



## Advocacy Marketing

Increase reach, traffic, and conversion rates through employee advocacy, and boost employee engagement by empowering teams as company brand ambassadors on social media.

Complement your current social media marketing strategy by **driving social media influence through your company's employees.**

Let their own enthusiasm and pride in their work help drive positive brand awareness and influence.

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## Social Selling

Enable sales teams to demonstrate expertise, engage prospects, generate and track leads through social selling.

**Boost your commercial team's current lead generation strategy** by boosting sellers' social media influence.

When a salesforce become seen as experts in their field through the creation and sharing of relevant content, a whole new tool is created for lead generation and closing deals.

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