groups to structure your employee advocacy efforts and only provide relevant content

Full Access to the Social Reach Optimization Framework

- (Learn how to) onboard your colleagues as active brand ambassadors with the step-by-step framework, including one guided kick-off session
- Get explainer videos and use templates based on years of experience
- A dedicated SRO Professional reviewing your content strategy and offering coaching sessions

Post Variety

- Create post variants with AI and Automatic Translations

Activity Optimization Tools

- Post suggestion notifications and announcements
- Leaderboard & gamification to keep the competition going
- Reminder post suggestions via WhatsApp, mail, and mobile app
- Re-engagement tools

User Management

- Sign up landing page to invite your colleagues
- Seamlessly enrolling experience with our onboarding flow
- Bulk invite and manage all users

Gather authentic content

- Inspiration wall with brand ambassadors' suggestions
- Brand ambassadors send their inspirations via the mobile app or WhatsApp

Analytics and ROI Reporting

- Analytics individual performance
- Post & team insights
- KPI & benchmark dashboard
- ROI Calculators

Mobile App (brand ambassadors only)

- Post on social media with one click of a button
- Send authentic work-related content to your marketing team
- Optional: White label app for 54% increase in share rate

Integrations

- Single Sign On (SSO)
- BI Integration
- WhatsApp (200 free post suggestions included)
- Bitly



Local Hero - Activate Your Local Heroes

(€1199,- monthly)

Broaden your social media presence and influence internationally by mobilizing your local heroes, such as retailers, dealers, franchisees, members, brand labels, and other partners.

The people you regularly work with have come to know your company almost as well as employees and are actively interested in helping it thrive. Extend your local reach and increase your brand’s credibility together.

Time savings of 96,2% monthly compared to manually scheduling for all your local heroes.

According to the ROPO effect (Research Online, Purchase Offline), 46% of all searches are local: enough reason to optimize your online local reach.

Unburden and connect with your local heroes

Features Local Hero

Local Business Pages

- Connect local business pages of dealers, retailers, franchisees, and other business partners
- Schedule social media posts, reels, and stories
- Auto publish on these local business pages without approval for total unburdening

Brand Structure

- Manage the social media activities of multiple brands, locations, and countries in one dashboard together with a dedicated SRO Professional
- Bulk edit profile and cover photos of your connected business pages

Full Access to the Social Reach Optimization Framework

- (Learn how to) onboard your local heroes as active brand ambassadors with the step-by-step framework, including one guided kick-off session
- Get explainer videos and use templates based on years of experience
- A dedicated SRO Professional reviewing your content strategy and offering coaching sessions

Post Variety

- Create post variants with AI and automatic translations

Content Mapping:

- Advanced group structure to manage and structure all your labels, shops, and other local heroes to provide relevant posts at the right time.
- Advanced content strategy topic management
- Personalize content with personalization tags, such as store location

Scalable Onboarding:



- Science-driven onboarding designed for your local heroes
- Bulk onboarding through WhatsApp and sign up landing page

Activity Optimization Tools:

- Post suggestion notifications
- Leaderboard & gamification to keep the competition going
- Send announcements per group or topic
- Reminder post suggestions via WhatsApp (200 free reminders included), mail, and mobile app
- Re-engagement tools

Reporting & Analysis

- Analytics on store performance
- KPI & benchmark dashboard: compare yourself to other teams with local heroes engaged
- Advanced PowerBI integration

“Within the hour, I schedule posts for dealers in 3 or 4 languages. It would be more work if they had to do that all individually”

Sjors Leek, Digital Marketing Specialist at Trek Benelux



Grow your social media presence at your own pace with your heroes.



Save € 7.284 yearly with our

 **Apostle Ultimate Combo** (€1750,- monthly)

Maximum impact

- + 561% reach
- + Stronger (employer) brand
- + More engagement
- + Receive applications for vacancies up to 69% faster
- + Up to 51% more likely to achieve sales goals

Save

- 86% on CPC
- 61% on CPM
- 67,9% on costs per hire
- 88,19% on costs per lead
- 83,7% on time investment



Save € 7.284 yearly with our

Ultimate combo

(€1750,- monthly)

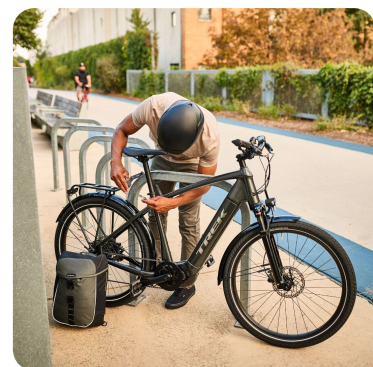
We are here to help you become the most visible in your field. Manage your business pages and activate all your internal and external heroes on social media for optimized reach.

Combine Core, Activate, and Local Hero to achieve the best social media results. This combo package lets you choose the option that best fits your business needs, optimizing your social media strategy and employee engagement.

The Ultimate Combo for TREK Benelux



TREK uses Apostle to activate employees and dealers as brand ambassadors, enhancing organic reach. Dealers get product content, tips, and campaign posts, while employees boost the employer brand. This strategy increases product buzz and strengthens TREK's employer reputation, effectively combining personal and dealer channels on one platform.



[Explore the full case study](#)

Why the Ultimate Combo?

- **Enjoy the full benefits** of the Core, Activate and Local Hero package
- **Maximize your reach and engagement:** leverage colleagues and local heroes to spread your brand messages.
- **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.
- **Unlimited users:** internal and local heroes
- **Support**
 - Dedicated SRO Professional
 - In-app and e-mail technical support
 - Access to our extensive knowledge base
- **Contract discounts:**
 - 2-year contract: 3% discount
 - 3-year contract: 5% discount
 - 5-year contract: 9% discount



Experiment and Explore

- **Action:** 🖱️ Try all features of the ultimate combo package with no commitment
- **Benefit:** ❤️ Experience the full capabilities of our software risk-free.
- **Result:** 📈 Understand how Apostle fits your needs and enhances your marketing, sales, and recruitment social media strategy.

[Start experiment](#)



Global Suite

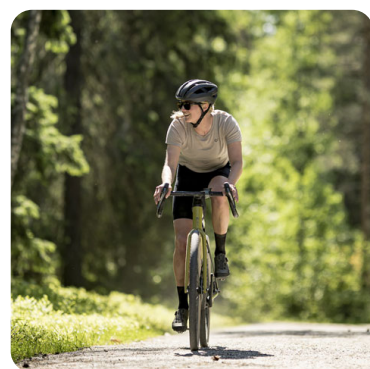
(€1750,- + €159 per location monthly)

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 Core, Activate, and Local Hero packages for all your locations with an Ultimate combo license at the holding level and a core package at the location level. The locations benefit from all functions because they are made available per location.

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 Core, Activate and Local Hero 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



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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