

Goals Template



Main Business Goal

- Create brand awareness
- Drive leads
- Increase sales
- Make customers brand advocates
- Create a network around the brand
- Boost customer retention

Social Media Goals

- Gain more followers
- Increase number of shares
- Offer incentives
- Good (persuasive) copywriting
- Upsell offer
- Increase number of clicks, sign ups, and/or downloads
- Encourage audience to comment or mention the brand
- Get involved whenever the brand is mentioned - comment, like, etc.

Activities to use in your employee advocacy program



Follow

Follow an influencer in LinkedIn



Share

Any 'share' request to your employee advocates



React

'Share' thought leadership from your executive team

Plays to run on your company social page



'Invite' others to like your page



Create a newsletter people can follow