

“NOTHING IS MORE CRUCIAL TO YOUR ADVOCACY STRATEGY THAN AN EFFECTIVE LAUNCH”

- Mike Couch, CEO & Managing Partner
Couch & Associates

Once you have made the decision to add Advocate Marketing to your Enterprise Marketing strategy, it makes sense to have a Business Process Review to ensure that your strategy is aligned to your business objectives. We recommend and encourage all of our Enterprise size clients to enroll in an *On-Site Business Process Workshop*, which is designed for larger customers that need more time to align their marketing processes with their existing stack of marketing technology.

Why is an Advocate Marketing Strategy Different for Enterprise?

To ensure you're experiencing value as soon as possible, Enterprise clients are recommended to leverage an on-site business review to highlight and resolve any issues that may arise from the complexities of Large Revenue Businesses.

We see three common benefits that Enterprise clients can receive from their Advocacy Strategy.

- 1. Reference Velocity:**
Being able to get references super fast. Getting the right reference at the right time becomes one of the most valuable by-products of a successful advocacy program.
- 2. Product Collaboration:**
Every company “says” they care about what the customer thinks and wants. But with Advocacy Marketing Programs in place, this creates a growing reciprocal relationship for customers, employees, and partners to engage with each other. Customer Advisory Boards become real communities that offer actionable insights instead of annual meetings that no one takes action on.
- 3. Customer Driven Marketing:**
By customer driven marketing, we mean marketing content that is actually created or collaborated on by real customers. Marketing department content can be skewed. It might be fantastic looking, but it is much more credible and valuable when the customer generates the content.

How Does This Program Benefit You?

- **Gain alignment** across the leadership team on the goals for your Advocate Marketing Program.
- **Provide insights** into the scope of implementation among all key stakeholders and help them align on roles and responsibilities.
- **Understand** the amount of change in process to prepare for an implementation of this scale and better prepare your teams.
- **Identify potential** pit falls that your team will face during implementation so that risk can be mitigated.
- **Establish greater trust** in the program and in your implementation team to ensure success.

To register for your
On-Site Business Process Review.
couch.associates/advocacy

