

BBDO

BBDO

Employee Advocacy



OUR AGENCY



We create effectiveness

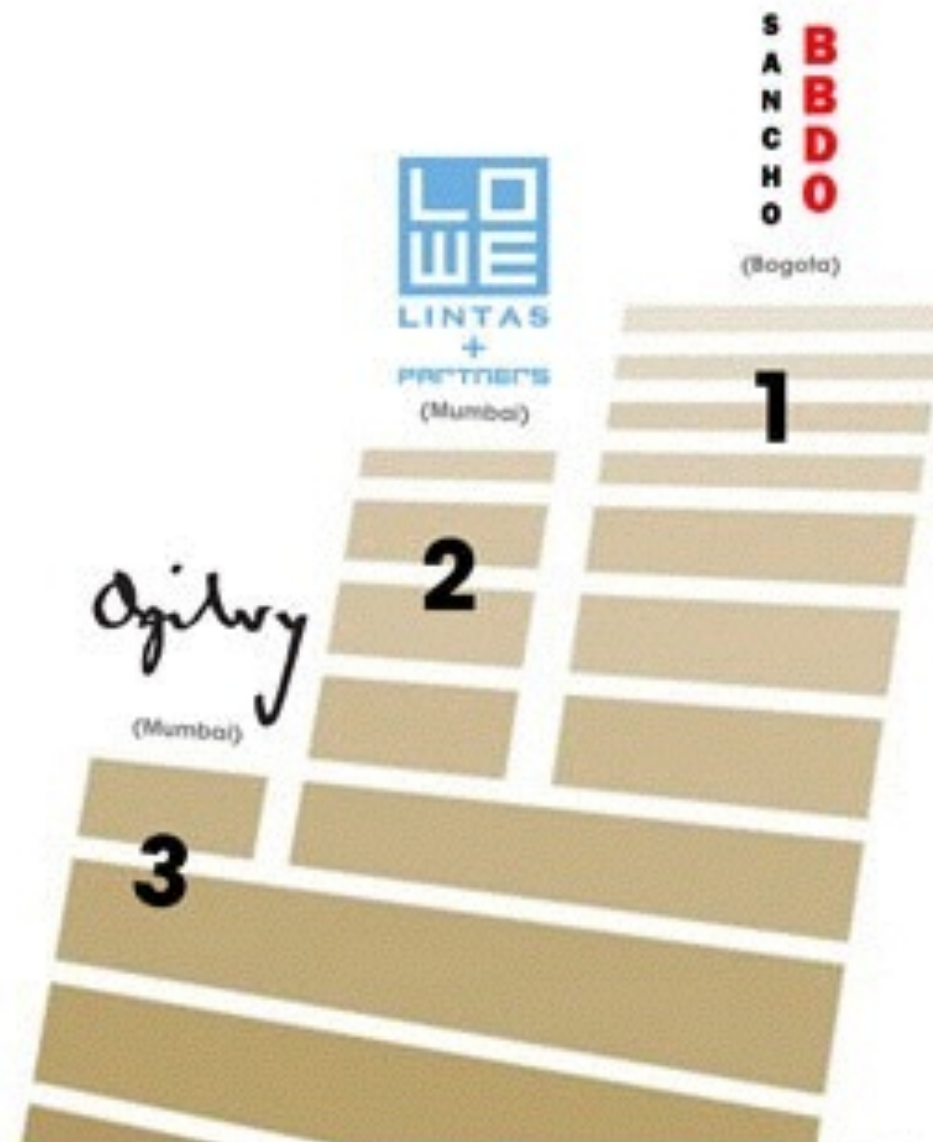


Very #BBDOPROUD to be agency of the year

OUR APPROACH

Most Effective
Agency Office
Worldwide
2014

effie
index



A dark gray world map serves as the background for the entire image. The continents are outlined in a slightly lighter shade of gray. In the center of the map, over Africa, there is a small, stylized logo consisting of several parallel, slanted lines of varying lengths, creating a triangular or arrow-like shape pointing downwards.

BBDO

NETWORK OF THE YEAR

EPICA AWARDS 2015

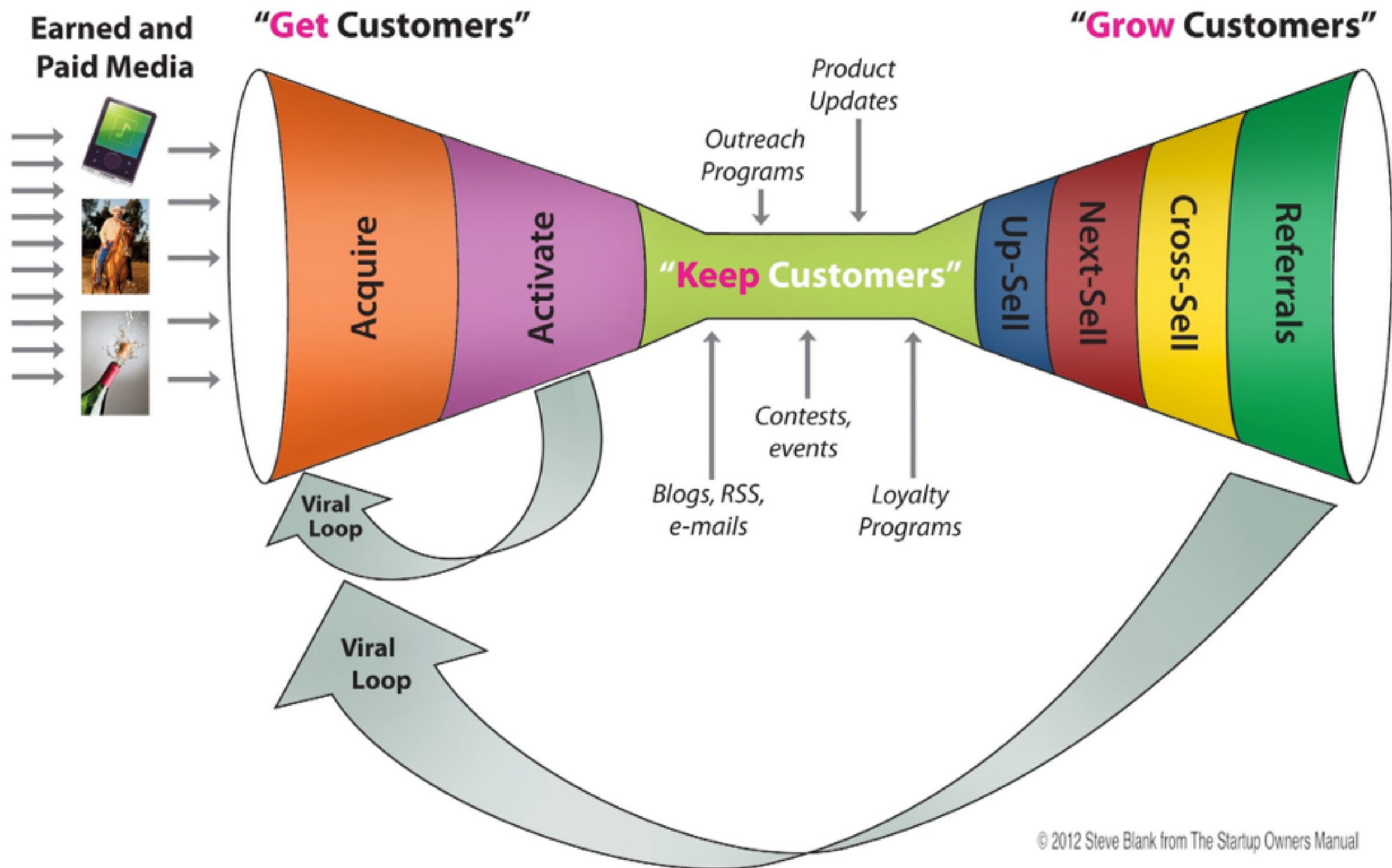
Our Offering

Internal Communication Hub	Integrated Advertising Hub	Digital Hub	Activation Hub
Social Media Hub	Brand Consultancy Hub	Direct Marketing Hub	Content Marketing Hub
Shopper Marketing Hub	CRM Hub		

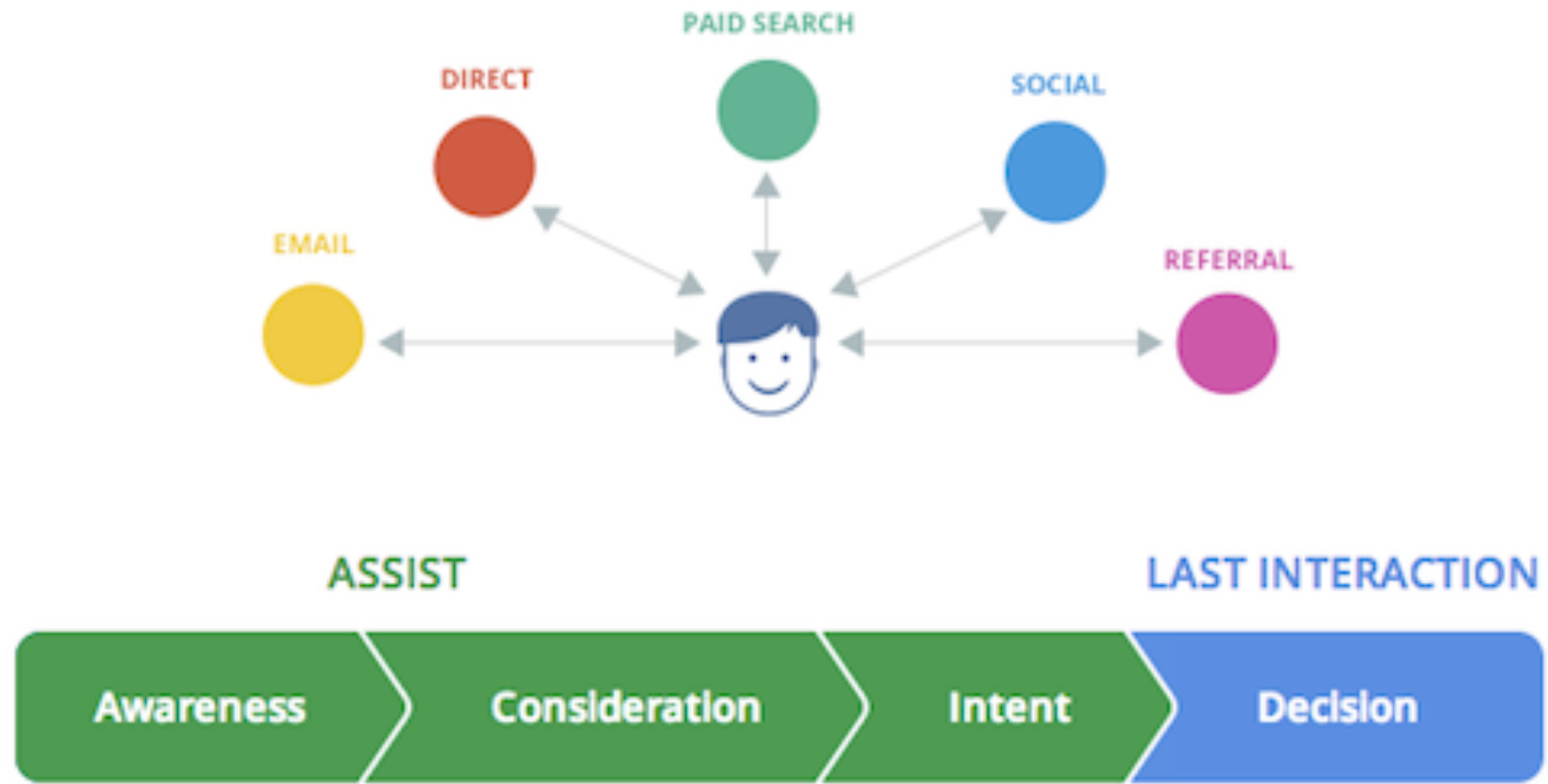


Our Story

Customer Relationship Building



Customer Journeys



The Challenge

1. **Account Managers weren't feeding their relations online**
2. **Strategist weren't building thought leadership**
3. **Creatives weren't showcasing cases enough**

The Solution: Walk The Talk

1. **Start a content marketing group**
2. **Involve key persons to support**
3. **Educate employees**
4. **Start producing content or adapting content to be shared online**
5. **Implement a tool to spread your content easily and effectively**

Define your goals

Reach out with relevant content



Define your goals

Objective

“In need for a solution to your problem?”

No worries, we are top of page to provide you with useful and hands-on content!”

1

VISIBILITY FOR OUR VISION AND WAY OF WORKING

Define your goals

Objective

“Are your marketing actions not contributing to your actual targets?”

We know what the problem might be, so have a look what our experts have to say”

2

**BREATH MARKETING
EFFECTIVENESS
THROUGH CONTENT**

Define your goals

Objective

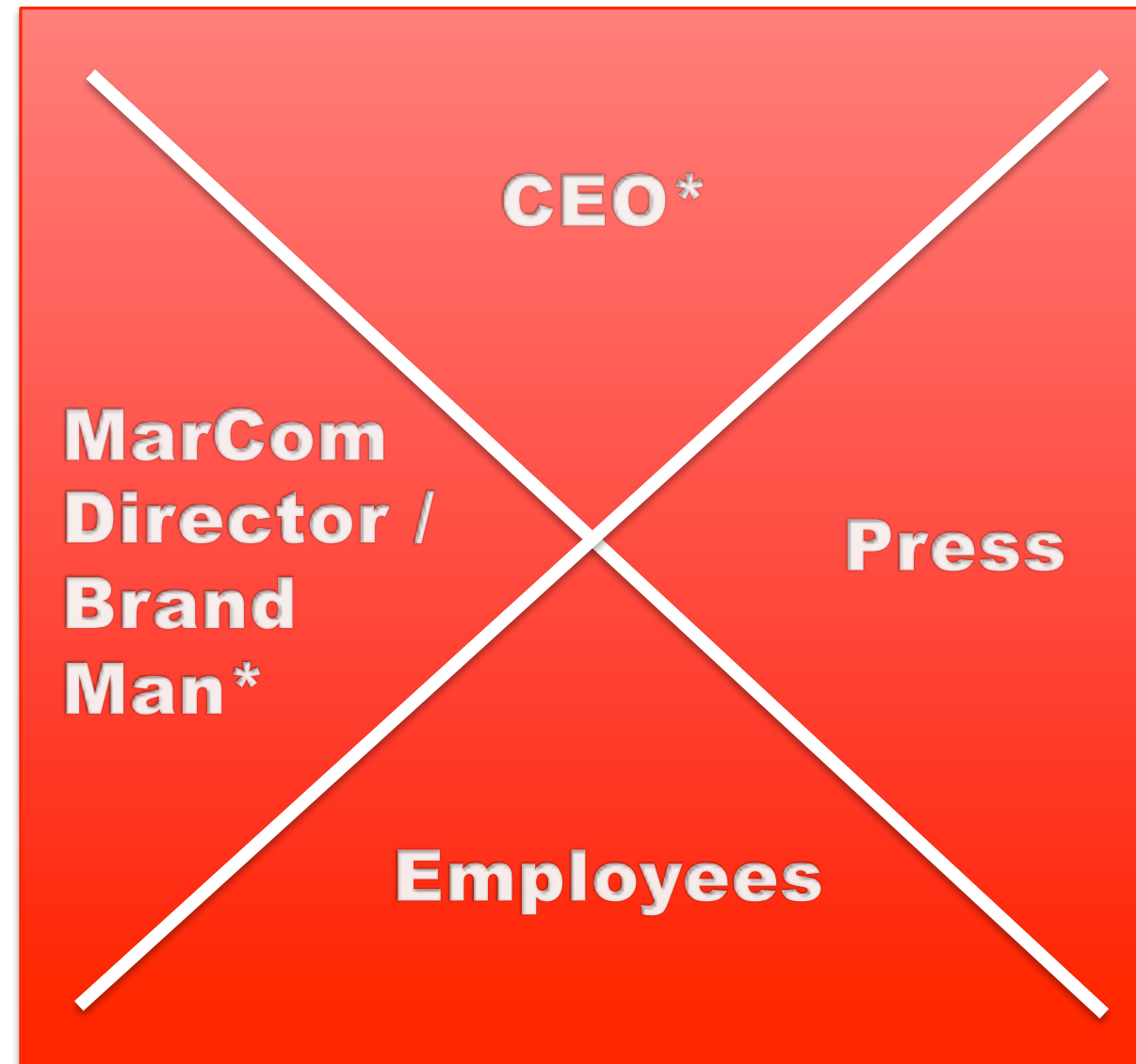
“Our content describes the answer to your problem?”

Let us know, we’re happy to discuss in person”

3

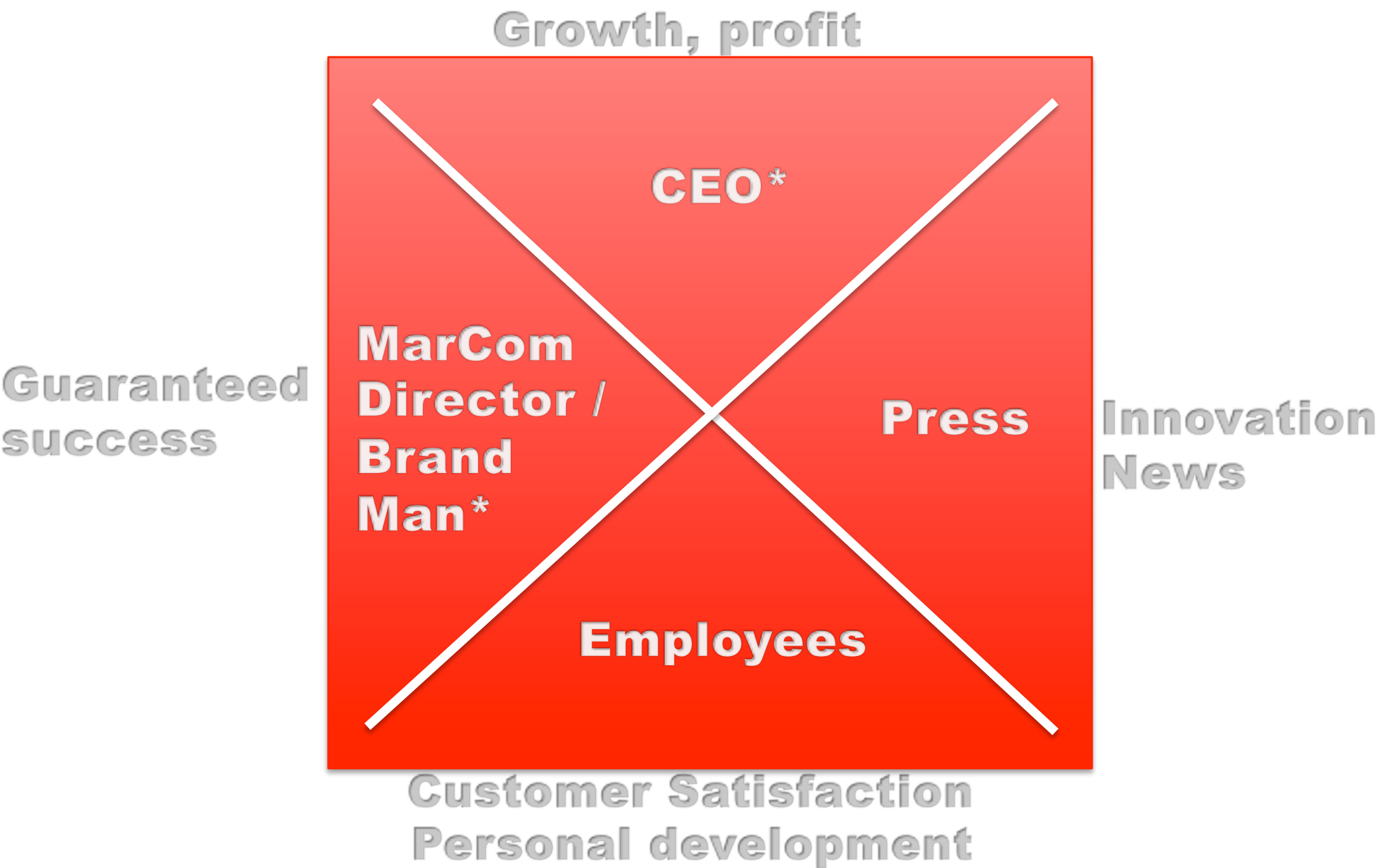
**CONVERSION INTO
RELEVANT LEADS**

Define your audience

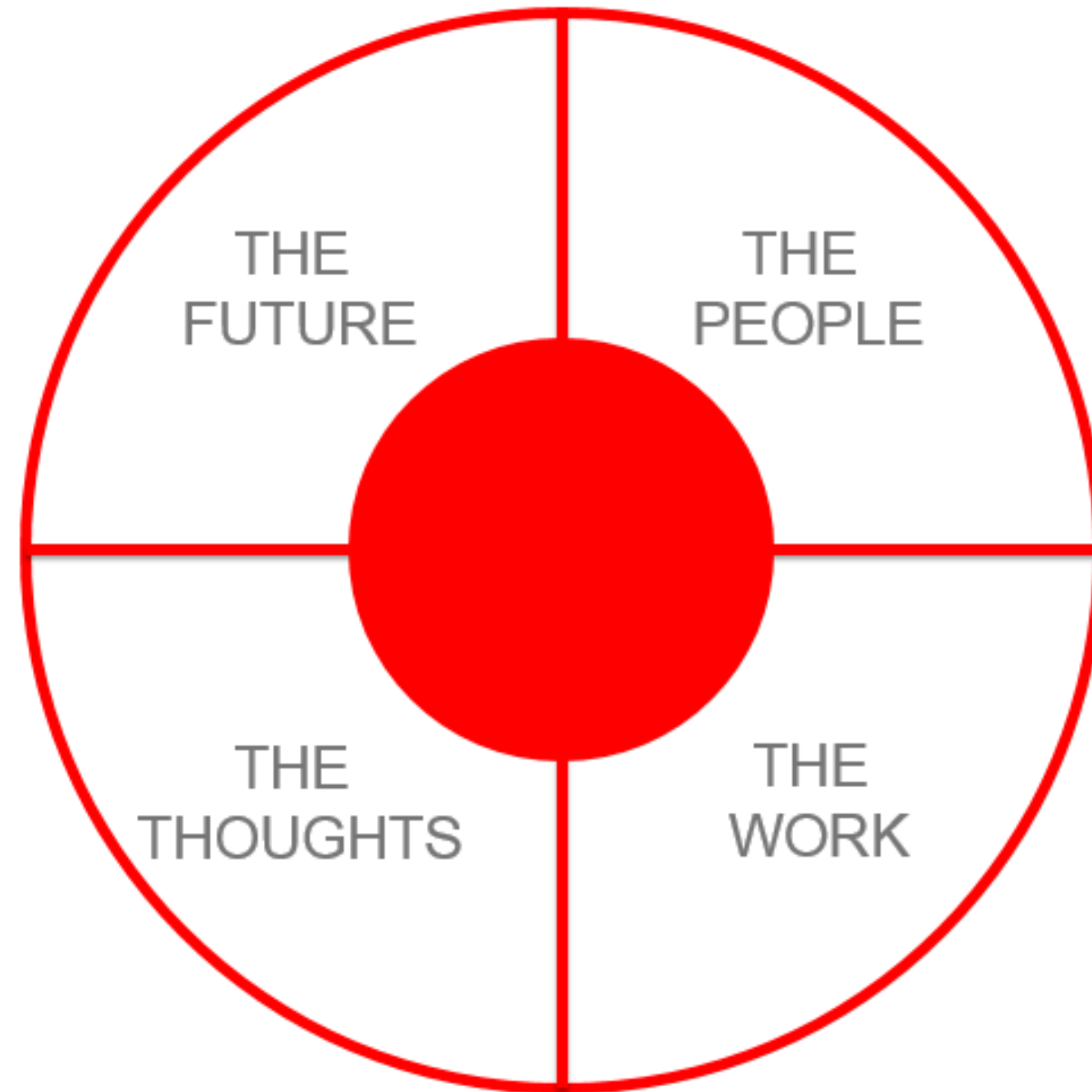


*Agency Awareness below 65% (Source: DeepBlue Agency study, 2012)

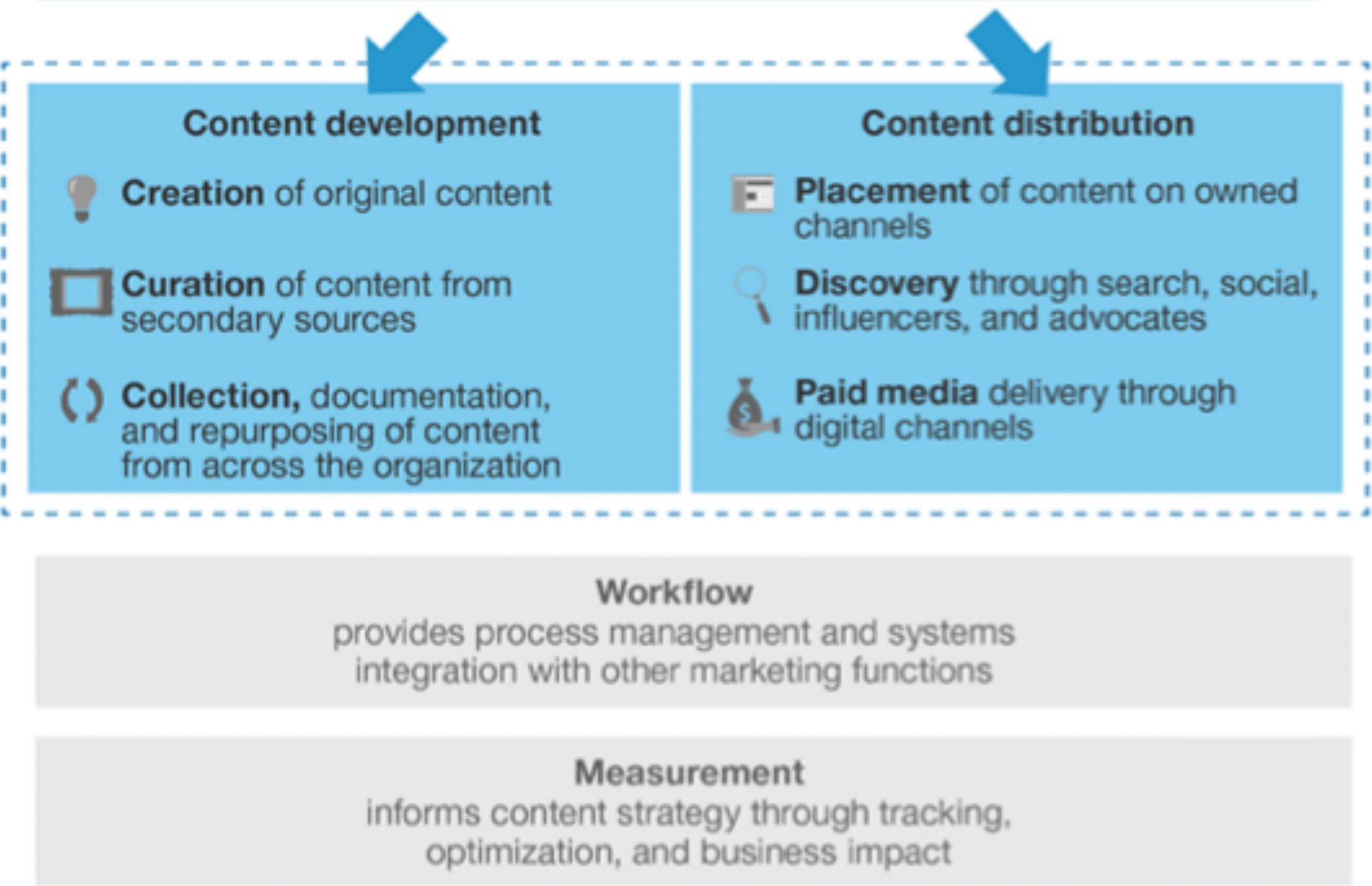
Understand your audience



Define Content Topics



Start from scratch?



Or leverage existing efforts

OWNED
CONTENT

- Wordpress
- Medium
- Slideshare
- Youtube



Opinion Do you speak CEO?

“The most important task for a marketer is to build bridges”, says Debruyne, marketing Professor at Vlerick Business School, opens her speech for BBDO Academy.

As I strongly believe in knowledge exchange between the a business world, I’m looking forward to learn what she mea



What kind of bridge about? Marketing is building bridges, right? We have to accomplish between a product’s consumer’s needs, the company and stakeholders, suppliers,

Intelligence

But most importantly, marketers have to connect with their CEO. The latter especially, as he or she assigns the budgets, ar



**DE KIJK VAN
VAN DYCK**
FONS VAN DYCK

GENERATIE NU

Wat waren de nieuwsfeiten van de afgelopen week voor mij? In Antwerpen bleven de actievoerders van Ringland opnieuw massaal verzamelen om hun eis voor de overkapping van de ring kracht bij te zetten. Op het WK in Brazilië hielden de Rode Duivels de sportieve eer van hun land hoog. En in Brussel wisselden internet-entrepreneurs ervaringen en dromen uit tijdens de eerste Angel-summit. Die gebeurtenissen lijken weinig met elkaar te maken te hebben, maar ze worden wel allemaal gedragen en aangestuurd door een nieuwe generatie van twintigers en vroege dertigers.

Onderzoek van professor emeritus Mark Elchardus (Vrije Universiteit Brussel), in opdracht van Stichting P&V onder ruim tweeduizend Belgen tussen 25 en 35 jaar legde vorige week de diepere ziel en drijfveren van deze jongvolwassenen bloot. Deze generatie blinkt uit door een groot vertrouwen in haar mogelijkheden en in haar toekomst. Het is de generatie van de toekomst.

gen benen te staan in betrekkelijk welvarende jaren. De onderzoekers wijzen voorts op een cultureel voorschrift dat zegt dat jongeren optimistisch moeten zijn.

Nee, dit is geen generatie van doemdenkers. Niet afbreken, maar oplossingen aanreiken. Out of the box, maar geen dagdromers. Een vleugje humor. Een generatie die relateert. Van stand-upcomedians. Van 'foute vrienden'. Verbeelding moet werken. Hun volutarisme werkt bij momenten aanstekelijk.

Deze generatie heeft vertrouwen in haar toekomst

Maar het is ook een realistische generatie: 43 procent onder hen vindt dat zij op hun veertigste minder werkzekerheid zullen hebben dan hun ouders toen zij zo oud waren. Het is de generatie van de toekomst.

YouTube

bbdo decaux

JCDecaux

i-check HD i-check BDA foursquare

JCDecaux sends out huge bills for advertising on Street View

BBDO Belgium

4,892

Subscribe 202

13 0

slideshare

Explore Search

Upload Login Signup

Nr. 1 Activation Agency - Sampling, Windowdemonstrations, Promoteams, Hostesses & Merchandisers.

Share Email Embed Like Save

Share

Millennials Matter

Optimize Your Marketing for the Millennial Mindset Now - Read the Research

Report: 21st century skill

What are the skills children need to be taught in schools? Free report

Need Marketing Advice?

Download our Conversational Marketing Handbook now!

Related

Using Writing Retreats to boost Publication Outputs

303 views

Your company has 3 years to re-define its place in this new world

3242 views

How to beat procrastination

1882 views

Or leverage existing efforts

CURATED CONTENT

- Mashable
- Contagious
- BBDO knows
- ...

International Journal of
ADVERTISING



Define relevant touchpoints



Owned & Curated

- Website
- Social Media / Slideshare



Earned

- Social media viral / Earned press
- Employee and customer generated content /...



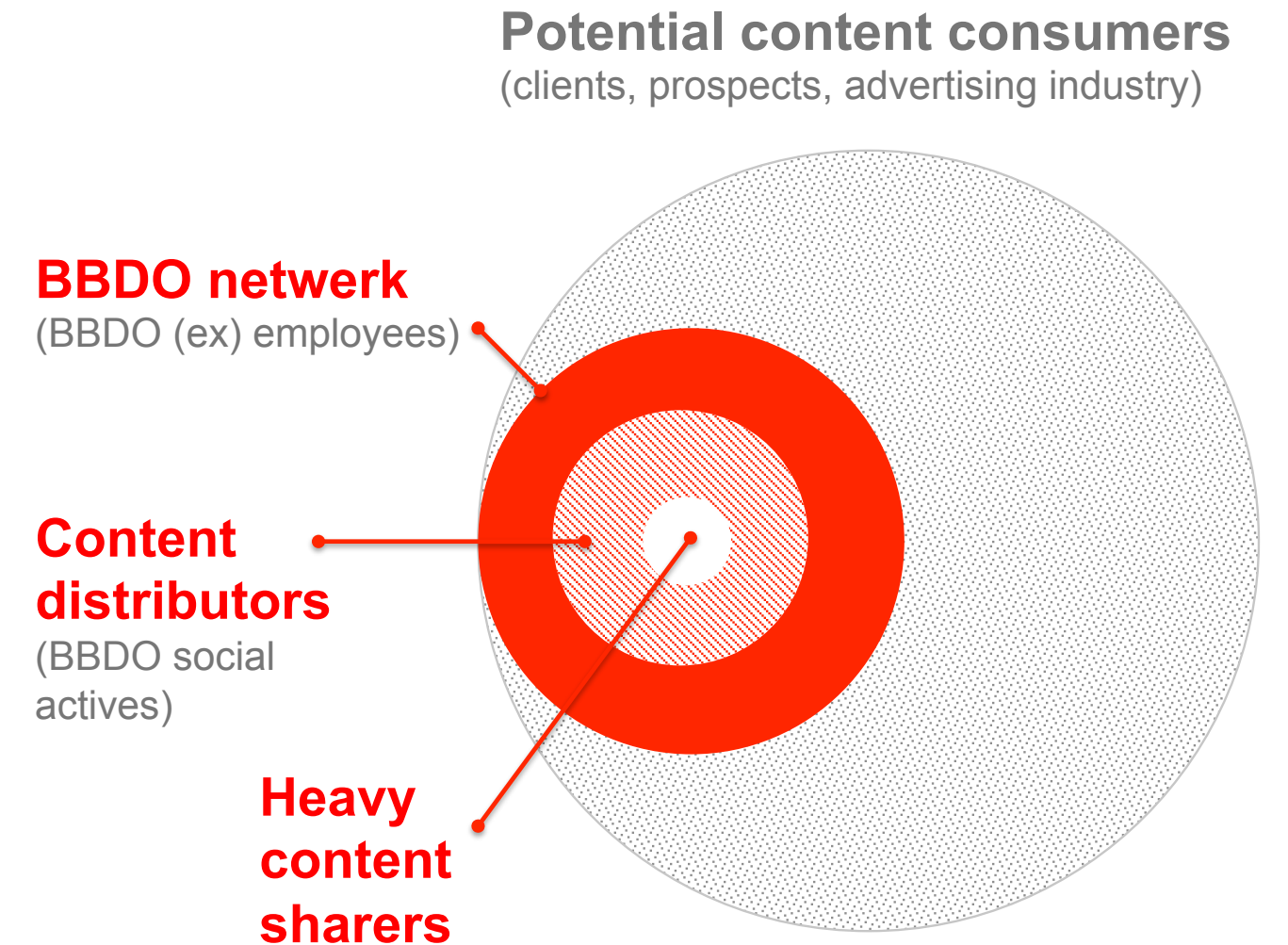
Payed

- Direct mail / SEA /...

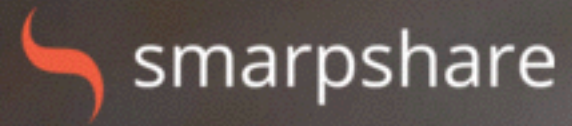
And distribute your content



1. **Your most convincing assets are your employees**
2. **Involve & educate them**
3. **Use a tool to facilitate their efforts**
4. **Keep them engaged**



Employee Advocacy?

[BENEFITS](#)[PRICING](#)[CASE STUDIES](#)[COMPANY](#)[JOBS](#)[7](#)[BLOG](#)[LOGIN](#)[ENGLISH](#)[GET STARTED](#)

Humanizing brands

Employee Advocacy is about helping employees to grow their professional brand by empowering them to participate in discovering, sharing and measuring the impact great content has on their networks.

Employees have extensive networks of friends, followers, and connections on social media, and nowadays they can be reached and influenced with the click of a button. In other words, employee advocacy is word of mouth marketing brought to the digital age.

BENEFITS FOR EMPLOYEES

By acting as brand ambassadors, employees are able to enhance their professional brand, become thought leaders, and improve the results of their work, while expanding their network and maintaining top-of-mind. SmarpShare also allows you to recognize employees for their efforts and have them participate in different initiatives such as charitable causes. Simply put, we help employees to be known for what they do.

Smarpshare for smart sharing



Invitation email.


The selected group of people gets an email, inviting them to participate in a specific seeding campaign.

Landing page.

The link in the email leads to a landing page. There, people can choose on which platform they want to seed the message. They are free to participate and are free to seed the message on one or multiple platforms.

Seeding.

People can add a personal note and the message is posted to the platform of choice. In the backend, conversion is tracked in a live dashboard (see next slide).

smarpshare

POSTS

ANALYTICS

USERS

BBDO BELGIUM


PUBLISHED (2)

PROPOSED (0)

SCHEDULED (0)


ARCHIVED (65)


ALL (67)




←1 of 1→

Interview with Grégory Roekens

+50

+50

+50

We invited Grégory Roekens, Chief Technology Officer of AMV BBDO to talk about the experiential revolution during a BBDO Academy session. Afterwards we sat d.....

Close settings

Delete

Cancel

Update

COMMENTS

SCHEDULING


TARGET AUDIENCE

IMAGE

NETWORKS

TAGS & CAMPAIGN


Default comments

Comment #1

Technology is changing fast. How can we adapt

1857


+

Comment #1

Technology is changing fast. How do we adapt

22

+

Comment #1

Technology is changing fast. How can we adapt

1857

+

BBDO

Smarpshare

New posts to share
BBDO Belgium Smarpshare – via SmarpShare
Sent: Tuesday 17 November 2015 07:25
To: Stefan Ceunen



Get the app!
[Android](#) | [iOS](#)



Hi Stefan,
Fresh Posts for you



Interview with Grégory Roekens

#the thoughts #the future

We invited Grégory Roekens, Chief Technology Officer of AMV BBDO to talk about the experiential revolution during a BBDO Academy session. Afterwards we sat d.....

Share it to:



BBDO

Smarpshare

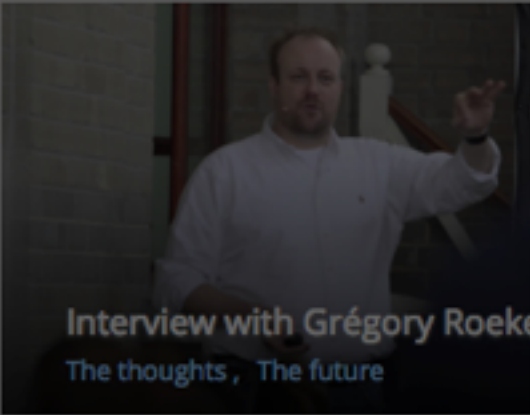
smarpshare

POSTS

1070

Stefan

All posts (2)



Interview with Grégory Roekens
The thoughts , The future

13 Nov

We invited Grégory Roekens, Chief Technology Officer of AMV BBDO to talk about the experiential revolution during a BBDO Academy session. Afterwards we sat

Share this

in

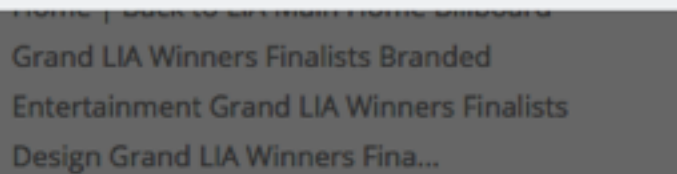
+ 50

tw

+ 50

f

+ 50



Grand LIA Winners Finalists Branded Entertainment Grand LIA Winners Finalists Design Grand LIA Winners Fina...

Share this

in

+ 50

tw

+ 50

f

+ 50

Stats

evolved in past 90 days.

shares

5

reactions

2

clicks

20

Your dashboard

Leaderboard

This Week

1

Dirk

2

Daniel

3

Sofie

Share This Link

for + 50

Write something for your followers

Technology is changing fast. How do we adapt as an advertising agency?

Link:youtu.be

22

Schedule Share

Tweet

The results?

1. **61% of the Smarpsharers are active brand advocates**
2. **Website traffic doubled**
3. **Reach +15% on Facebook, +20% on Twitter, + 20 on LinkedIn**
4. **Average unique clicks per post: 45 (total = 2,81K)**
5. **Average unique reach per post: 9780 (total = 617,39K)**
6. **Average estimated earned media value per post: \$ 93**
7. **New leads from clients & candidates boosted**
8. **First major client signed after 2 months through employee advocacy**

THANK YOU

Questions?

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