GaggleAMP®

INDUSTRY
Electronics

DEPARTMENT
Full Company Adoption

USE CASE
Increasing Employee Participation

Ricoh Canada Boosts Employee Participation Through Employee Advocacy With GaggleAMP

Having a concentrated effort to increase brand awareness, the Ricoh Canada team boosts their reach 5x in just 6 months with a focus on social content via employee advocacy.

534K
Total Reach
during 3-month mini-pilot

5X
Increase
in Reach post-pilot

Exceeded Expectations
Employee dedication
to sharing on social

The Challenge: Ricoh Canada wanted to expand its digital presence by extending its reach on social media. The company knew it needed to implement a new strategy that got employees active on social media to increase brand awareness.

The Solution: The company started a small pilot of an employee advocacy program with GaggleAMP made up of just nine salespeople. This team shared company-curated content and tested the GaggleAMP platform. Following a successful pilot, this group of employees vouched for the program and helped in its expansion to other employees and departments, including Marketing, Human Resources, and the executive team.

The Results: The pilot program of GaggleAMP was both successful and scalable. It garnered a reach of over 534,000 in just three months, growing to 2.6 Million in the following six months post-pilot. The goal of the program was to improve the company's organic reach and brand awareness, but the company also noticed higher levels of employee engagement and larger followings for individual employees on social media.

> *"Our social platforms have experienced steady growth in followers, impressions, and reach. Many of our users noted an increase in engagement within their own personal audiences as well as LinkedIn connections."*
>
> *"One of the most notable successes is how willing and engaged our employees are in using the platform. Their usage and dedication to encourage social amplification have over-exceeded our expectation."*
>
> **Natalie Chung**
> Brand & Communications Manager
> at Ricoh Canada

Ricoh Canada's Strategic Launch of an Employee Advocacy Program — VISIT THE FULL CASE STUDY

Boost Brand Awareness With Employee Advocacy!

Engage your employees and build awareness,
simply and easily.

Request Demo

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