



CASE STUDY

Employee Advocacy Generates New Opportunities For Specialist Law Firm

LinkedIn engagement and meaningful meetings ramp up within 3 months

Continual improvement is a recurring theme for Andy Hooper and his colleagues. It's behind the success of the marketing team at Stewarts, the UK's largest litigation-only law firm.

Not content with their proven existing marketing activities, Senior Digital Marketing Manager Andy sought fresh ways to start conversations with potential new clients and referrers worldwide.

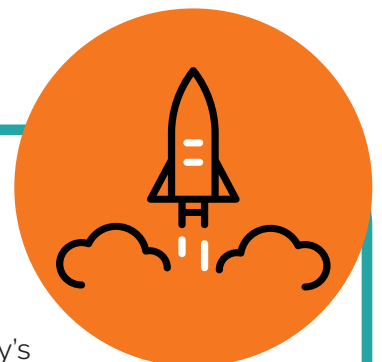
There's no time to rest on past successes when your engagements are complex, high value and transactional in nature. Andy was keen to tap deeper into the reputation of the firm and lawyer-led referral networks as an avenue to win new instructions.

“ Tribal Impact's employee advocacy expertise shone through from first meeting through to launch of a successful trial and then onwards into the preparation of a detailed business case. We trusted Tribal Impact's approach and achieved excellent results faster than expected. Our training programme's success and continued growth is because we have Tribal Impact on our team. We could not have wished for a better partner. ”

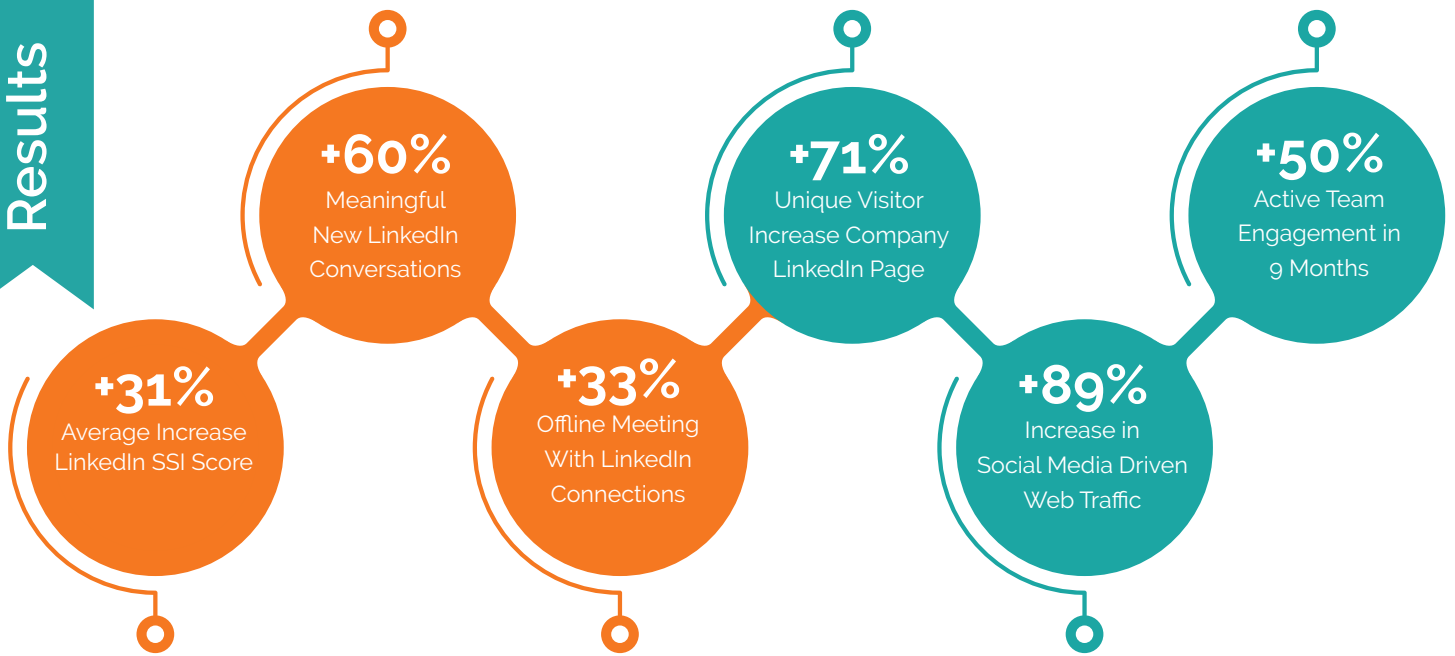
Andy Hooper,
Senior Digital Marketing Manager, Stewarts

Challenge: How To Launch A 'New To Them' Employee Advocacy Programme

A significant problem to overcome was managing the risk averse approach to the use of social media whilst freeing people to capitalise on its benefits. Andy's research revealed Employee Advocacy as a contender. An approach that would be new to the firm and relatively fresh to the law sector. It matched the desire of some colleagues to enhance social media use to grow their networks whilst allowing the firm and marketing team to manage the risk. A great idea but tough to implement when your marketing team is fully committed to the delivery of existing activity. Andy also knew that an Employee Advocacy platform on its own was not a magic solution. Training and support of colleagues with a wide range of social media abilities was the key to success.



Results



Solution: Launch And Use Momentum Of Successful Pilot

With Andy, Tribal Impact trialled and adjusted our Employee Advocacy Launch and Embed Service within a small team. It worked.

Using trial data we set targets, defined resources, assessed risks and showed the return on investment from a full programme. The business case won Partner approval to roll it out.

30 eager volunteers for a 3-month Pilot Programme were easily recruited from the 65 who stepped forward to complete our Social Media Maturity Quiz. Andy was pleasantly surprised by the response to our approach.

Our tailored workshops, webinars and email templates kicked-off a strong launch. Our team offered ongoing support to people at all levels, adjusting activity and direction as needed to maintain momentum. A small inhouse project team provided extra resource and admin support.

Creators were shown how to simplify and step up content creation to deliver relevant and consistent streams that were easy to share and aided advocacy adoption rates.

Results: Engaged Advocacy Opens Doors Faster Than Traditional Marketing

- A successful 3-month pilot exceeded all pre-launch KPIs, some by a distance.
- Early on, we heard of successes; strong LinkedIn connections made, online conversations started, and offline meetings booked.
- A complex litigation case study shared on LinkedIn opened a conversation that may otherwise have taken months to secure.
- News that Employee Advocacy produced results far quicker than traditional methods circulated and spurred further engagement across the firm.
- Early adopters became employee advocacy champions to encourage 150 colleagues to join the programme within the first nine months. Increasing new opportunities created by a wider, more engaged network soon followed.
- Stewarts shows success breeds success when a proven Employee Advocacy launch model embeds in an organisation, even when it is new to the team.

How Can We Help You?

Our Employee Advocacy model simplifies a multi-faceted process so it's easy to understand how and why it works. Call, email or message us and we'll take you through it.



Contact Us For More Information

We specialise in B2B social media advocacy driving higher lead conversion and faster revenue growth by mobilising your most credible and trusted brand voice on social media. Employees.

We provide a range of services and training around Social Selling, Employee Advocacy, expert influencer blogging and executive social coaching.

Learn more at www.tribalimpact.com



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