



socialondemand®

Leverage the social presence of your advocates



socialondemand®

Why our clients love social media advocacy through their employees, partners and other advocates:

Reach



88% of advocates will share to their social networks, drastically increasing your reach¹.

Engagement



On average 330 advocates will generate 77,000 web hits every month².

Consistency



Having control of the content posted on behalf of your brand ensures your message remains consistent and meets your organization's corporate guidelines

Social Selling



With 67% of the buying cycle occurring online³, influence buyers at an earlier stage by sharing content through your advocates' social networks for their connections to see and interact with.

Thought Leadership



Advocates benefit through building their online and social status too. Including their opinion within posts will help them stand out from others posting the same piece of content.

Engaged Employees



25% of employees are more likely to stay at the company if they are socially engaged and enthusiastic about the company they work for⁴.

Empower advocates to share your content through their social media accounts with socialondemand® from Tremolo.

How it works



1

You post content

You - the brand - create a post and select which country, advocate, social network it's relevant for and schedule a time to send



2

Advocates are notified of your post

They can edit, discard, approve and schedule your post



3

Your content is amplified

Once shared by your advocates, content then appears on their social networks, looking as if it came from them



4

Brand awareness increased

Their connections read your shared post on social media and become aware of your brand

The Benefits

- ✓ Increase brand awareness
- ✓ Influence buying decisions
- ✓ Reach a wider audience
- ✓ Generate more interactions between your advocates and their connections
- ✓ Increase web traffic
- ✓ Track the popularity of each post and identify how engaged your advocates and their followers are

Give your partners the power to extend their social media reach with your content, via **socialondemand®**.

Simply call Tremolo on **+44 (0) 20 3540 6585**, or email us at **info@tremolosoftware.com** to request a demo and find out more information.



Units 2, 3 & 4, Old Brewery Yard, High Street, Battle, East Sussex, TN33 0AE
©2017 Tremolo® Software Limited. All rights reserved.

Sources: 1/ Tremolo® Software report 2/ Tremolo® Software report 3/ Fidelman, M. (2013) Study: 78% Of Salespeople Using Social Media Outsell Their Peers [Online] < <http://www.forbes.com/sites/markfidelman/2013/05/19/study-78-of-salespeople-using-social-media-outsell-their-peers/#44d1181c7c32> > [Accessed 15 August 2016] 4/ Tarpenting, E. Li, C. Littleton, A. (2016) Social media employee advocacy: Tapping into the power of an engaged social workforce - Altimeter report