# Advanced Guide to Segmenting Content for Experienced GaggleAMP Managers

Channel 💼

7 Activities

은 8 Members

Subscribed





## Why Might You Need this Advanced Guide?

As a seasoned Gaggle Manager, you may have noticed that your current Channel and Group setup isn't delivering the results you need anymore, or perhaps you never established a formal segmentation strategy to begin with. Either way, engagement may have dropped off in certain segments, or your content might not be resonating with people in different regions or departments as effectively as it once did.

When these shifts happen, it's clear that a more refined approach to segmentation is necessary. This guide will help you:

- Refine how you organize Channels and Groups to improve content relevance.
- Target specific segments with content that drives higher engagement.
- Ensure that different regions, job functions, or departments receive content that aligns with their needs.
- Prevent people from feeling overwhelmed by delivering only the most relevant activities at the right time.

This guide draws on best practices from top global advocacy programs, so whether you're managing complex programs or looking to optimize performance across multiple segments, these strategies will help you keep everything running smoothly and effectively.



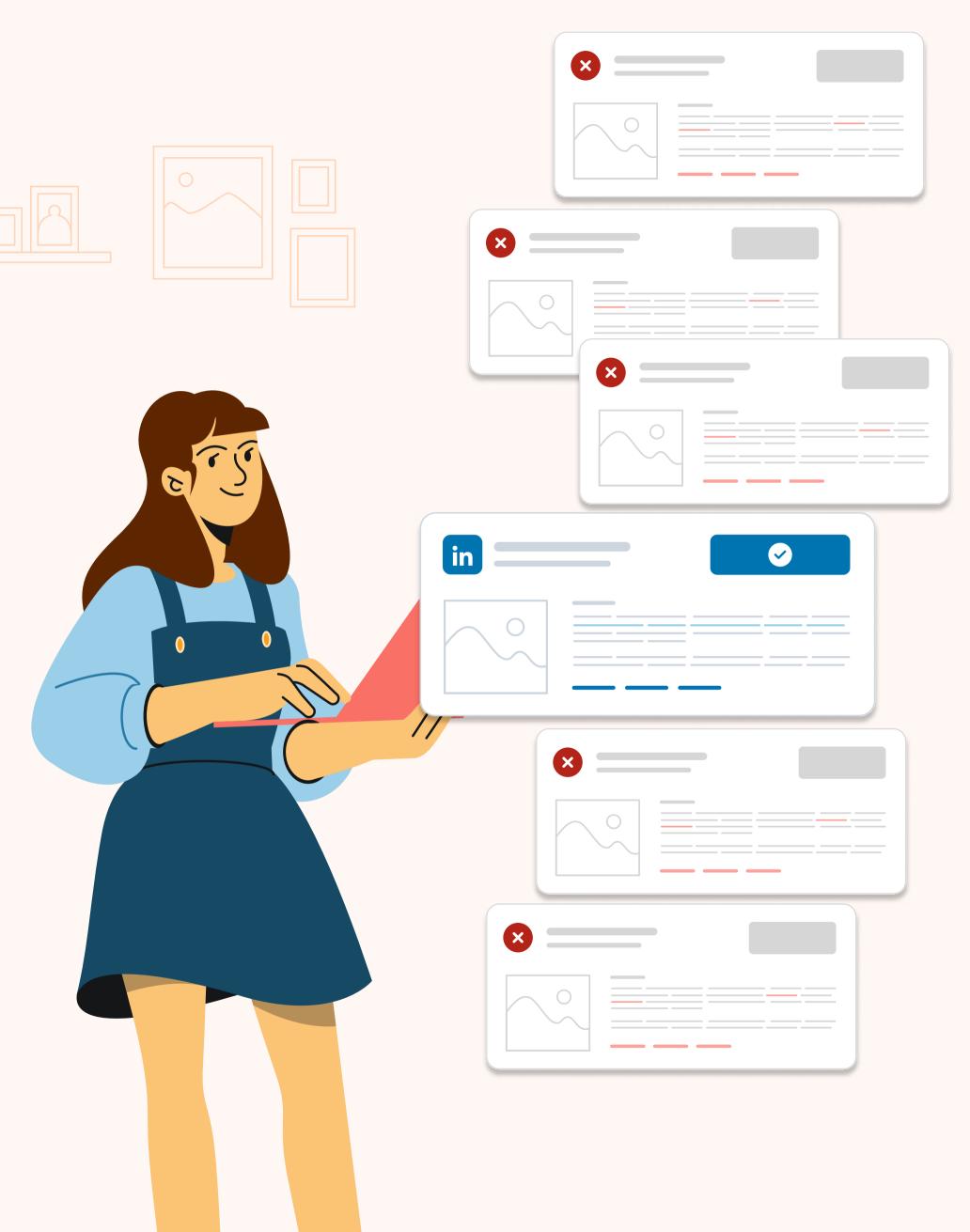
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Activities

Advanced Guide to Segmenting Content for Experienced GaggleAMP Managers

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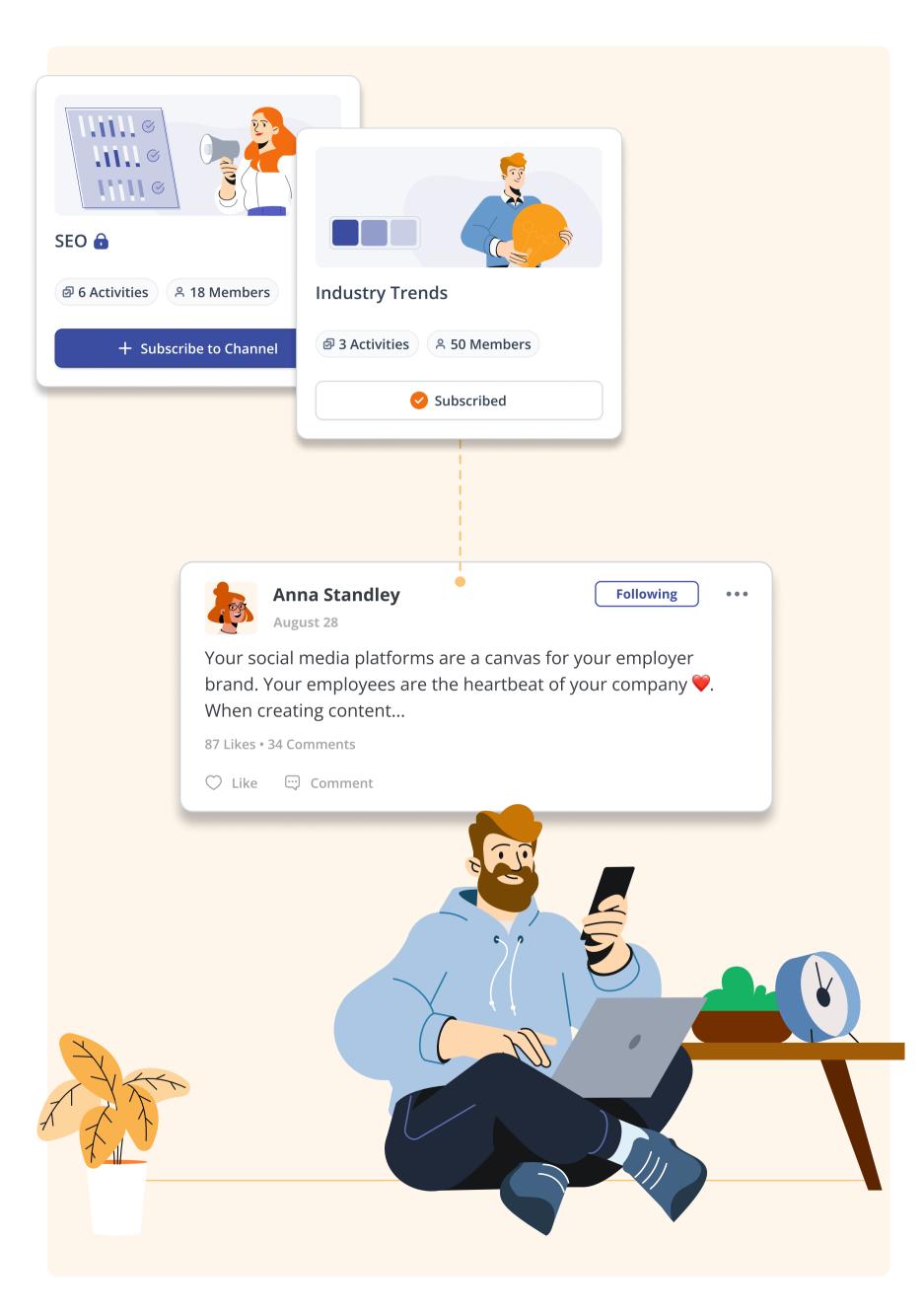


## Why Segmentation of Your Activities is Important

Effective segmentation ensures that the right activities reach the right people at the right time, which boosts engagement and relevance. Without proper segmentation, individuals might receive too many or irrelevant activities, leading to content overload and disengagement.

By carefully segmenting your activities, you make it easier for participants to find and engage with the most relevant information, increasing the likelihood of active participation and successful advocacy. This approach not only streamlines content distribution but also enhances the overall effectiveness of your employee advocacy program.





## **Optimize Content Segmentation With Channels and Groups**

Channels and Groups can sometimes be confusing if you're unsure how to best use them for segmenting your activities. Here's a quick breakdown: Channels segment content and are more member-centric, while Groups segment people and are more Manager-centric. Both tools are essential for delivering relevant content to the right audience at the right time.

### Channels

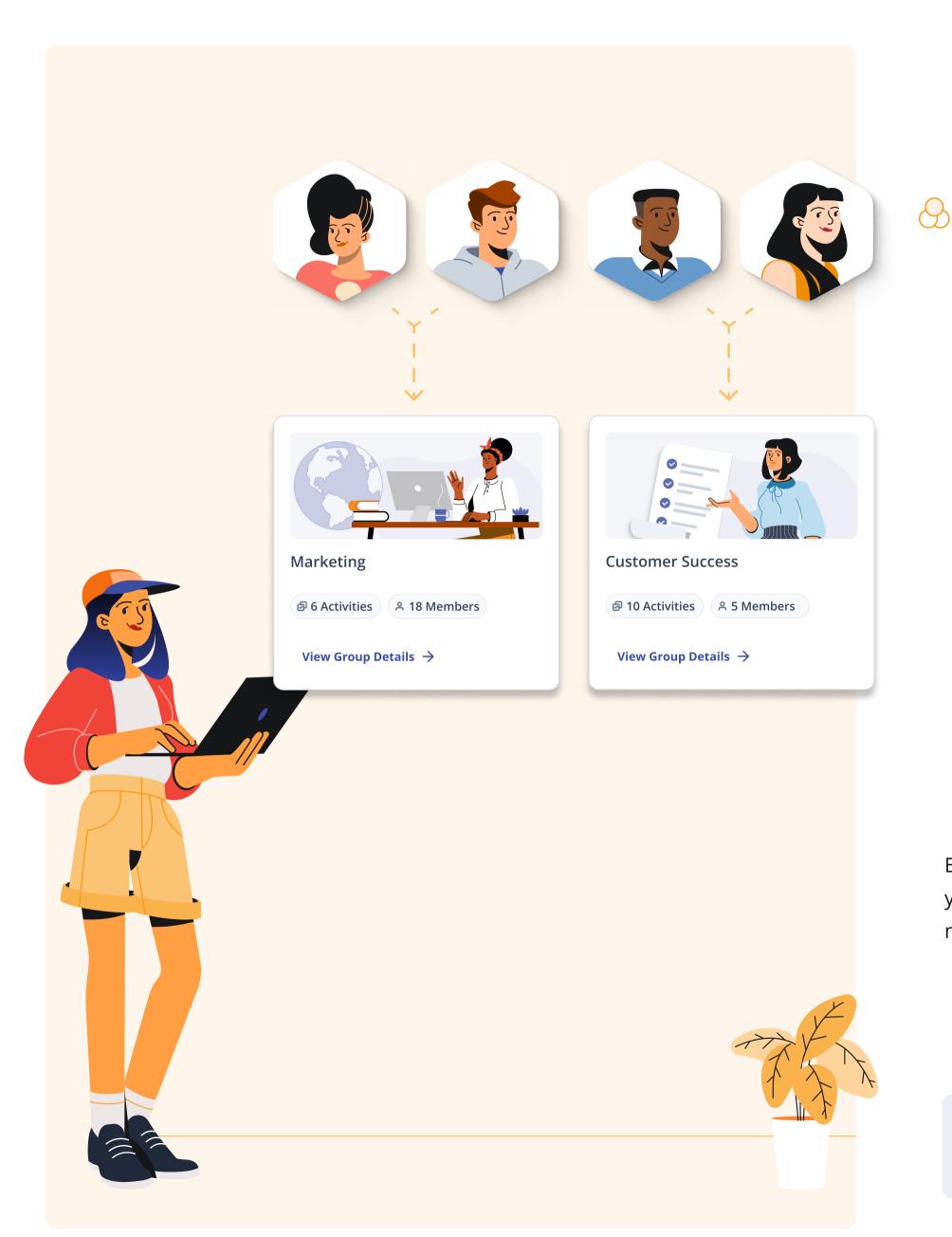
Channels are designed to **organize and segment content**, making it visible to all members who choose to follow the Channel. They are ideal for organizing your main pillars of content, such as Industry Trends, Educational Content, or Product Updates. Members have the flexibility to subscribe or unsubscribe from Channels, ensuring they see only the content most relevant to them.

### Key Tip:

By allowing members to opt into Channels based on their interests, you ensure a more personalized content experience, which can boost engagement and retention.

• Organize Channels around core content pillars to help members easily find the content they care about.





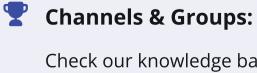
### Groups

Groups are used to **segment people**, allowing Gaggle Managers to organize members based on specific criteria such as department, location, or job function. Members are unaware of the Groups they belong to and cannot unsubscribe or opt out of a Group. This enables Managers to target activities and content to specific segments of people without overwhelming them with too many choices.

Groups can also act as an additional filter for Channels. For example, you may have an "Industry Trends" Channel, but if you want to share specific content only with your APAC region, you would use the "Industry Trends" Channel and then apply the APAC Group to further segment the content.

### Key Tip:

By combining the flexibility of Channels with the targeting power of Groups, you can maximize the relevance of your content and ensure it reaches the right members, enhancing overall engagement and program success.



• Use Groups to target specific member segments, like region or department, ensuring content is relevant to their role or location without any extra steps from the members.

Learn More

Check our knowledge base article for more great tips!

## **Best Practices for Using Channels and Groups**

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### **Filter Content Effectively**

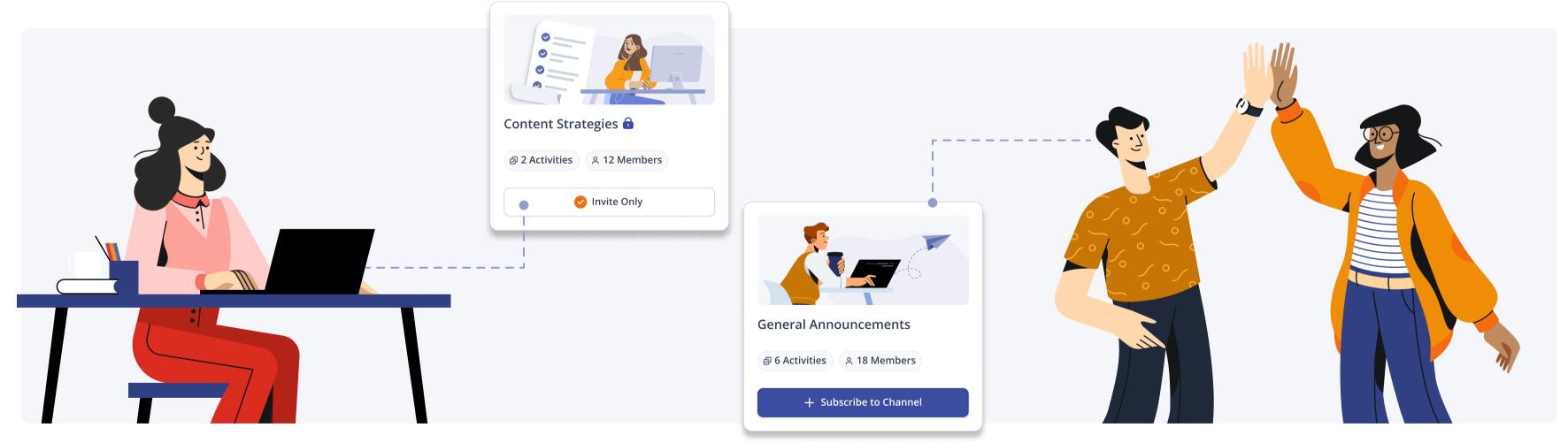
One of the key strategies for effectively optimizing content segmentation is by filtering the content into **Private** or **Public Channels**, allowing members to easily find the most relevant information.

### **Private Channels** $\bullet$

Created by the Gaggle Manager, these Channels are accessible only to members who have been invited. This is ideal for sharing content that is intended for specific groups or teams.

### **Public Channels** $\bullet$

Open to all members, these Channels allow individuals to subscribe and unsubscribe based on their interests. Public Channels are perfect for broader topics such as Industry News or General Announcements, where all members can opt in if they find the content valuable.



This structure not only helps members find the content most relevant to them but also prevents content overload by ensuring only those interested in a particular topic receive updates. By carefully managing private and public Channels, you ensure targeted content distribution and avoid overwhelming members with irrelevant information.

### 🐨 Key Tip:

• Regularly review your Channels to ensure they are aligned with your content pillars, and make adjustments as needed to keep content distribution efficient and relevant.

### <u>ě</u>ě **Balanced Approach**

To maintain simplicity and effectiveness in your employee advocacy program, it's important to use a balanced mixture of **Channels** and **Groups** to prevent confusion and excessive segmentation. Rather than creating multiple Channels for similar types of content, leverage Groups to segment your audience.

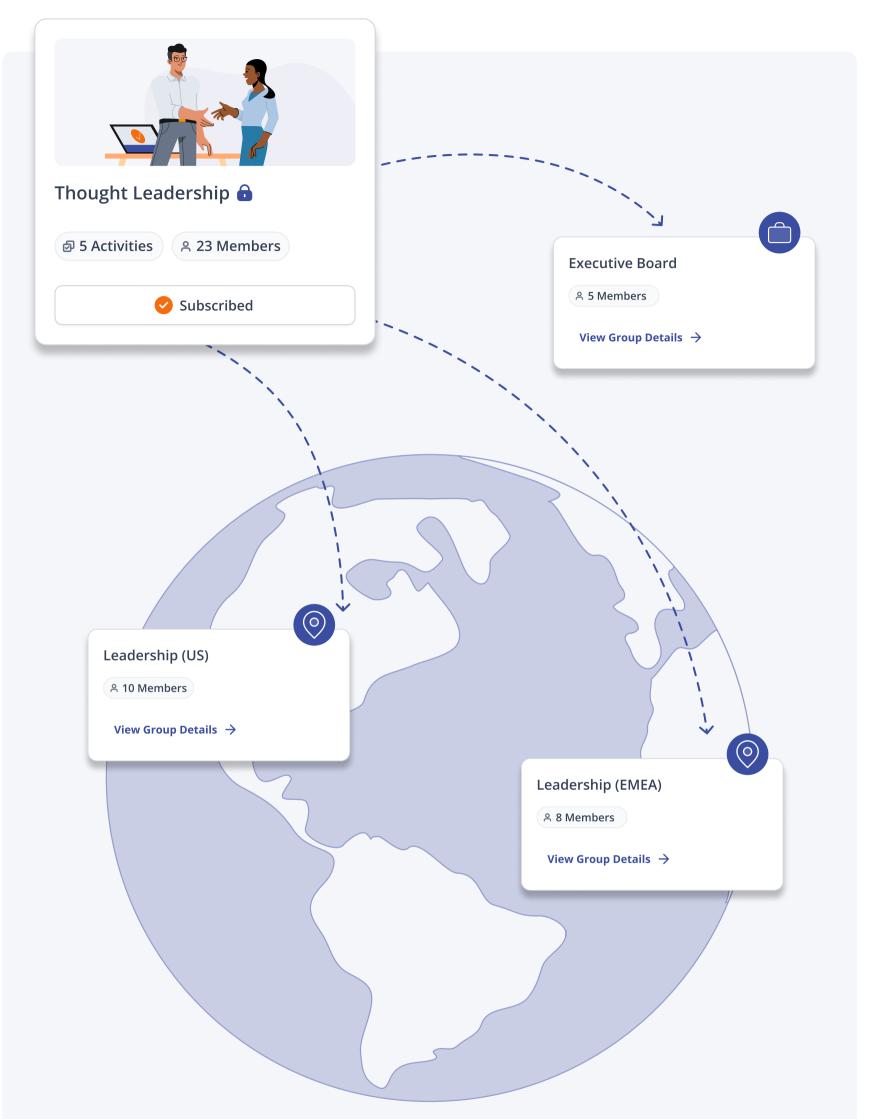
For example, instead of creating separate Channels for Thought Leadership content by region (e.g., Thought Leadership EMEA, Thought Leadership North America), use one **Thought Leadership** Channel and segment the audience into regional Groups (like EMEA or North America). This keeps your content centralized and more manageable while still targeting the right audiences.

### **Transform** Key Tip:

• Use Groups as filters within your Channels to target specific segments (like geography or department) without creating an unnecessary number of Channels. This keeps your content organized and ensures members aren't overloaded.

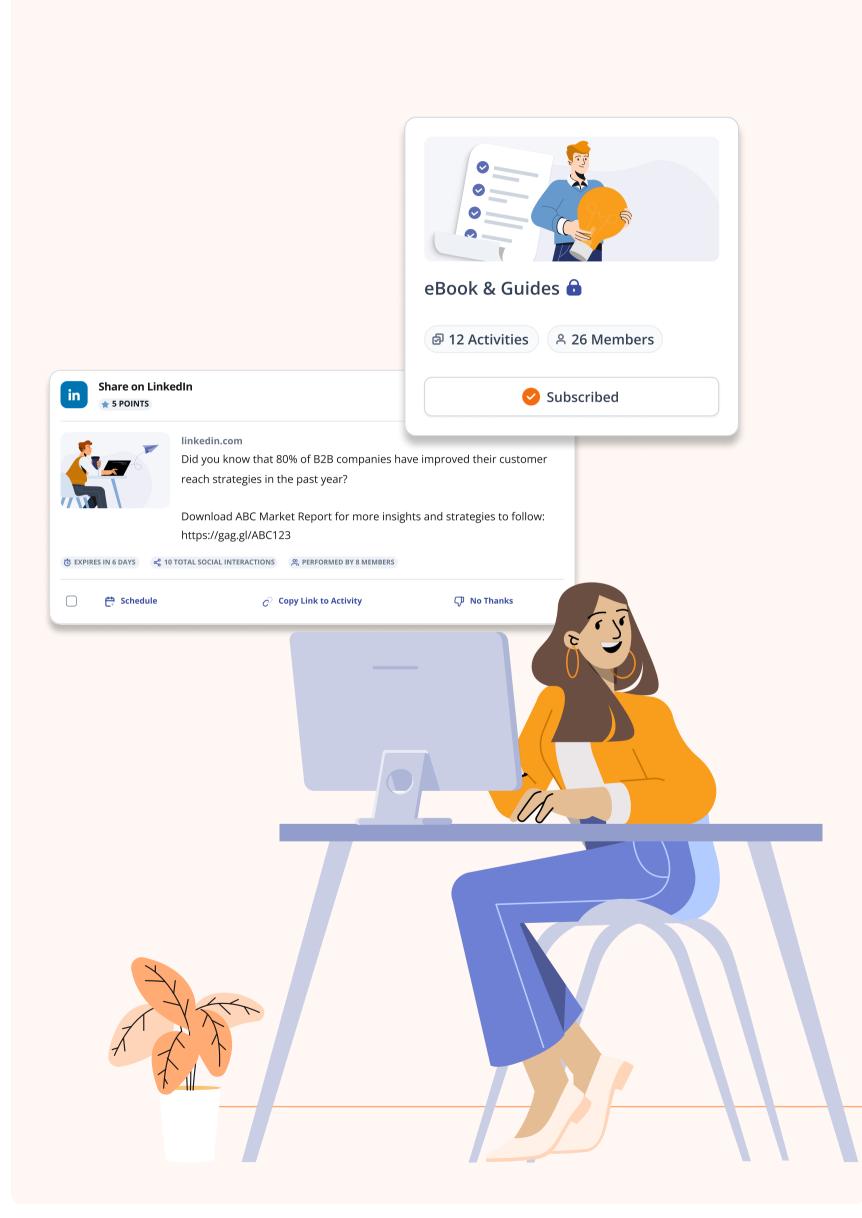
### $\bigoplus$ **Geography and Language Considerations**

While some programs might need to provide Channels for specific needs such as geography, language, or department, it's important not to over-segment. Creating too many Channels can overwhelm members and lead to disengagement. Instead, consider using **Groups** to sub-segment within your broader Channels. For instance, you might have a general Channel for "Product Updates," but use Groups to distribute content based on region, such as APAC or EMEA, or by language preferences.



By finding the right balance between Channels and Groups, you can maintain a streamlined content distribution process while ensuring members are only receiving content that's relevant to them.





## **Main Content Pillars for Channels**

Now that you understand when to use Channels versus Groups, let's explore some of the common content pillars that successful GaggleAMP employee advocacy programs use to segment their Channels. These examples represent core themes, but you should customize them to fit your organization's brand style and specific needs.

### $\sim$ Industry Insights and Trends

Share industry analyses, trends, and forecasts to position your brand as a thought leader. This Channel can be used to keep members informed of the latest developments and establish your company as a go-to resource for industry knowledge.

for future industry changes.

### **Educational Content**

Provide how-to guides, tutorials, webinars, and eBooks that help solve common industry challenges or improve skills that are relevant to your audience. Educational content is crucial for driving value and keeping members engaged through ongoing learning.

related to your industry.

• **Example:** Industry-specific reports, market trend analyses, and predictions

• **Example:** Step-by-step guides, product tutorials, or skill-building webinars

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### 8 **Case Studies and Success Stories**

Highlight the value of your products or services through detailed case studies and customer success stories. Use these stories to showcase real-world results, helping potential advocates see the tangible benefits of sharing your content.

• Example: Stories that demonstrate how your product helped clients achieve specific outcomes, like increased ROI, productivity gains, or improved customer satisfaction.

### **Product and Service Information** ° —

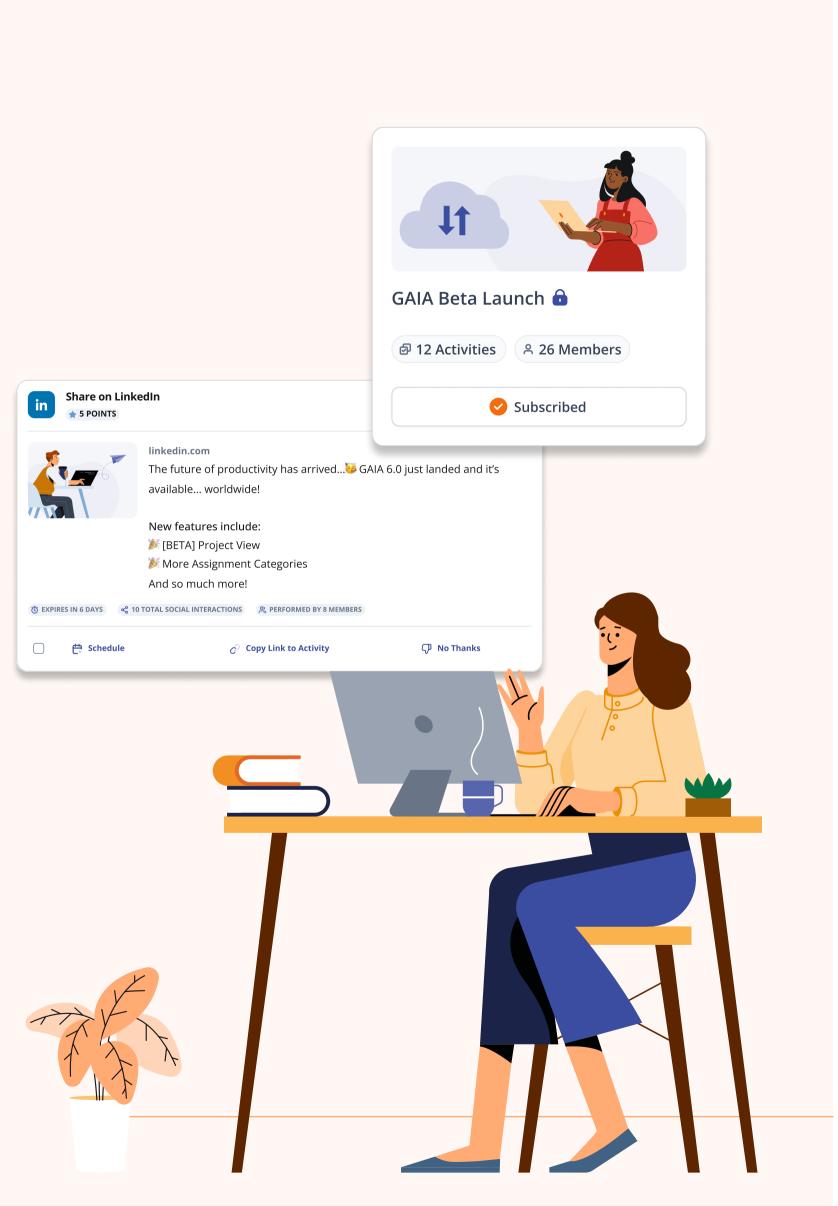
Use this Channel to provide in-depth information about your products or services, including key features, benefits, and how they stand out from the competition. This content should be clear, concise, and valuable for both current members and potential advocates who may want to share it with their networks.

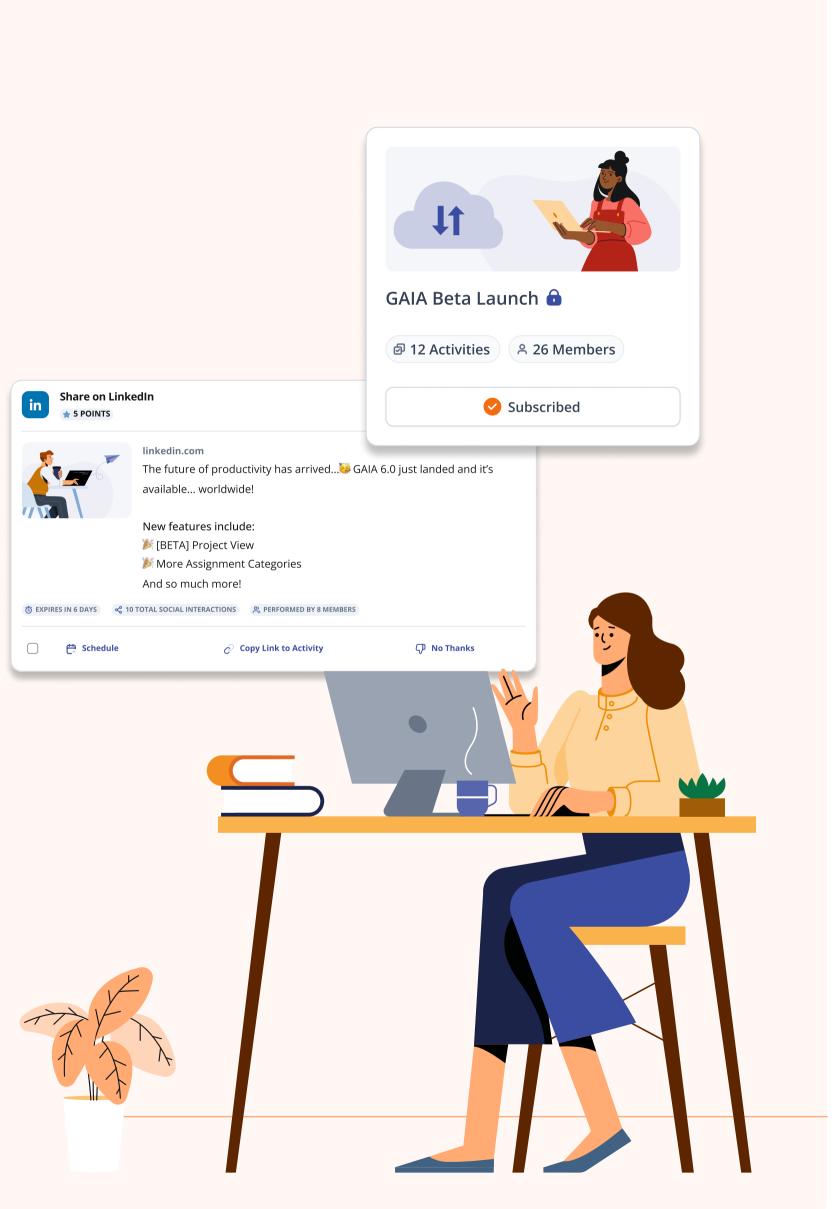
• Example: Product launch announcements, feature breakdowns, and competitive comparisons that highlight why your solution is the best choice.

### **Regulatory and Compliance Updates**

In industries like finance, healthcare, and technology, keeping up with regulations and compliance is critical. Use this Channel to keep your members informed about relevant regulations, compliance issues, and best practices. This helps your brand maintain trust and shows that you're a reliable resource for industry-specific requirements.

• Example: Updates on new legislation, compliance checklists, and best practices for meeting regulatory standards.





### **Thought Leadership S**

Publish thought leadership content that includes opinions, future predictions, and in-depth analyses of complex issues in your industry. This type of content not only provokes thoughtful discussion but also positions your company's leaders as experts, reinforcing the authority and expertise of your brand.

• Example: White papers, leadership blog posts, or video interviews where senior leaders share insights on industry trends and forecasts.

### **Technology Innovations**

Use this Channel to highlight technological innovations and advancements, whether developed by your company or emerging within the industry. Focus on how these innovations can influence business operations and drive future growth.

• Example: Announcements of new tech products or features, updates on industry innovations, or thought pieces on how emerging technology trends will impact your sector.

### $\bigcirc$ **Customer Support and Education**

Provide members with valuable tips, FAQs, and resources to help them better understand and use your products or services. By offering helpful content, you empower customers to get the most out of your offerings and improve their overall experience.

• Example: How-to articles, video tutorials, product FAQs, or customer service guides designed to address common issues or maximize product use.







### Corporate Social Responsibility (CSR)

Showcase your company's efforts in sustainability, community engagement, and ethical business practices. CSR-focused content helps build a positive brand image and creates a deeper connection with your audience by demonstrating your company's commitment to making a difference.

• Example: Reports on sustainability initiatives, highlights of community outreach programs, or blog posts about ethical sourcing and fair labor practices.



### **Event and Webinars**

This Channel is ideal for promoting upcoming industry and corporate events, webinars, and conferences your company is hosting or participating in. Recaps of past events can also help engage members who couldn't attend and offer key takeaways for your broader audience.

• **Example:** Announcements of upcoming webinars, invitations to industry conferences, or summaries of key points from recent corporate events.

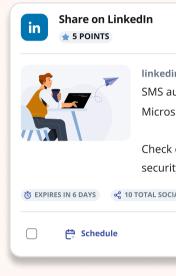




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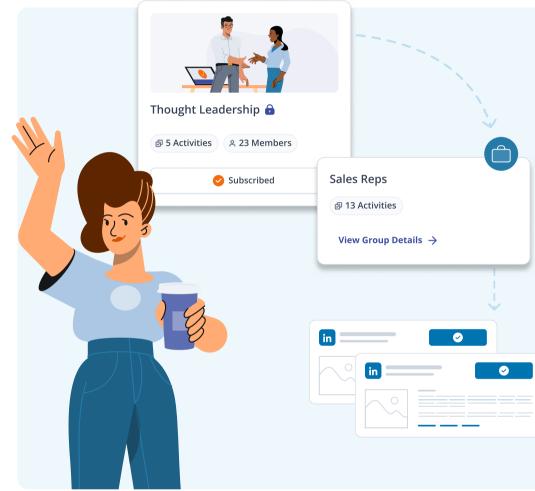
## **Using Groups for Targeted Engagement**

Now that you understand how to use content pillars for Channels, let's explore how to best set up Groups for more targeted engagement. Remember, Groups are most effective when segmenting people based on specific criteria like region, job function, or language. This allows you to deliver the most relevant content without cluttering the main Activities list.



### **Region-Based Groups**

Create Groups based on specific regions within your broader Channels to target local audiences. This reduces content clutter and ensures that only those in a relevant geographic area receive the information.



### Sob Function-Based Groups

Use Groups to target members by their job function, ensuring content is relevant to their roles and responsibilities. For example, you can create a Group for your sales reps within a broader Thought Leadership Channel, sharing only the activities that are tailored to their specific needs.

### Key Tip:

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• By using these targeted Groups, you ensure that your members receive content that is relevant and engaging, reducing information overload and increasing overall program effectiveness.

Company News 🔒	
15 Activities × 68 Members	
Subscribed	
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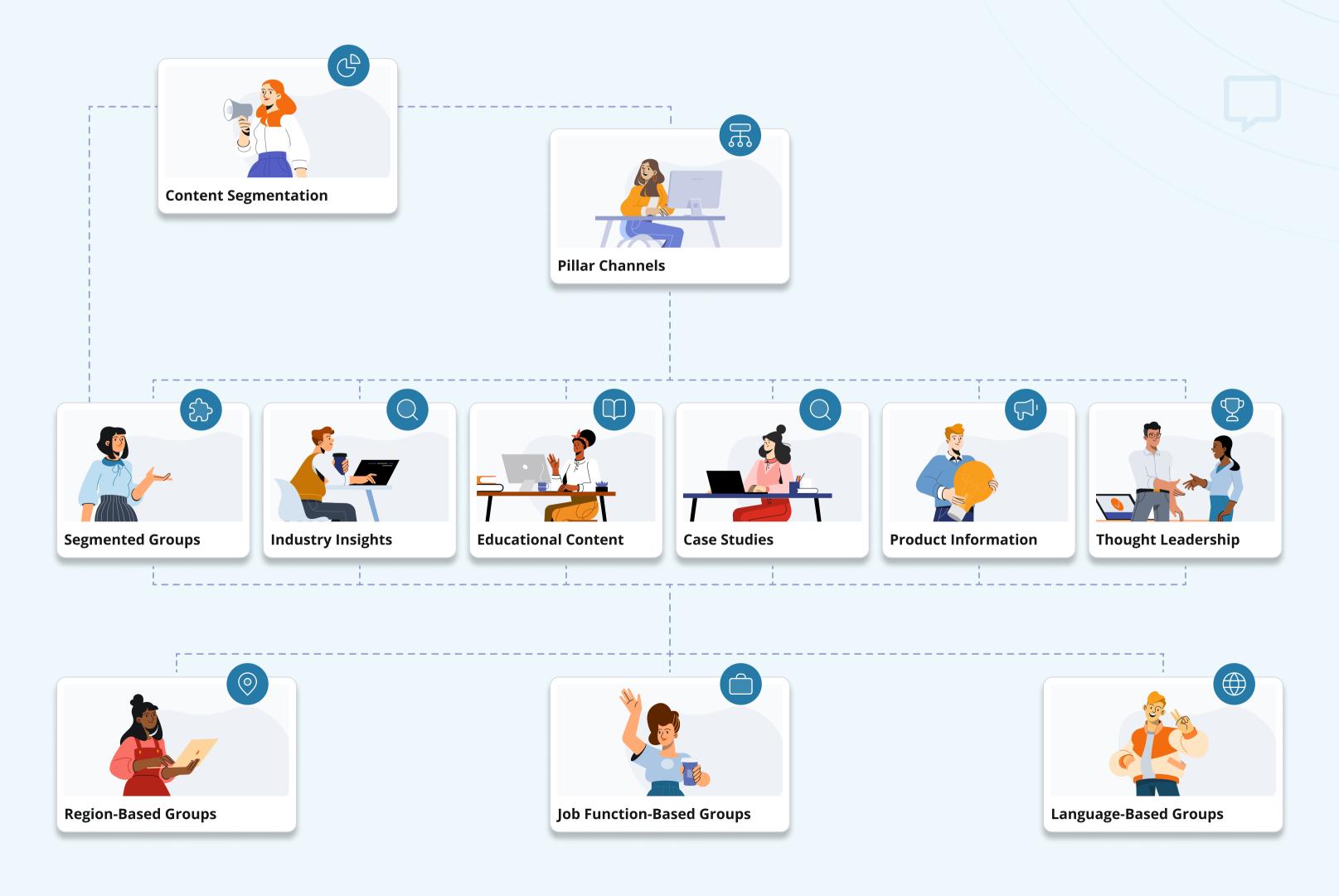


### **X**A Language-Based Groups

Segment Groups by language to tailor your content for multilingual teams. Within your Channels, use these Groups to ensure members receive content in the language that's most appropriate for them.

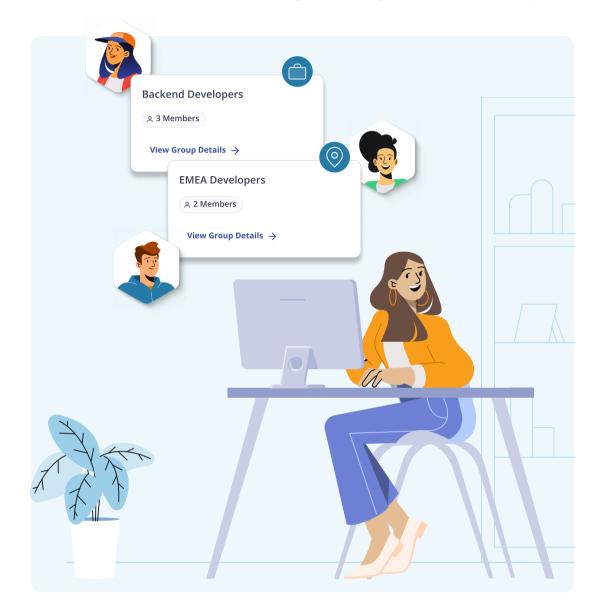
## Visualizing Channel and Group Segmentation at Scale

At scale, a well-organized Channel and Group segmentation strategy helps ensure that your content reaches the right members in a structured and effective way. This diagram illustrates how you can organize your content into Pillar Channels while segmenting with Groups.



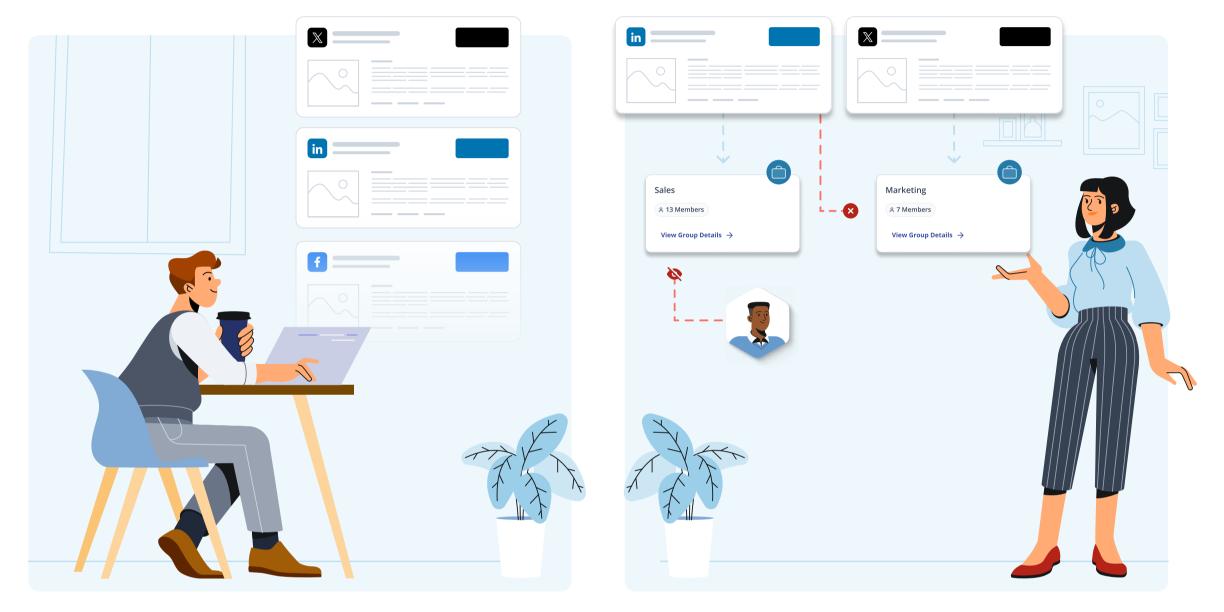
## What are the Advantages of Using Groups?

While Channels excel at segmenting content, Groups offer distinct advantages for targeting specific audiences. Some of the key benefits of using Groups include:





Groups allow Managers to control and segment members based on specific criteria, such as department, job function, or region. This ensures that the right people receive the right content, making your messaging more relevant and impactful.



### Manager-Controlled Membership

Managers have complete control over Group membership. They can create tailored activities for each Group, ensuring that content is aligned with the needs and responsibilities of the members in that Group.

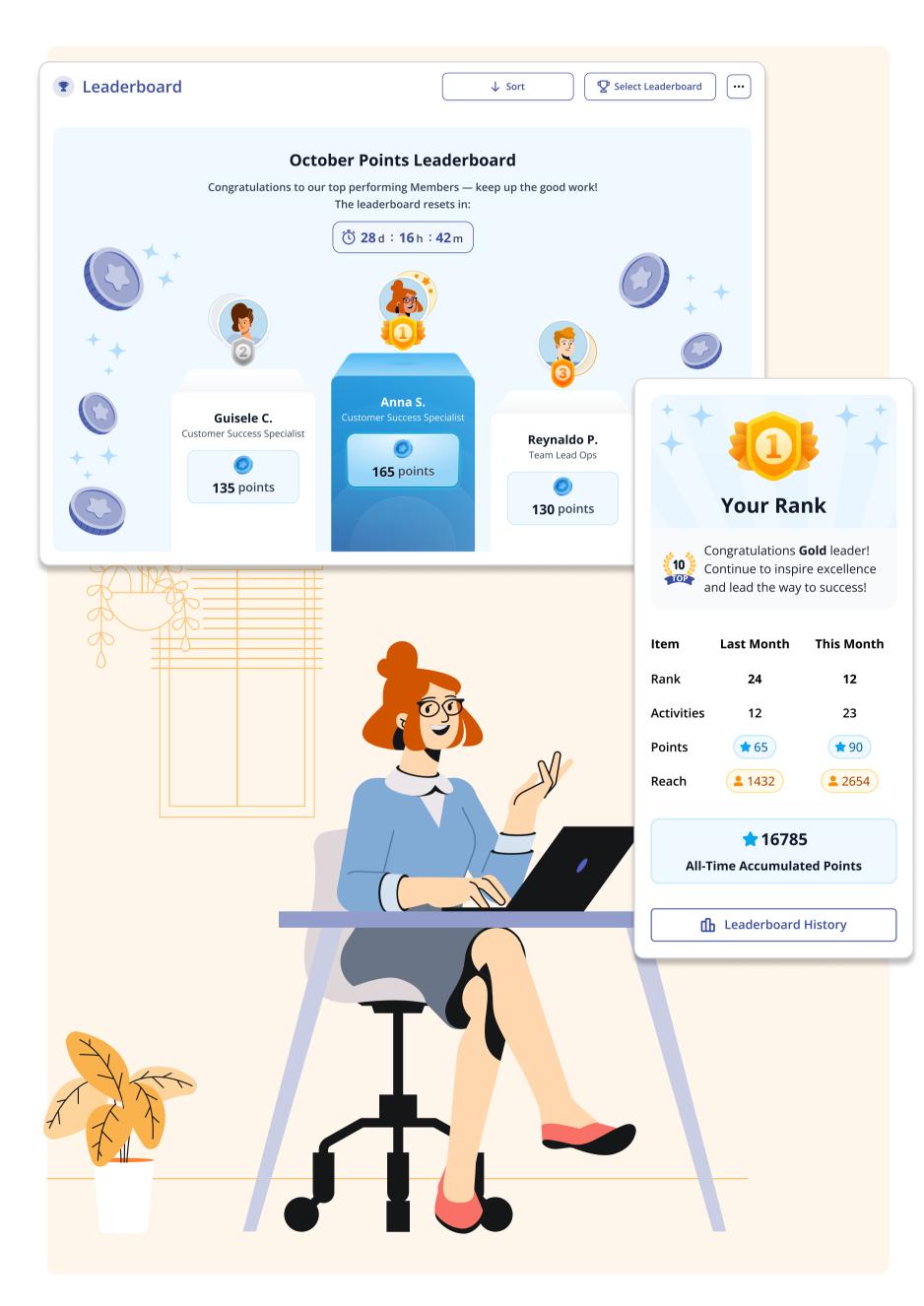
Taking the time to properly identify your content Channels and create well-segmented Groups can make managing your GaggleAMP program easier and more effective. It also helps reduce the frustration that comes with content overload, ensuring a better experience for your members. Once you've set up your Channels and Groups, be sure to document your strategy and regularly measure your program's success to refine your approach as needed.



### Limited Member Visibility

One of the biggest advantages of Groups is that members do not see which Groups they belong to. This allows Managers to segment members and deliver targeted content without overwhelming them with too many options or requiring them to take any actions.





## **Tracking and Measuring the Success of Channels and Groups**

Once your new Channel and Group strategy is in place, it's essential to measure and monitor its success. Both members and Managers can benefit from tracking performance metrics to ensure the strategy is delivering results. Here are a few of the basic methods to measure success:

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### **Check Your Leaderboards**

Members can check their ranking on the leaderboards to see how their engagements and activities contribute to the overall program. Leaderboards show their rank, activities completed, points received, and total reach. You can also sort the leaderboard to view performance within specific Channels or Groups.

### Key Tip:

• Use leaderboards to identify top performers and engage them as advocates who can motivate others. This visibility can help drive more participation and engagement from your members.



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### **Pull Your Reports**

GaggleAMP provides a range of reports that allow you to track and report on engagement and performance metrics by both Group and Channel. These reports include important data like clicks, impressions, shares, and the **Employee Earned Media Value (EEMV)**. Regularly pulling these reports helps you stay informed about what's working and where improvements can be made.

### Here are some wonderful knowledge base documents to help .4. you better understand your reports:

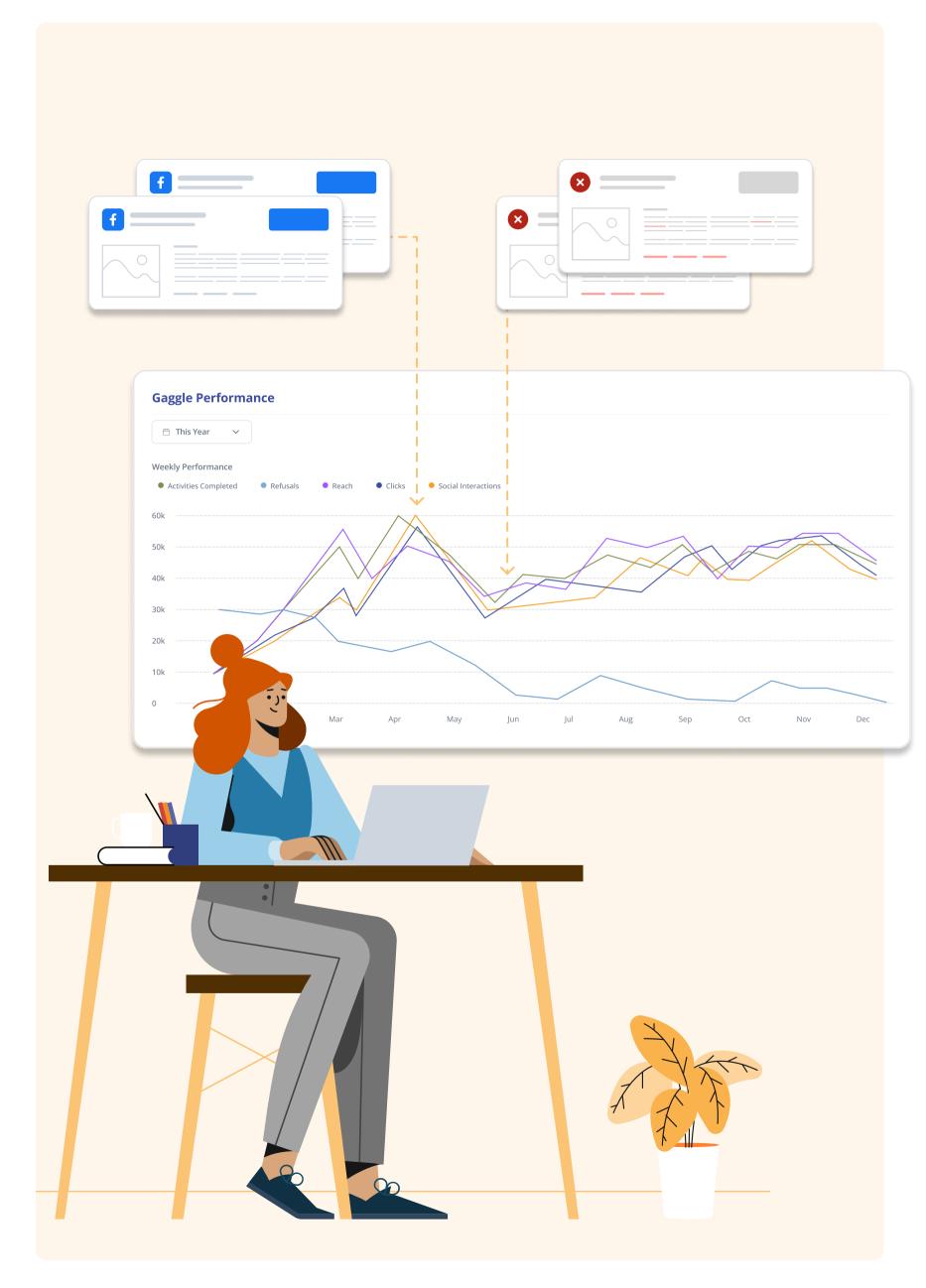
- What is the Benchmarking Report?
- Member Engagement Report: What Is It and How Do You Use It?
- What is the All Activity Report?

By utilizing these reports, you gain the insights necessary to fine-tune your Channels and Groups for optimal engagement and ROI.

		90-Day Performance Benchmarks Based on similar-sized GaggleAMP Programs 82% Active Member Percentage Benchmark		
lember Engage	ment	<b>157</b> Activities Created Benchmark	662 Shares Benchmark	<b>805,204</b> Reach Benchmark
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lame 🔨	Total Points 🔿	Activities Completed 🔿		
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As a Gaggle Manager, you know that some activities on social media hit the mark and drive high engagement, while others might fall flat. With GaggleAMP, you can access detailed metrics to understand which content and activities perform best within specific Channels and Groups.

These insights allow you to better understand your audience's preferences and fine-tune your strategy accordingly. By analyzing the performance of specific activities, you can improve your overall campaign performance and effectiveness, ensuring your content continues to engage and motivate your members.

### Here are some wonderful knowledge base documents to help you better understand your reports:

- <u>What is the Content Strategy Report?</u> <u>What is the Gaggle Performance Report?</u> • What is the Single Activity Report?

By regularly reviewing these detailed reports, you'll be equipped to fine-tune your activities, ensuring your content consistently engages and motivates your members.

### **Deep-Dive Specific Activities**

## **Advanced Tips for Effective Segmentation**

Once you're well-versed in Channel and Group segmentation, and you have a clear understanding of which content and activities resonate with your members, you may be ready for some advanced segmentation strategies to further and better optimize engagement.

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### Geotargeting

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Use geotargeting to distribute local content efficiently. This ensures that only relevant employees share content about regional events, news, or localized promotions. Geotargeting helps maintain relevance by tailoring content to specific geographic regions.

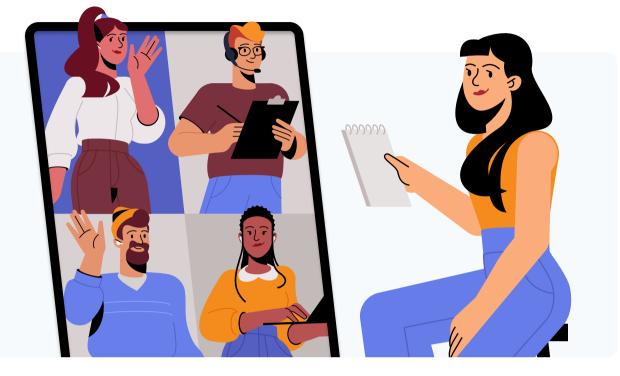
• Example: If your company is hosting a product launch in a specific region, use geotargeting to ensure only employees from that region share the relevant content, minimizing unnecessary noise for other regions.

### **Personalize Your Content**

Encourage your employees to add personal insights and experiences to their posts. Personalization makes the content more authentic, relatable, and engaging, which helps increase the likelihood that others will interact with and share it.

• Example: Prompt employees to share how a company milestone personally impacted their career or how they've applied company values in their day-today work. This adds a layer of authenticity that connects on a deeper level with audiences.

By implementing these advanced segmentation strategies, GaggleAMP Managers can optimize content distribution, maximize engagement, and achieve better results from their employee advocacy programs.



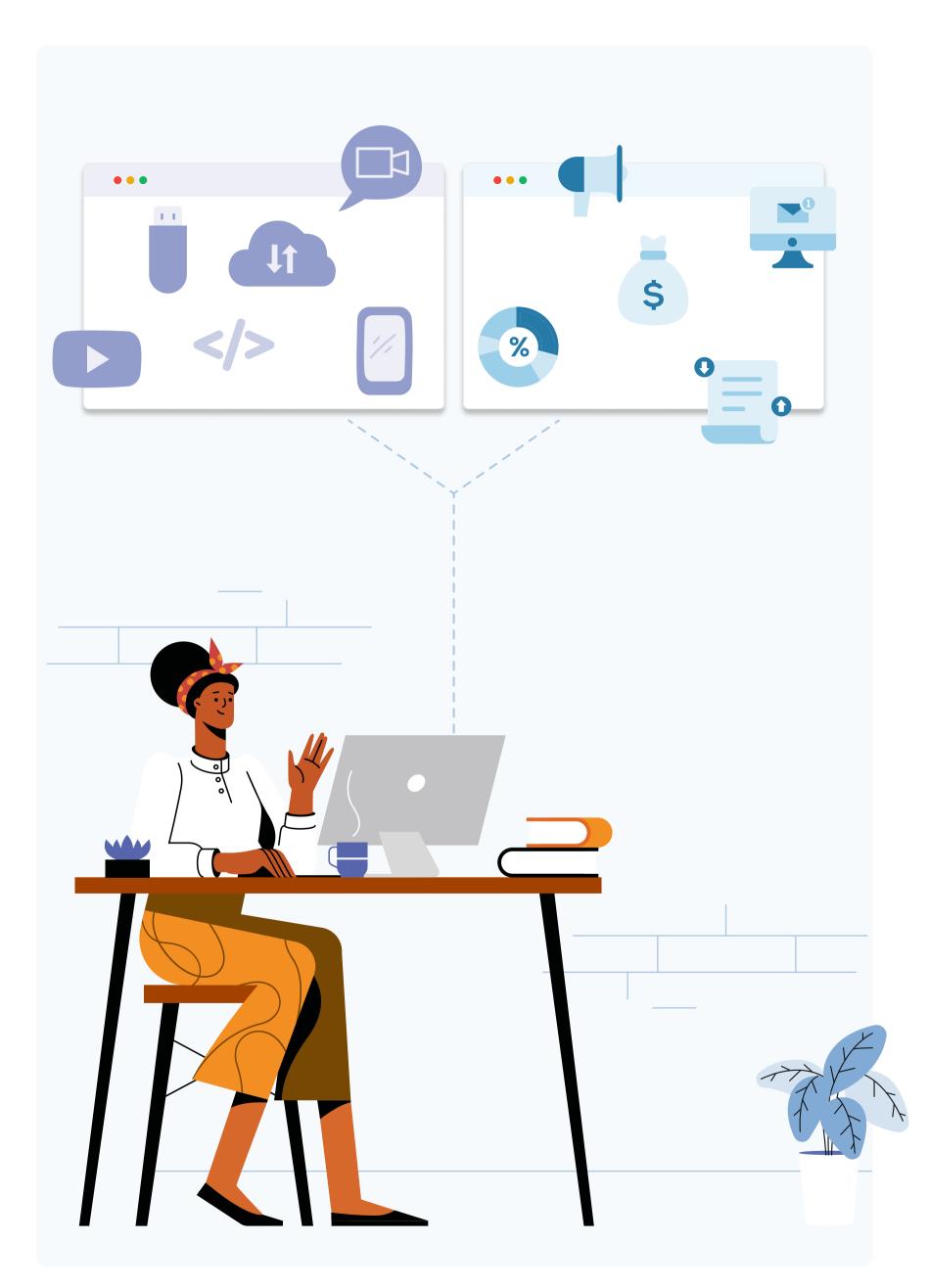
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### **Deploy a Feedback Loop**

To continuously improve your segmentation strategy, collect and analyze feedback from your audience. Regularly monitor engagement data to understand what resonates most and adjust your approach accordingly. A feedback loop helps you remain agile and ensures your strategy evolves alongside your audience's needs.

• **Example:** If your company is hosting a product launch in a specific region, use geotargeting to ensure only employees from that region share the relevant content, minimizing unnecessary noise for other regions.





## When Should I Scale Up to More Than One Gaggle?

As your advocacy program grows, there may come a time when, no matter how many Channels and Groups you create, a single Gaggle instance is no longer enough to manage all your content and members efficiently. In these cases, starting multiple Gaggle instances can be the most effective way to manage and distribute content. This is especially useful for organizations with diverse business units or departments that require more focused content targeting.

### Solution Diverse Content Requirements

If your content varies significantly between business units or departments, using multiple Gaggle instances can help ensure the content remains focused and relevant. For instance, if one business unit focuses on technology updates while another deals with marketing strategies, separate Gaggles will allow each unit to deliver the most appropriate content to their members, preventing confusion and overload.



### Æ **Different Business Units**

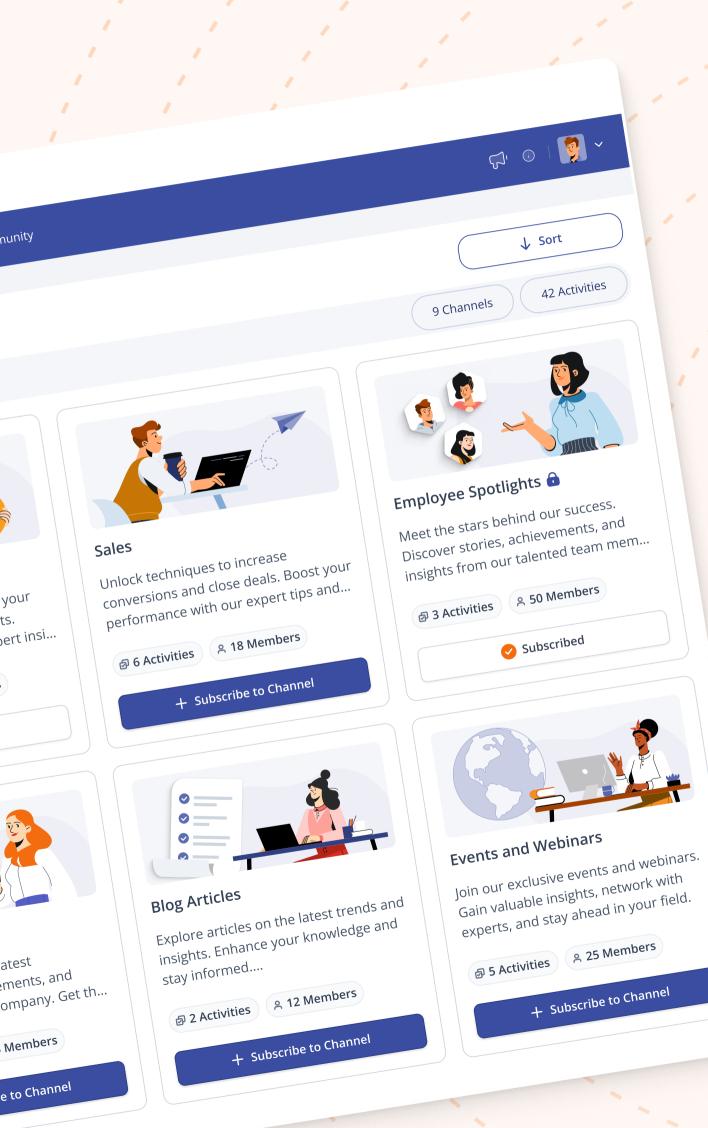
When operating within a large organization with multiple business units, brands, or product lines, each unit may have its own unique content needs. In such cases, separate Gaggle instances ensure that the content is tailored to each unit's objectives, maximizing relevance and engagement.

### 6 **Enhancing Reporting Needs**

If your organization requires more granular and detailed reporting for different parts of the business, multiple Gaggle instances can help provide the insights needed. Separate instances allow you to generate specific analytics for each business unit, helping managers make more informed decisions and refine their strategies for greater impact.

By implementing multiple Gaggle instances, you can better manage and distribute content across various business units, ensuring that each receives information tailored to its specific needs. For example, some of our customers run 30+ Gaggle instances with hundreds of Gaggle Managers, allowing for precise content targeting and seamless management of their employee advocacy programs.





# Ready to Level Up Your Content Segmentation Strategy?

Now that you have a clear understanding of how to leverage Channels and Groups, and you're ready to deploy your strategy, don't hesitate to engage your Customer Success Manager. GaggleAMP's Customer Success Managers have extensive experience and can offer tailored recommendations to ensure your strategy is optimized for your Gaggle.

We look forward to seeing your continued success here at GaggleAMP!

For any assistance or to discuss your strategy further, reach out to us at:

customersuccess@gaggleamp.com

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