



# Advocacy Marketing Checklist

## Discover and Identify Brand Advocates

**What to look for:** The group of customers and clients whom are most likely to recommend your company or products/services you provide. They can typically be identified through a variety of promotional activities.

**Why you need it:** Once your most loyal clients and customers have been identified, you can leverage their existing contacts to promote your brand with more engaging content and with a lower overhead.

## Generate a Promotional Strategy

**What to look for:** Some activity that can garner engagement from current customers, some will even generate new customers and sales. These could include a referral program (many reward the referring individual along with those who are referred), special events that celebrate customers and clients, super sales (in this case a sale that requires a customer action to be eligible for a steep discount), social media campaigns, and user generated content (these last two can often be combined to generate SM buzz and great content for later use - think Apple's 'Shot on iPhone' campaign).

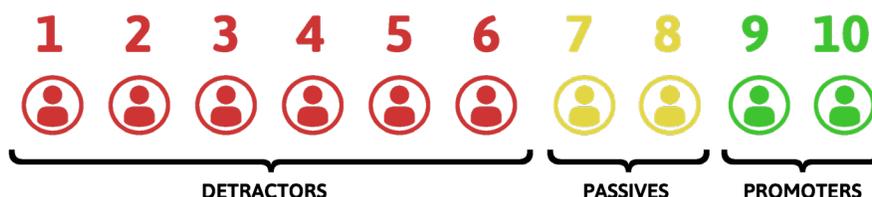
**Why you need it:** Promotions can be great in generating revenue, but they will also highlight those who are most engaged with your brand. If you can, take the extra step of making it 'interactive' to allow for a record of participation.

## Create Survey(s) to Collect Promoter Score Info

**What to look for:** Opportunities for, and questions to, allow customers to rate their experience and likelihood to participate in certain actions. Starting with something as simple as "How likely are you to recommend *us/our product* to a friend?". Try to keep your scale as a 1-10 rating. The survey should include an open-ended follow-up question asking for the reason they gave their score, like "What is your main reason for that score?".

**Why you need it:** These survey responses will allow you to measure what's called a Net Promoter Score. This metric will give you a touchstone for business growth and development. It's advisable to find different points along a customer's journey to collect scores related to different aspects of your company (brand likability, individual services and products, and pre/mid/post satisfaction).

## Net Promoter Score



$$\text{NPS} = \% \text{ (green icon)} - \% \text{ (red icon)}$$