



apostle social

Boost your Reach and Engagement with Employee Advocacy

Achieve your business objectives in marketing, sales, HR, and recruitment more quickly.



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About Apostle

Apostle Social is your partner in transforming your employees and business partners (retailers, franchisees, dealers) into powerful drivers of your social media success. Since our founding in 2012, we've been dedicated to making it effortless for organizations to amplify their brand through authentic employee-generated and -shared content. Our advanced software and proven **Social Reach Optimization (SRO)** methodology enables marketers to grow their organizations on social media, contributing to enhanced sales, marketing, and recruitment efforts.

Based on behavioral science in collaboration with the Cialdini Institute, our software allows you to empower your team to post work-related content on their personal social media profiles with ease, driving momentum over time. Manage all your social media activities seamlessly through our intuitive dashboard while benefiting from the extensive resources of our SRO Framework.

Trusted by over 1,400 companies across more than 20 countries, Apostle provides the expertise and tools needed to succeed in today's social media landscape. Whether you're looking to strengthen your brand presence, engage your audience, or drive measurable results, Apostle is here to guide you every step of the way. Discover how our innovative solutions can help your company grow and achieve its goals.

Leverage the human capital in your organization

Active brand ambassadors often experience a deep connection with both the organization they work for and their colleagues. This engagement strengthens the human capital of the organization. Through their role as ambassadors, they not only align with the company's mission and values but also with the broader purpose the organization pursues. They become an integral part of the brand identity and take pride in embodying this identity.

The collaboration within the brand ambassador program also enhances the bond between colleagues and contributes to human capital. By working together to promote the organization and its message, a sense of fellowship and teamwork emerges. This shared sense of dedication contributes to a positive work environment and encourages collaboration, further enhancing the company's human capital.



The SRO-methodology

What is Social Reach Optimization (SRO)?

Social Reach Optimization is a marketing method next to SEO, SEA, and social advertising to increase your organic reach by activating brand ambassadors on social media and achieving business goals in marketing, sales, HR, and recruitment. By strategically disseminating personal and branded content within the networks of your brand ambassadors, you expand the organic reach and engagement with your organization or brand and attract more leads, customers, and applicants.

With SRO, the marketing department serves as the starting point for your brand ambassador program. Involving colleagues from other departments as brand ambassadors enhances internal cohesion. Besides, you achieve business goals collectively and efficiently.

With SRO, you transform your employees into engaged brand ambassadors

The Behavior Change Model by B.J. Fogg provides insight into the mechanics of behavior change and asserts that three factors are necessary for behavior to occur: motivation (M), ability (A), and a prompt (P) [1]. These same three factors are essential for activating brand ambassadors on social media. Research indicates that 67% of your engaged colleagues are already motivated (M) to post work-related content on social media [2]. Providing employees with employee advocacy software and an activation program makes it very easy for them to post on their social media accounts (A). Using notifications (P), you prompt them to share a suggested post.





What are the benefits, and how do you earn back the investment?

Marketing & Sales

Algorithms reduce organic reach and engagement on LinkedIn company pages

Social media platforms are designed to facilitate peer-to-peer communication, and therefore algorithms limit the reach of company pages, leading organizations to invest more in expensive advertisements. By adjusting the algorithms, company page posts have lower online reach and engagement (2-7%) [3] compared to personal posts (25-30%) [3a]. Furthermore, 92% of people trust messages from their personal network more than company page posts.

Online advertisements are becoming increasingly expensive

The prices of digital advertisements are rising by 45% on average [4]. As a result, more marketers are shifting a share of their advertising budget to Social Reach Optimization. This strategy boosts your organization's organic reach without requiring an additional advertising budget.

Suggesting social media posts via mail for colleagues consumes significant time

Through efficient employee advocacy software like Apostle, you can spread and post content with your colleagues up to 71% faster than usual (Apostle research, August 2023). This software empowers your colleagues to easily and quickly post work-related content on social media.

Reposting is ineffective

Reposting company page posts results in 10-15% fewer views than other forms of engagement, such as comments [5]. Posts on personal channels generate, on average, five times more engagement than those on company pages [6]. Therefore, when your colleagues post a message on their personal social media accounts, engagement is higher, and your reach can grow up to 561% [7].

Advertisements are less effective due to ad fatigue and high competition

Leads coming via your brand ambassadors convert up to 7 times faster [8]. Additionally, organizations engaged in social selling through brand ambassadors create more opportunities. They are up to 51% more likely to achieve their sales goals [9].

Cold acquisition has become less effective

When your sales reps and other colleagues post relevant messages, they generate more interaction with prospects [9], a crucial part of the sales funnel. This way, prospects, and customers come to you instead of the other way around.



HR & Recruitment

Challenging recruitment due to labor market scarcity

76% of job seekers find employment through their personal network [10]. Moreover, you receive ten times more applications for vacancies compared to traditional channels via your employees' social media channels [11]. They often have highly relevant networks. That former colleague, classmate, or acquaintance might be your next potential candidate.

How do you differentiate your employer brand from competitors?

You strengthen your employer brand by consistently appearing in front of your target audience through social media with branded and authentic content on employer branding. A strong employer brand increases your chances of receiving 50% more applications [5]. Additionally, 84% of job seekers consider switching jobs if another company has a better employer brand [5].

The recruitment process takes a long time

With brand ambassadors regularly posting work-related content about the company, you can receive applications for vacancies up to 69% faster [5].





How secure is the software?

Legal & IT

Learn more about the terms of our SaaS agreement, Apostle's GDPR compliance, and data processing.

Our SaaS (Software as a Service) agreements represent a legally binding contract between Apostle as the software provider and you as our valued customer. This contract outlines the rules surrounding software usage and typically includes aspects such as the scope of service, payment terms, contract duration, and the obligations of both parties. It also covers matters like software maintenance and support, protection of intellectual property, and the handling of data and personal information.

GDPR

Gain insight into Apostle's GDPR compliance and our data processing practices.

[Read more](#)

Data Processing Agreement

A data processing agreement that outlines terms for handling personal data and ensuring privacy safeguards.

[Read more](#)

Terms & conditions

This agreement describes the terms between Apostle and the customer for using our SaaS platform.

[Read more](#)

Privacy policy

Learn how Apostle collects, uses, and safeguards personal data, as well as the rights users of Apostle have regarding their personal information.

[Read more](#)



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