



2022 Edition

16 AWARD-WINNING BRAND ADVOCACY SUCCESS STORIES

Hear How **Award-Winning Marketers And Business Leaders** Have **Fueled Business Growth** Through The Power Of Their Customer Advocates And Employees.



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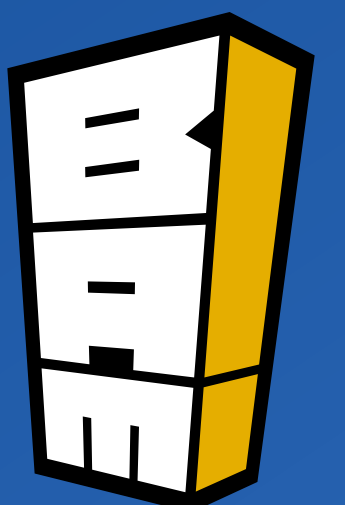
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What Exactly Are The BMMIES, Anyway?

The BMMIE awards recognize the most innovative customer advocacy and employee advocacy programs and serve as a source of inspiration for all who work in the ever-changing world of customer marketing, advocacy, community and loyalty.

The BMMIES are the longest-standing awards program for customer marketing and advocacy professionals, recently expanding to celebrate employee advocacy professionals too. The 9th annual BMMIES were awarded across 14 categories ranging from Most Engaged Advocate Community to Program of the Year. We received a record-setting number of submissions from brands that harness their customers' and fans' enthusiasm to generate real business growth.

From running a massive lead generation campaign and building product advisory councils to running reference programs and crafting exclusive virtual event experiences, our winners achieved a combined year-to-date ROI of \$19.4 million. Eighteen extraordinary teams and professionals were recognized at our virtual awards ceremony and during the closing ceremonies of the Influitive Live 2023 virtual conference.

In this eBook, you'll learn how these leading companies and individuals built and sustained thriving communities of passionate advocates that create value across their businesses. Happy reading!

2022 BMMIE Winners By the numbers



\$19.4M In ROI



Generated **900K+**
Acts Of Advocacy



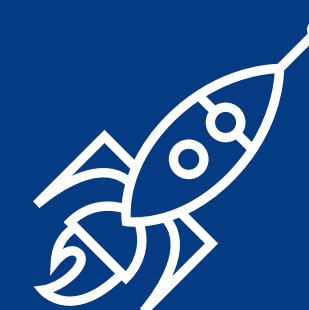
Completed **110K**
Social Shares, Driving
310K Clicks



Drove **87K+ Feedback**
And Survey Completions



Welcomed Over
26K Users



Garnered **4.7K**
Reviews, **2.9K**
Reference Requests
And **1.1K Referrals**

STAKEHOLDER IMPACT

Best Advocate Impact on Product Development
Biggest Sales Impact by Advocates
Biggest Impact on Marketing



BEST **ADVOCATE IMPACT** ON PRODUCT DEVELOPMENT

WILEY

Wiley Instructors

Because **2022 was a year of platform stability** and a light lift for new releases for Wiley, they were able to prioritize getting closer to their customers by sourcing instructor pain points in 1:1 and small group conversations.



“Advocate feedback empowers our UX and Product teams to make more platform improvements and create new features more effectively and at a faster pace. It has resulted in more proficient and satisfied customers and has built confidence and driven inspiration among Wiley team members.”



Julie Black
Senior Manager, Customer Advocacy Program
Wiley

Wiley also prioritized delivering high-quality product education content to improve feature adoption and dove deep into UX survey development to drive product improvement and develop more self-serve solutions.

METHODS

- Recruited advocates to participate in year-long discipline panels
- Engaged in 1:1 and small-group conversations and interviews with customers to source instructor product pain points
- Ran UX development surveys to help drive product improvements and develop more self-serve solutions
- Conducted 1:1 feedback sessions on Wiley’s web properties

IMPACT

- Saved **100s** of hours in research efforts, amounting to cost savings of tens of thousands of dollars
- Collected **2,000+** product feedback survey responses
- Supported **10+** product development projects, helping drive new functionality

BIGGEST SALES IMPACT BY ADVOCATES



Jamf Heroes

In 2022, Jamf wanted to better harness and track references and set a goal of **increasing their total sales influenced** by Jamf Heroes reference conversations. They also wanted to grow the number of third-party reviews and customer collateral for the marketing team.



“Throughout the years of Jamf Heroes, our community members have acted as references to potential prospects of Jamf, taking the time out of their day to help us grow. From quotes, testimonials, and interviews at events to case studies, they are always readily eager to help out our sales and marketing teams.”



Phoebe Smith
Community Engagement and Advocacy Specialist
Jamf

Jamf integrated their Salesforce instance with Influitive to streamline their reference process and used incentivized challenges to help capture third-party reviews on key integrations they offered, as well as recruit hand-raisers for case studies and live events testimonials.

METHODS


- Integrated Salesforce and Influitive to make it easier for Jamf’s sales team to make reference requests and for the Jamf Heroes team to coordinate them
- Created a challenge in Jamf Heroes to grow their advocate reference pool and streamline incoming requests
- Published timely case study challenges to recruit volunteers for Jamf’s marketing team
- Bolstered Jamf’s integrations by creating review challenges for advocates to write reviews across multiple reputable tech review sites
- Recruited advocates to complete video testimonials onsite at events and speak onstage at industry conferences

IMPACT

- **600%** increase in references completed by Jamf Heroes
- **58%** increase YoY in online reviews
- Recruited **15 advocates** to speak at external events
- **16%** increase YoY in social shares

[Watch Phoebe’s Session from Influitive Live ‘23](#)






Willing to share your thoughts on Jamf School?

Reference 2000

Do you use Jamf School, Phoebe?

Points earned/Link completion: 2,000



Would you be willing to be a reference for a potential customer?

More details: A school district in Washington, D.C. is currently evaluating Jamf School for managing their district owned Apple devices, and they are hoping to speak with a current Jamf School customer who has successfully implemented the solution to learn more about what their experience has been like. They would ideally like to connect with another district of their size (10k students).

If this sounds like you, would you be willing to chat with them? *

- Yes, absolutely!
- Not at this time.
- I'm not sure - I have some questions first.

(If you have any questions, feel free to ask them here and we'll follow up!)

Example of how a Reference request activity appears to Jamf Heroes members

BIGGEST IMPACT ON **MARKETING**



Cisco Insider Advocates

Cisco's Global Advocacy team focused on three key pillars in 2022: **Reconnecting, Rebranding, and Recruiting.**



“We have some of the most loyal customers in the industry, with their reference activity helping drive Cisco's business results. It's essential that we recognize and reward their passion and commitment to Cisco by bringing them ongoing personal and professional growth opportunities and experiences. We were finally able to welcome our customers to an onsite experience once again at Cisco Live in 2022, where we reconnected and shared genuine moments that can only come from being with each other in person.”



Cristina Melluzzi
Director of Global Customer Marketing & Advocacy
Cisco

Cisco supported key global marketing campaigns, overseeing the company's reference program, supporting the company's flagship conference, Cisco Live, and continuing their blog series that highlights their top customer advocates from the Cisco Insider Advocates program.

[Watch Cristina's Extended Interview](#)



METHODS

- Recruited new advocates and reconnected with established “Rockstar” advocates through a unique VIP experience when Cisco Live resumed an onsite presence in 2022
- Partnered with Cisco's regional marketing teams to support four key global marketing campaigns by sourcing customer stories and webinar speakers
- Overhauled internal SharePoint site to convert it into a resources-led hub that increased asset discoverability for sales and marketing teams
- Elevated Cisco's top customer advocates (“Rockstars”) through a blogging series that is published on Cisco.com and shared across social media

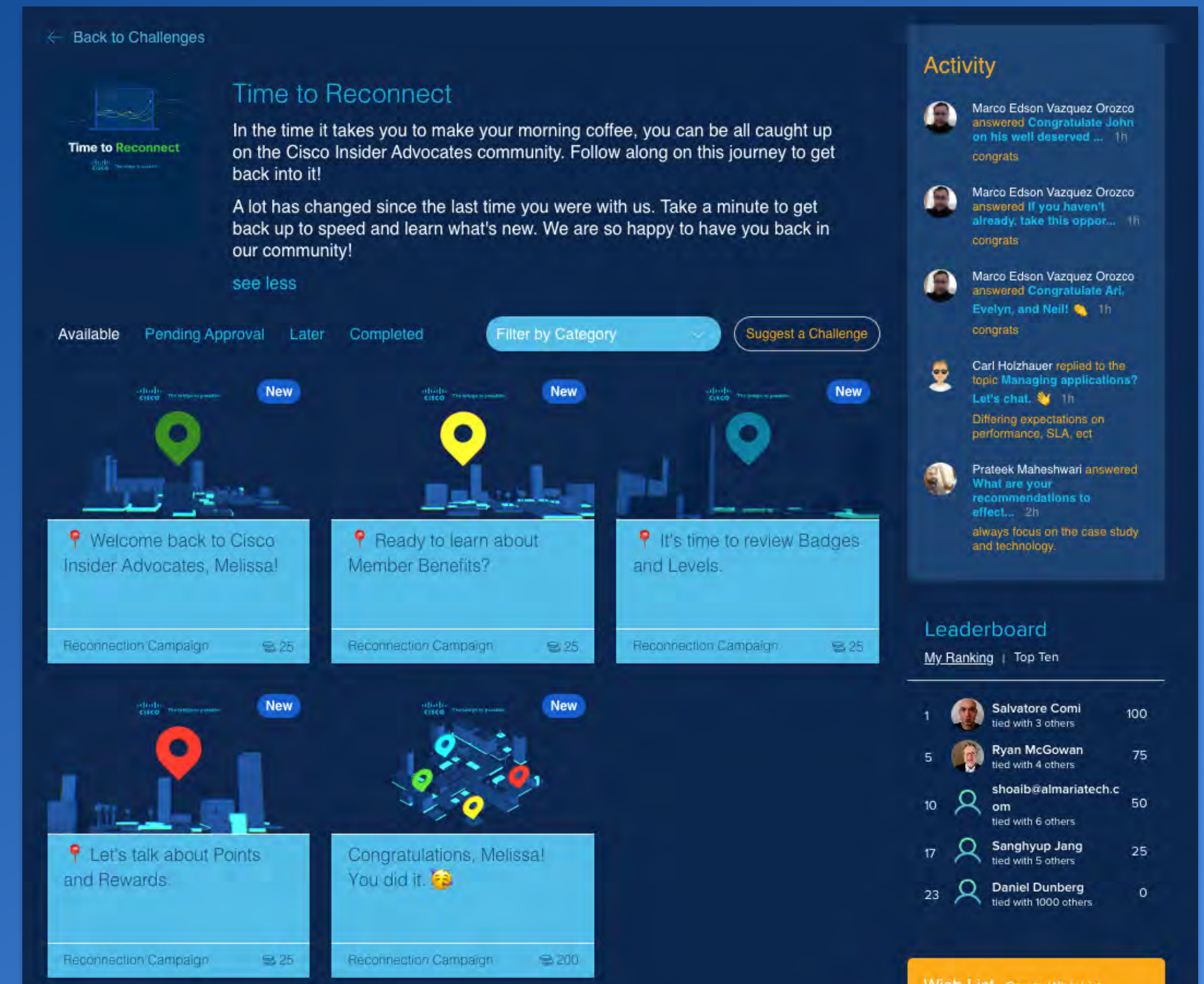
IMPACT

- Recruited **2,723** new customer advocates in 2022
- **24,000+** acts of advocacy completed for two global campaign channels
- **740** customers attended Cisco campaign webinars
- At Cisco Live Vegas in 2022, customer advocates completed **3,941** acts of advocacy, and the Global Advocacy team filmed **20+** video testimonials
- **8** Customer Spotlight blogs published with Rockstar advocates in 2022



Cisco Insider Advocates

BIGGEST IMPACT ON **MARKETING**



Cisco ran a campaign to reconnect with top advocates.

The Cisco Advocacy team's booth at their in-person conference, Cisco Live!

ENGAGEMENT & CREATIVITY

Most Engaged Advocate Community

Best “Out-of-the-Box” Initiative

Best Branded Hub

Best Technical Achievement in a Program

People’s Choice: Most Passionate Community



MOST ENGAGED ADVOCATE COMMUNITY



The CORner

In 2022, Paycor set ambitious goals to **grow and scale its advocacy program** by increasing the number of joined advocates, engaged advocates, acts of advocacy, and challenge completions by more than 50%.



“ We want to empower leaders to build winning teams and create great places to work, and there’s no better place to do that than through our community, The CORner.”



Alyssa Vorhees
Principal Customer Advocacy Marketing Manager
Paycor

Paycor double-downed on its popular Paycor Product Trail program within The CORner, which included a monthly customer-exclusive demo webinar, bi-weekly product newsletter, and tons of personalized and knowledge-rich product content. They also created new industry-specific campaigns and content packed with thought leadership content, opportunities to engage with subject matter experts, and a place to network with their peers, all within The CORner program.

METHODS

- Continued running a monthly product deep-dive campaign with structured communications to help increase product adoption, including
 - Bi-weekly customer newsletters to share product resources, thought leadership, job aides, and product tips
 - Monthly customer-exclusive demo webinar to educate its customers on the “why” behind the need for the product and share important product features
 - Discussion groups where customers could participate in live chat, expert Q&A sessions or group calls
 - Customer-generated tip form for customers to provide their own tips & tricks to the community
- Added four industry-specific channels tailored to customers in manufacturing, healthcare, food & beverage and professional services

IMPACT

- **52%** YoY increase in engaged advocates
- **323%** more acts of advocacy in 2022
- Recruited **66%** more members than last year
- **352%** more challenge completions YoY

Watch Alyssa’s Session
from Influitive Live ‘23



BEST “OUT-OF-THE-BOX” INITIATIVE

Abnormal

Abnormal Inspired

Launched in June 2022, Abnormal Security wanted to boost their recruitment efforts and have some fun along the way, so they partnered with their customer success leaders to **deliver an internal recruitment campaign** targeted at their customer success managers.



“Collaborating with other internal teams is very effective in not only driving internal awareness of the customer community but also creates strong internal partnerships. Based on this campaign’s success, we will repeat this campaign on a quarterly or semi-annual basis.”



Dean Shaw
Sr. Manager, Customer Experience and Loyalty
Abnormal Security

Employees had the chance to earn company swag as they competed to recruit the most customers to join the Abnormal Inspired customer community. Customers who entered through the campaign would earn enough bonus points to immediately qualify for a reward within the community.

METHODS

- Ran a month-long team challenge where groups of CSMs were tasked with hitting recruitment milestones (50, 75, and 100 customer logos) which would unlock a prize pack
- Ran a month-long individual challenge where the top 3 CSMs who recruited the most customer logos would earn points in their employee recognition program
- Teams were provided with an FAQ and product walkthrough for the Abnormal Inspired program to help them understand the program’s value and answer any customer questions

IMPACT

- **31%** increase in community program membership directly from the campaign
- Generated **83%** more acts of advocacy post-campaign vs. pre-campaign
- **47%** increase in completed challenges post-campaign vs. pre-campaign

BEST BRANDED HUB

LRN[®]

LRN co:lab

At LRN, their values—**integrity, humility, passion, and truth**—are their north star, are foundational to the LRN co:lab community hub, and serve to strengthen their core brand identity.



“LRN co:lab is the place where siloed ethics and compliance leaders can connect with others, share engagement strategies, and aim to be more than just required training. Open dialogue and impactful resources make co:lab a valued partner to our client community, and helps us build that hard-to-earn brand affinity.”



Dave Hansen
Global Advocacy Marketing Director
LRN

From program name and logo to content design and tone, LRN consulted their customers as key stakeholders as they brought LRN co:lab to life. They’ve also curated their rewards catalog with experiences like 1:1 time with an Advisory team member and environmentally conscious swag.

METHODS

- Pitched and got buy-in from internal stakeholders and customers for their program name, LRN co:lab
 - “Co” is short for community, “Lab” speaks to innovation, and the colon signifies connecting community and innovation together. Together, it all stands for collaboration.
- Shared brand “sliders” with internal and external stakeholders to align on core elements like writing tone, level of humor, pace, animation, and visual style approach.
 - The result was a brand that was unique to the community: light humor, energetic tone, conversational, and story-based
- Curated rewards catalog to fit the needs and wants of LRN’s customer base (ethics and compliance officers)
 - Focus on ESG (environmental, social, and corporate governance) and personal experiences (e.g., 30 minutes with LRN’s Chief Advisory Officer)
- Cultivated offline experiences for online community members with 3 in-person events

IMPACT

- **300+** joined client advocates
- **88%** engagement rate amongst joined advocates
- Generated **1,200+** acts of advocacy
- Over **1,000+** challenge completions

Watch Dave’s Session
from Influitive Live ‘23





LRN co:lab

BEST **BRANDED** HUB



The LRN co:lab program banner with tagline and logo

LRN Inspiring Principled Performance

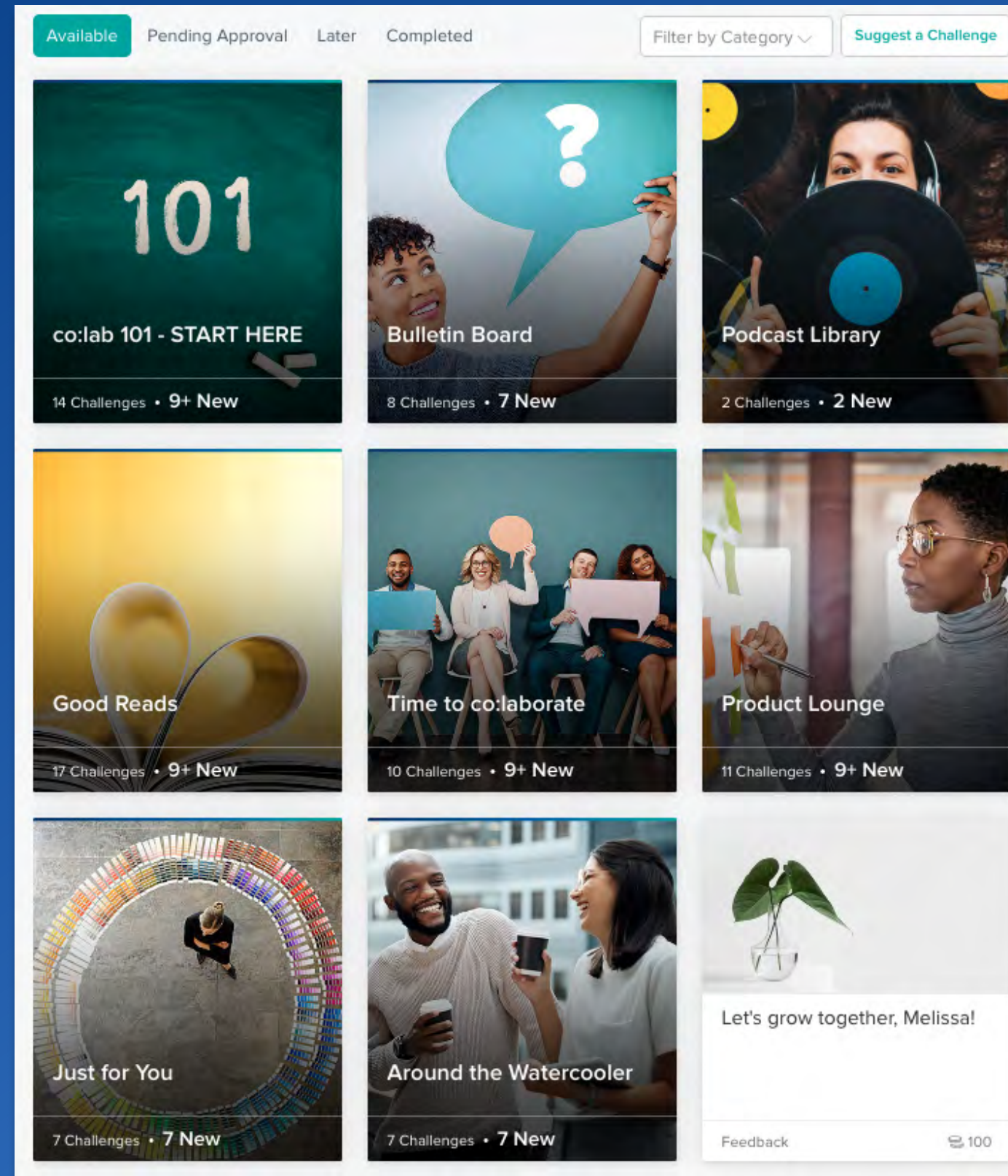
Design considerations

Client Brand	Written Tone	Humour	Visual Tone	Style Visual Approach	Pace	Audio	Animation	Video
Specific	Conversational	None	Serious	Photographic	Easy	Instructional/	Process	At Work
Balanced	Formal	Light	Energetic	Mix media	Fast	Conversational	Story	Talking Heads
Off-brand	Technical	Heavy	Playful	Business Illustration		Character	High-impact	Actors

The LRN Community HUB should:

- Reflect a clear extension of the LRN Brand through appearance and language (you know it's the same company)
- Lean slightly more towards conversational and approachable to encourage engagement in discussions and activities
- Showcase our knowledge, maintain professionalism, and help develop trust with our partners

LRN did a thoughtful naming exercise to establish its program name



LRN's channel cards feature warm colors and personable imagery



Branded Rocketbooks are part of their rewards catalog

BEST TECHNICAL ACHIEVEMENT IN A PROGRAM



VMware Rewards

Looking to both **improve the customer experience and reduce manual work for their community managers**, VMware integrated their Influitive loyalty program with BrandVia, a corporate gifting and engagement tool, to help them fulfill rewards while ensuring all rewards were adhering to their ethics and compliance guidelines.



“Influitive proved invaluable during the process. Their team facilitated workshops that brought together community leaders to determine what type of content our customers wanted to see and what rewards they desired.”



Tiffany Hancher
Senior Loyalty Manager
VMware

VMware leveraged the Influitive-Khoros integration to connect **100+ technical and networking customer communities to their loyalty program**. These communities are independently operated by their respective business units but feed into VMware’s primary customer recognition SSO, Customer Connect. VMware customers feel known through this unified experience via cohort segmentation, gamification, and rewards.

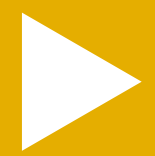
METHODS

- Required buy-in and ongoing partnership from multiple VMware community managers across the business
- Both integrations allow customers to earn points within the VMware communities they are already active in and redeem points collectively within one central loyalty program (VMware Rewards)
- All programs could now cross-promote, boost overall engagement and recruitment, all while giving customers a streamlined experience

IMPACT

- Connected **100+** VMware communities through Influitive and Khoros integration
- Migrated **90%+** of active VMware Champions to new VMware Rewards program
- Generated over **90,000** acts of advocacy
- **87,000+** challenges completed
- Garnered **6,000+** social shares

[Watch Tiffany's Extended Interview](#)



BEST TECHNICAL ACHIEVEMENT IN A PROGRAM



Zscaler Ascent

Launched in 2022, Zscaler wanted to provide a streamlined login experience using SSO between their Inluitive advocacy program and their Skilljar customer learning program, Academy, as well as **provide points and badges in Inluitive for course completions done in Skilljar.**



“ We have an incredible team that has pushed the boundaries in every possible way to create an exceptional experience that is targeted, easy, and rewarding. Thanks to Inluitive for helping us build an amazing integration that drives learners to come back for more and more and become long-term Zscaler advocates.”



Sallie Gamboa
Senior Manager, Customer and Partner Education
Zscaler

Zscaler worked to integrate Sendoso and ReachDesk to help autofill program rewards. By leveraging Inluitive to add gamification and unified rewards to their LMS, Zscaler was also recognized as a 2022 Skilljar Golden Skillet winner for innovation in customer education.

METHODS

- Provide a streamlined login experience for customers in Zscaler Academy and Zscaler Ascent via SSO
- Used Workato (API systems) to bring course completions from Zscaler Academy into Zscaler Ascent where customers would earn points for those completions
- Leverage Google Analytics to analyze data from Zscaler Ascent to see what activities appealed to personas most
- Integrate with Sendoso and Reachdesk to autofill reward redemptions made within Zscaler Ascent

IMPACT

- **3,000** joined advocates
- Generated over **8,700** acts of advocacy
- **8,500+** challenge completions
- Maintained **60%** engagement rate since launch
- **93,000** course completions brought into Zscaler Ascent

Watch Zscaler's Session
from Inluitive Live '23



PEOPLE'S CHOICE: MOST **PASSIONATE COMMUNITY**

cvent

Cvent Celebrity

The Cvent Celebrity program is dedicated to putting (and keeping) the spotlight on Cvent's most passionate customer advocates and expert product users, all while rewarding their engagement with exciting activities and fun challenges.

[Watch Cvent's
Extended Interview](#)



“Cvent Celebrity has added value to my day and work in recent months by allowing me to become a part of an online community in a fun, interactive, and engaging way. I have learned so much from resources, articles, and webinars. It's been a great tool for me to succeed and continue in my learning and growth with Cvent.”



Shannon Fallon
Senior Meeting Planner,
Extreme Networks
(Cvent Celebrity member)

Over the last several years, Cvent has grown their Celebrity program by 5X while maintaining a highly engaged membership base. They have implemented creative activities and opportunities for passionate Cvent users to offer their feedback to enhance current solutions and guide future product roadmap decisions. Over 12,000 members strong, Cvent advocates engage in exclusive campaigns where the Cvent Celebrity team ensures to fuel their expertise and time into quality engagement, take their testimonials to the next level and share it with the industry, initiate community group discussions, run contests, share weekly polls, and more.

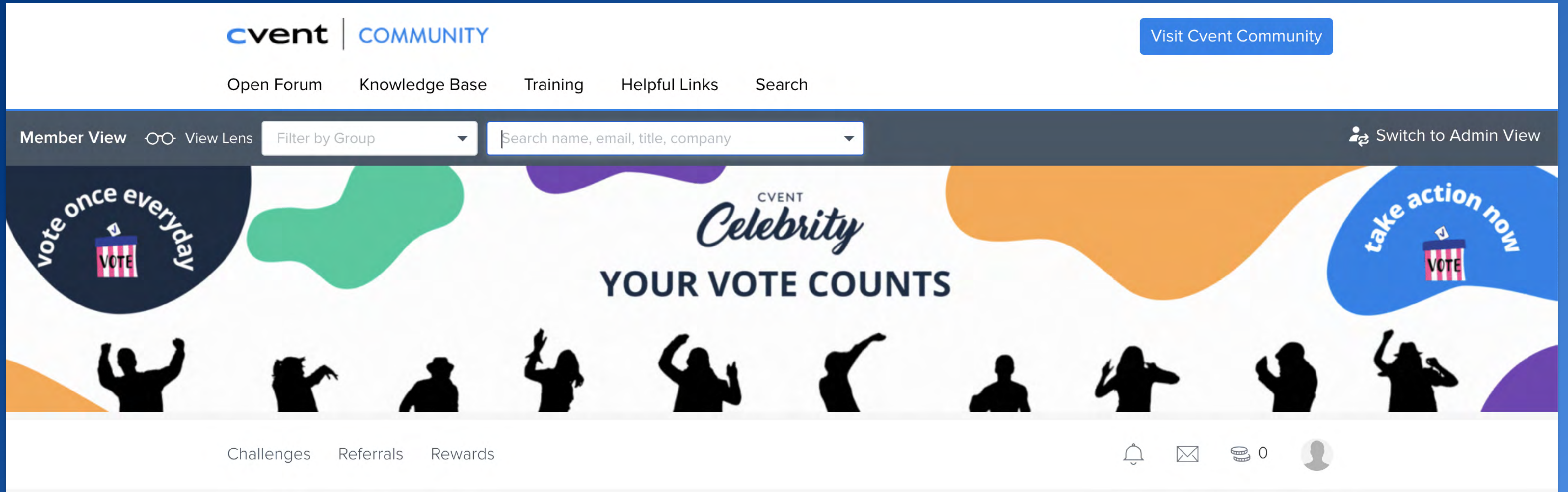
METHODS

- Create an “always on” online community for like-minded members to engage and interact
- Regularly publish new contests and rewards to promote community engagement
- Release weekly polls and curated questions to spark discussions on trending topics
- Launch creative monthly campaigns to drive program engagement and help support core acts of advocacy such as testimonials and reviews
- Orchestrate a global scavenger hunt to recruit new members, up-level interaction, and increase Celebrity mobile app adoption during Cvent's annual user conference with both virtual and in-person hunt options.

IMPACT

- **92,000+** challenge completions
- Over **420** client testimonials submitted
- **4,700+** social shares generated
- **47%** of all online reviews published came from Cvent Celebrity program

**All impact stats are from Jan-Dec 2022



Cvent created a custom community banner to encourage its members to vote daily!

TOP PROGRAM MANAGERS

Employee Advocacy Program Manager of the Year
Customer Advocacy Program Manager of the Year



EMPLOYEE ADVOCACY PROGRAM MANAGER OF THE YEAR

RICHARD WACHTEL



We're excited to welcome PostBeyond customers to the BMMIES and introduce our inaugural winner, Richard Wachtel. He is the Global Social Media Lead at TE Connectivity and has been **working in social media marketing for more than a decade.**

[Watch Richard's Extended Interview](#)



“I love working in social media because it lets me be both creative and analytical. With it, I've met some people that I would have had the opportunity to meet otherwise. I can experience different cultures from around the world.”



Richard Wachtel
Global Social Media Lead
TE Connectivity

Richard has worked for companies of various sizes and industries and even runs his own baseball-themed website on the side. He worked with top marketers across each business unit at TE Connectivity to understand what they would want and need from an employee advocacy platform. From there, he worked closely with HR and Talent Acquisition to configure an ideal rollout plan that properly entices employees to participate and clearly understand how using PostBeyond would benefit their professional goals. He also created an internal website that houses up-to-date training materials, relevant FAQs, and a call-to-action to sign up for the program.

ACCOMPLISHMENTS

Stakeholder buy-in:

- Showed sales executives how much ROI the company could earn from employee advocacy
- Demonstrated how the marketing team could measure campaign impact
- Tied program to HR and talent acquisition's business goals and had them add it to employee onboarding process

Driving Engagement:

- Added prizes and rewards to create competition and drive engagement
- Created a mix of branded and unbranded content for employees to share
- Made personal connections with global teams to drive program growth and diversified engagement

Enablement:

- Created an internal website packed with training materials, FAQs and the ability to sign up for the program
- Ran demo sessions to walk through the program and highlight its usability
- Provided early access to advocates so that they could get comfortable pre-launch

IMPACT

- **8,363%** ROI from using PostBeyond
- **\$2.3M** earned media value within the first year of using PostBeyond
- **3.9M+** increase in social media reach
- **292+** employee advocates sharing content

CUSTOMER ADVOCACY PROGRAM MANAGER OF THE YEAR

KATHLEEN ORAZIO



Coming from a marketing project management and ops background, Kathleen moved full-time into customer marketing in 2017. Since then, she has **launched Trimble Viewpoint's customer advocacy program, The Network**, while heading up the company's customer success marketing strategy.



“For me, helping our customers run better businesses, manage through change, and get the most out of their technology investment with Trimble Viewpoint is my driving force. I’m both honored and humbled that our community members trust me to be their voice within our organization, and I don’t take that for granted.”



Kathleen Orazio
Senior Marketing Manager,
Customer Advocacy
Viewpoint

Kathleen's customer success strategy includes customer advocacy being baked into every division of Trimble Viewpoint, including support, customer success, professional services, sales, and marketing. Her community vision has been to build customer advocates by giving them an easy way to connect with each other, learn how to get the most out of their solutions, and be the voice of community members within the organization. Because of Kathleen, The Network is a place where members can stay on top of industry best practices and company news and get recognized for their participation and achievements.

ACCOMPLISHMENTS

- **Customer Support:** Created a year-end community campaign in 2021, which garnered 200 questions, topics, and suggestions that fed 9 technical webinar topics and helped decrease customer submitted support tickets by 30% in 2022
- **Product & Product Marketing:** created complete feedback loop connecting customers with product teams through discussions, surveys and polls to gauge satisfaction and feature usage
- **Marketing:** created a quarterly campaign to address critical business concerns when “moving to the cloud,” which contribute to pipeline through cross-sell and up-sell opportunities
- **Professional Services:** created dedicated monthly mini-webinar series to educate on professional service team offerings

IMPACT

- **\$924,000** in total pipeline attributed to The Network
- **\$364,000** in total revenue from closed won opportunities
- **82,000+** acts of advocacy generated in 2022
- **20%** community growth YoY
- **68%** of all 2022 references fulfilled by The Network

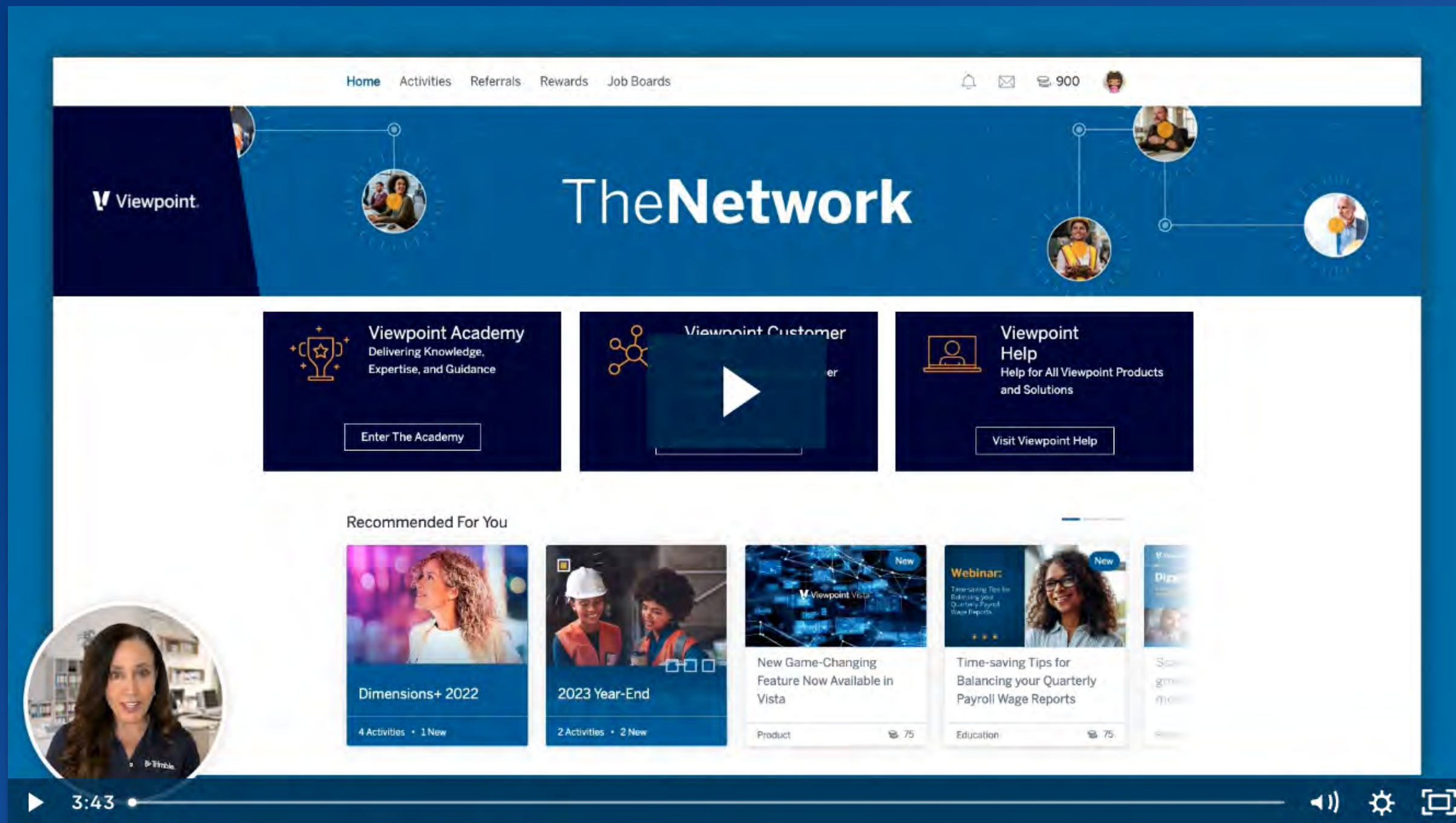
[Watch Kathleen's Extended Interview](#)



KATHLEEN ORAZIO



CUSTOMER ADVOCACY PROGRAM
MANAGER OF THE YEAR



Created an onboarding video for new member of *The Network*.

Viewpoint
TheNetwork
CONNECT. LEARN. EARN REWARDS.
Trimble Construction

Our Award Winning User Community

- Close to 7,000 Construction Industry Professionals.
- Network members who regularly engage are getting 10-20% more use out of their software.
- Increased resources mean Network members rate is consistently higher on Customer Satisfaction.
- Ongoing and activity member discussion forums.

2022 CXI WINNER

2021 Winner
Most Engaged Advocate Community

2019 Winner
INFLUITIVE BAMBIE
Best Program ROI

Visit viewpoint.com/network to join the amazing community of users.
Questions? Email network@viewpoint.com

Created recruitment slide for customer-facing teams

TOP PROGRAMS

Best Emerging Program

Employee Advocacy Program of the Year

Customer Advocacy Program of the Year: SMB

Customer Advocacy Program of the Year: Mid-Market

Customer Advocacy Program of the Year: Enterprise



BEST EMERGING PROGRAM

#FloQast

The FloVerse

Looking to relaunch their digital community, FloVerse, on a new platform, the customer marketing team worked in lockstep with key stakeholders across the business.



“ The FloVerse has proven tremendously valuable for FloQast users to engage with each other and FloQast employees, share best practices for getting the most out of our product, and learn more about all the exciting new features and solutions we’re bringing to market. We’re excited to see such a welcomed response by our community members since its relaunch and have big plans for the FloVerse in the year ahead.”



Victoria LaPlante
Director, Customer Marketing
FloQast

FloQast created several internal enablement programs and processes to help the company get informed and excited about the community relaunch. Led by Senior Community Marketing manager Kristen Krepich, the team took a multifaceted approach to relaunch the community, including the migration of 1,800+ community members with personalized outreach and in-product notifications. One key driver for these new community members was a private VIP customer roundtable with FloQast’s 3 founders.

METHODS

Internal enablement:

- Hosted weekly lunch and learns, presented at monthly meetings with customer-teams, and created an Intranet page to help drive awareness and recruitment for the new FloVerse
- Created a dedicated Slack channel for FloVerse updates and information and weekly community update emails highlighting key activities and top engaged advocates

External enablement:

- Sent proactive migration email to notify and explain why they were changing to a new platform
- Incentivized to join private virtual VIP customer roundtable with FloQast’s 3 company founders
- Received a \$5 gift card if they joined within 30 days of launching the new FloVerse

IMPACT

- **233%** increase in advocate engagement
- **35%** more engagement in discussions
- **27%** increase in event attendance by FloVerse members

EMPLOYEE ADVOCACY PROGRAM OF THE YEAR



The Dashboard

We're excited to welcome PostBeyond customers to the BAMMIES and introduce our inaugural winner for this category! The Dynatrace employee advocacy program, The Dashboard, has become an **integral part of the company's marketing efforts.**



“The continued support from our executives and team leaders can't be understated in how it helps us grow our advocate community. Being able to tell my CMO that we paid X for the platform, and it's helped us generate Y in pipeline/revenue – is pretty awesome.”



John Rocker
Director, Social Media
Dynatrace

As they launch major PR initiatives, kick off significant campaigns, or host major events – all teams make it a priority to ensure everything is uploaded and ready for sharing. They keep employees engaged through fun contests and weekly newsletters and has made the program part of every new employee's onboarding process.

METHODS

- Conducted live demos throughout the year and built a dedicated internal SharePoint site with more feature-specific content and bite-sized “how-to” videos
- Ran monthly leaderboard competitions with prizes and an annual contest called The Dynatrace SaaS Awards where the winner can receive a trophy or championship belt
- Sent weekly newsletters containing new library content, contest updates, top posts from previous weeks and best practice posts
- Enabled SSO which allowed them to include PostBeyond in North American onboarding process
- Ran quarterly re-engagement campaigns where users who had been inactive for 90+ days were asked to login/make a share in 2 weeks or their account would be archived

IMPACT

- **75%** of website visits from PostBeyond were from new users
- **\$1M** in sourced pipeline
- **13,966** web visits
- **10,244** new users
- **49%** success rate in reactivating inactive users

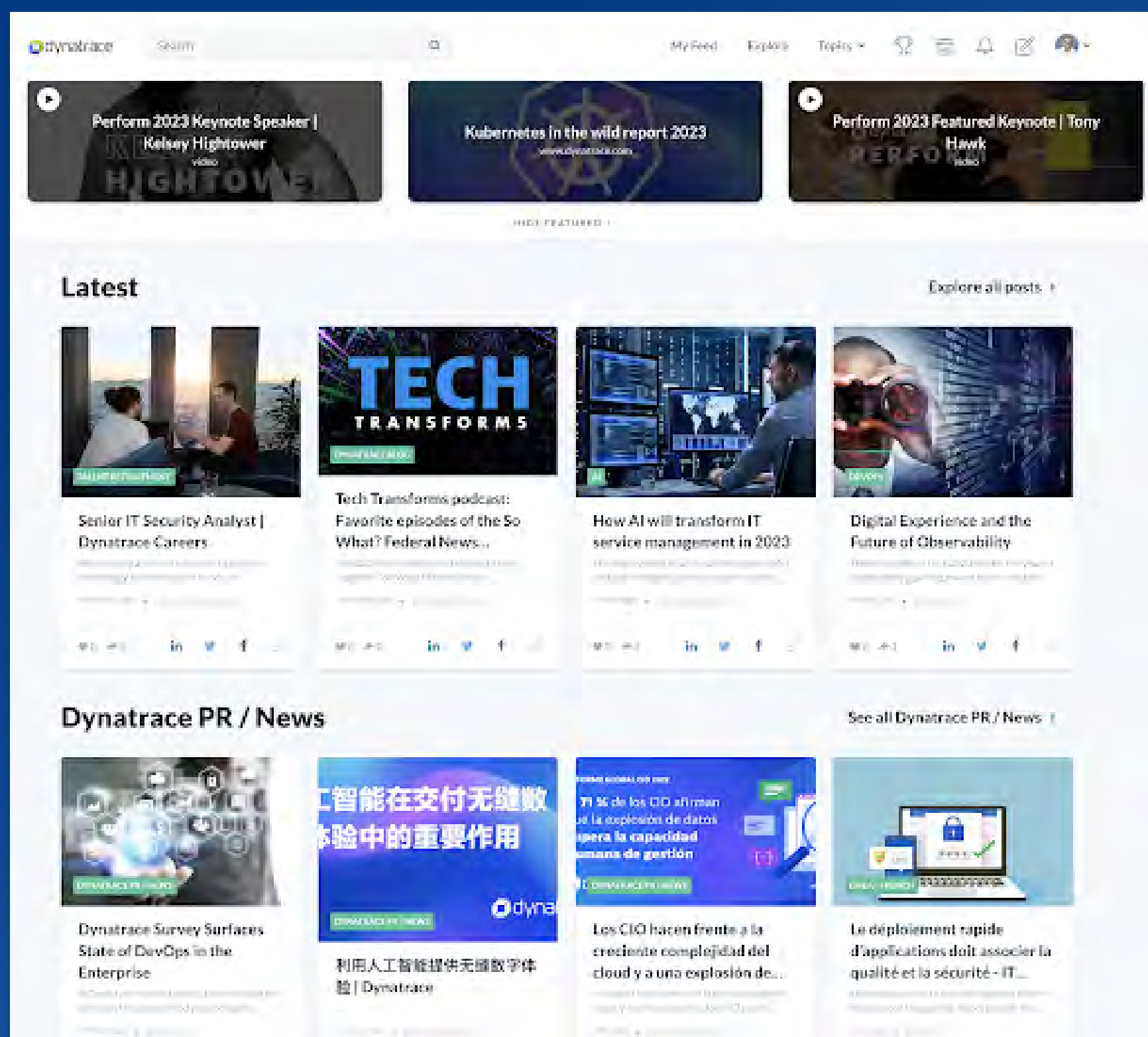
[Watch John's Extended Interview](#)





The Dashboard

EMPLOYEE ADVOCACY PROGRAM OF THE YEAR



The homepage for Dynatrace's employee advocacy program, The Dashboard



Examples of social posts that were shared from The Dashboard



PROGRAM OF THE YEAR: **SMB**



Aico Installer Community

Launched in 2021, Aico wanted to build on the foundations of their Aico Installer Community and **increase their join rate and engagement rate.**

[Watch Matt's
Extended Interview](#)



“We are so proud the Community has won this award in just its second year. In 2022 the platform went from strength to strength, by acting on Installer feedback and the addition of the sign-up feature for our City and Guilds assured course, we have seen user engagement soar. We are looking forward to seeing what new initiatives we can bring to the Community in 2023.”



Matt Powell
Marketing Executive
Aico

One of Aico’s most successful strategies was to give advocates exclusive access to their City & Guilds assured training, a globally recognized certificate of training, which further increased education within the electrical industry, as well as provided them with further business opportunities. By integrating their Influitive program with Microsoft Dynamics, Aico has been able to drive further collaboration between internal departments, such as marketing and IT, to decrease manual processes and allow more time to focus on branding and user experience.

METHODS

- Created community-exclusive education opportunities such as the City & Guilds assured qualification, which are held monthly for 25 installers where community membership was an enrollment requirement
- Refreshed their Expert Installer training presentation to ensure it gave a clearer understanding of what the Community is and the benefits it provides
- Introduced a video challenge series: which collated their main training modules into 15–20 minute guided videos and created ‘Knowledge Check’ quiz challenges for those who have already completed training but want a refresher
- Increased member discoverability by creating a challenge where advocates could include their company logo and details, on Aico’s free “Find an Installer” search feature on their website

IMPACT

- **Doubled** community membership in 2022
- **20,000+** completed acts of advocacy
- **3%** increase in engagement rate

PROGRAM OF THE YEAR: MID-MARKET



Jamf Heroes

Throughout 2022, Jamf worked hard to bring the best experience to their Jamf Heroes members, staying **true to their company values, showing empathy, increasing engagement, and executing their strategies to great success.**



“ Our Heroes make our program the best, and we want to ensure they always feel heard, valued and supported by our team. Their feedback makes us better for them. Their passion for our community inspires us to raise the bar and bring new ideas and initiatives each year to allow them to thrive, 2022 being a perfect example of this.”



Phoebe Smith
Community Engagement and Advocacy Specialist
Jamf

Jamf wanted to grow their community and balance the nurturing of new members while keeping their existing, loyal members at the forefront of their minds. They also prioritized truly understanding the ROI of their program and, through an in-depth project, were able to more accurately measure their ROI and uncover significant year-over-year growth.

METHODS

- Hosted two virtual social gatherings per month with members from across 20 different countries and an in-person meetup during their user conference
- Ran a ‘Nomination Station’ recruitment campaign to help increase internal exposure and nominations for Jamf Heroes
- Integrated Salesforce with their Influitive program to deliver a smoother and more rewarding reference experience for Jamf Heroes members
- Recognized customers and partners across a variety of markets at their Jammies Awards Ceremony
- Engaged in cross-team collaboration: to garner more 3rd-party reviews, customer stories, feedback on customer education offerings, and more

IMPACT

- Maintained a **40-50%** engagement rate throughout 2022
- **600%** increase in reference requests fulfilled by Jamf Heroes
- **51%** increase in completed acts of advocacy
- Over **\$16,000** worth of points donated to charity since 2018

[Watch Phoebe's Extended Interview](#)





Collection of in-person interviews from Jamf customers and Jamf Hero program members



Phoebe and Lysette at the 2022 Jamf Nation User Conference (JNUC), where they had a booth to recruit new Jamf Heroes and hosted an in-person meetup with Heroes



A Jamf Hero speaking at a Amsterdam Jamf Nation Live event to a crowd of customers and potential prospects

CUSTOMER ADVOCACY PROGRAM OF THE YEAR: **ENTERPRISE**



GCAP

At Genesys, **empathy is at the core of their technology**, and it was a top priority in 2022 to infuse empathy throughout their Genesys Customer Advocacy Program (GCAP) as it serves as a pivotal point of communication, collaboration and navigation for thousands of Genesys customers.



“ Influitive’s platform allows the flexibility and creativity to drive engagement levels within GCAP the likes of which I’ve never seen, making GCAP a true game-changer for our team.”



Leslie Paterson
Global Vice President, Advocacy & Engagement
Genesys

“ Joining GCAP is the first thing I recommend for my customers. They can network, learn, and accrue points through acts of advocacy; all of which drive deeper engagement between the customer and Genesys.”



Shaunna Morgan
Customer Engagement Director
Genesys

GCAP has become a universally leveraged and highly respected customer engagement hub within Genesys utilized by groups spanning from Customer Service and Support, Customer Onboarding, Strategy Development, Product Management, Finance, Sales, and Customer Reference Fulfillment.

METHODS

- Developed “GCAP Connections,” a 1:1 peer networking service for GCAP members allowing request-and-fulfill knowledge sharing calls with fellow GCAP members on topics of their choice
- Conducted quarterly Ask Me Anything calls providing GCAP members a platform to ask questions of Genesys experts on how to deepen their engagement
- Organized “Spirit Weeks” that rewarded GCAP members for engaging with annual customer conference-related content, leaving peer reviews, and socializing with other members in advance of the event
- Ran a Winter Olympics-themed review generation campaign that garnered 23 net new reviews, 11 updated reviews and contributed to 21% of total reviews driven through GCAP in 2022
- Organized a GCAP new customer welcome nurture email campaign globalized to 8 languages resulting in 933 new GCAP members

IMPACT

- **38%** increase YoY in engagement within GCAP
- **1,753** new GCAP members in 2022
- **29%** increase in challenge completions YoY

[Watch Genesys' Extended Interview](#)



Genesys' dedicated webpage that outlines the GCAP program.

To celebrate CX Day, Genesys profiled some of their GCAP members. They recruited them through an activity inside GCAP.



To support their BMMIE application, Genesys asked their GCAP members to provide video testimonials about their program experience.



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