GaggleAMP®

INDUSTRY
Insurance

DEPARTMENT
Marketing & Sales

USE CASE
Social Selling

Colonial Life Activates its Team to Share on Social Media

Colonial Life, a major insurance company, used GaggleAMP to get its employees active on social media and to help its salespeople hit their goals.

20,000
Social Messages
in first year

16M
Reach
in first year

500
Growth
in active users

2-3x
Greater Sales Growth for reps
using employee advocacy

The Challenge: Due to concerns over breaking compliance regulations in the insurance industry, Colonial Life discouraged employees from talking about the company on social media over fear that someone might say something wrong. To change this way of thinking, Director of Corporate Communications, Chris Winston, needed to change the internal mindset around social media through activating a platform that gave guardrails for employee sharing and social selling.

The Solution: Winston started his hunt for an employee advocacy solution. The chosen solution needed to be simple for employees to use, maintain guardrails to ensure Colonial Life stayed compliant with regulations, and was powerful enough to activate their social selling efforts.

> *"Successful salespeople know that they need to be engaging on social media, and that's why they're on GaggleAMP. It's helping them market themselves and our company. It's incredibly important."*
>
> **Chris Winston**
> **Director of Corporate Communications at Colonial Life**

The Results: Prior to GaggleAMP, Colonial Life employees shared just 50 messages on social media about the brand in one year, but the following year, the company's employees shared over 20,000 social media messages, which reached over 16 million people. A big part of this success was among its sales people. In fact, Winston noted that sales reps that actively participate in employee advocacy with GaggleAMP saw two-to-three times the company's average sales growth over the prior year. This success in the program eventually led to activating additional seats and increasing participation in the program to 500 active users. The company credits its success to its relationship with GaggleAMP.

Colonial Life's Hunt For An Employee Advocacy Platform VIEW THE FULL CASE STUDY

Ready for More Leads?

Activating your sales team and their social selling efforts is so much easier than cold outreach.

Request a Demo

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