



Jonathan Wuurman
VP Marketing



customer story

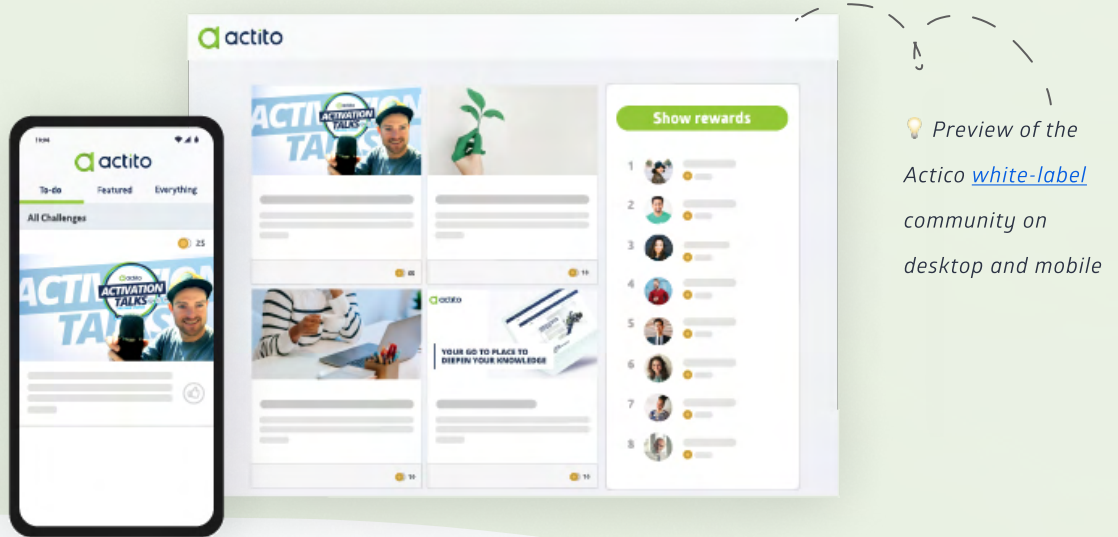
How Actito grows its social media presence by spreading brand awareness



Who is Actito

[Actito](#) is a customer activation platform: their aim is to help brands exploit the full potential of their data (people who sign up for newsletters, the purchases they may make, loyalty cards, etc.).

Today, to boost business, you have to personalize the customer experience, so they use this data to help companies personalize the customer experience as best as they can in order to increase the long-term value of each customer.



The need for employee advocacy: connecting employees to the brand

The reason why Actito felt there was a need to invest in an Employee Advocacy platform is to **leverage the fast growth of the company and the pride and dedication of the people within the company** that made such growth possible.



Jonathan Wuurman, VP Marketing: *“We’re a company that’s been growing very fast over the last few years. [...] I’ve always thought that there was something to be done through our people. I come from a business background and know that word-of-mouth is the best sales channel.”*

That's why Jonathan started looking for the best solution for Actito to activate the employees, encourage them to advocate for the company, and boost their business. And that was really the main idea: the best ambassadors for a SaaS company are its employees. And that's why **Actito wanted them to become thought leaders and spokespeople on social media networks like LinkedIn, X, or Facebook**. Providing them with the right tool to amplify the brand message was the first step to make this happen.

Platform reception: motivating employees to join and be active

At the time of the launch, the program had a bit of a slower start because employees weren't immediately enticed to join and be part of the ambassador program.

One of the first hurdles was that people wanted to keep their LinkedIn network separate from their company's, wanting to develop their personal brand independently without letting the company take ownership of their development on social media.

To overcome this, **a lot of educational work was put into the program to make sure employees understood the advantages for them should they choose to become ambassadors for the brand.**



The more they would share, the more exposure they would get, and the network expansion and professional relationships built through the program would still follow them along in their career even if they moved onto different roles in the future. This groundwork proved to be successful, and indeed more and more people started to join as a result.



Another important driver that encouraged other people to join and become advocates for Actito is the fact that **the results were coming in and truly inspiring for the employee**. Visibility was picking up because of the employees' advocacy efforts, which created a kind of snowball effect, bringing more and more people on board.

Community engagement: incentivizing employees to keep activation high

In the beginning, Actito started out by configuring some basic rewards, such as gift vouchers for Amazon, for example. They awarded these not only based on points but also as an initial reward for activating one's account on the platform, a strategy that had a decent success rate.



Having an internal champion really helped drive registrations, enthusiasm, and activation on the platform. Maïté was that person for Actito: she'd spend a lot of time at the coffee machine, and whenever she'd see someone, she'd start talking to them about Ambassify, showing colleagues the platform, what other people had done with it, etc.

Once again, it was by having clear and straightforward communication about the program internally, that people became curious. And when they saw that there were even prizes to be won by being an active ambassador, more people joined.

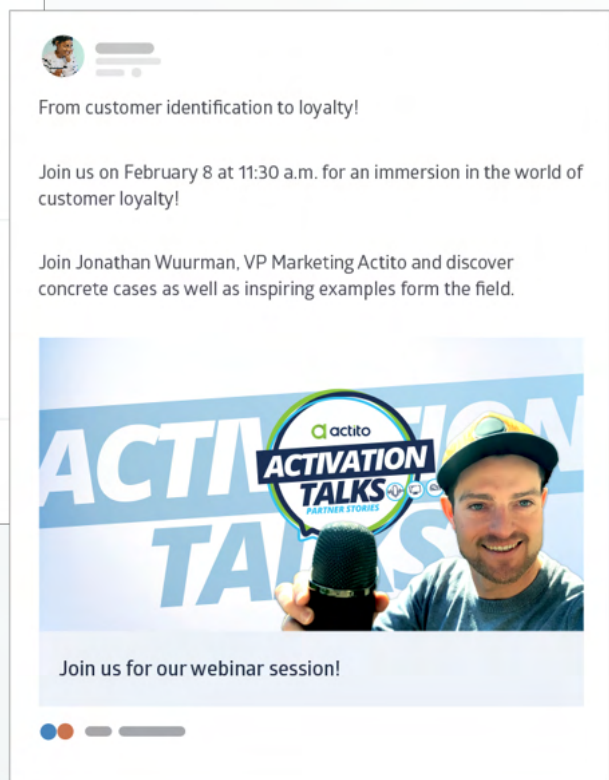
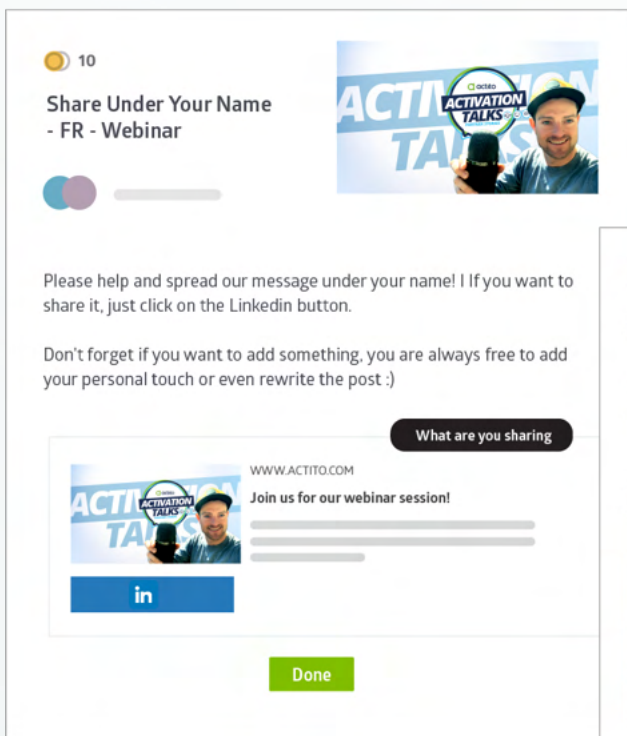


Jonathan Wuurman, VP Marketing: *"And now, every time we go to one of our five regional offices, and we have, for example, breakfast with them: wham! five new users right away. So I think the primary incentive is to overcommunicate internally the value it can create, explaining that it's a win-win situation."*

Finally, they also launched a new, fun type of reward: Actito-branded socks and thermos bottles. They started giving these out to anyone who would create a new account on Ambassify. As a result, they got 23 new users in 3 days.

Growing social media presence: visible results in only three months

As far as social media platforms are concerned, Actito focuses mainly on LinkedIn because they are predominantly B2B-driven. **At present, their corporate page is growing 150% monthly, just through [advocacy-generated amplification](#).**

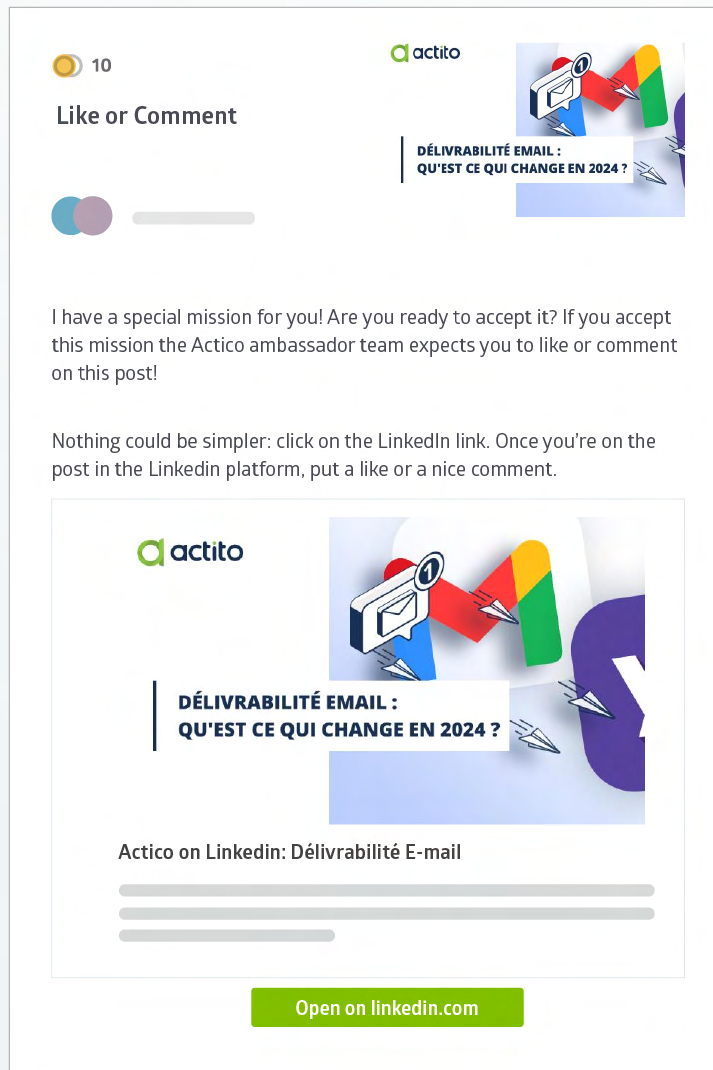


Jonathan Wuurman, VP Marketing: "In January, a message we posted from the page would get 200 views. Today, it's more like 1,500 or 2,000 views. So that already gives you an idea of the enormous propagation given by platforms like Ambassify."

Favorite features: top-notch LinkedIn integration & seamless mobile sharing

One of the main reasons why Actito chose Ambassify is the unique **native LinkedIn integration**.

Our LinkedIn plugin doesn't only allow for a basic 'share on LinkedIn' campaign but also allows admins to **mention people as well as companies beforehand on the platform so that ambassadors don't have to do it themselves**. This, in turn, brings far more reach than a text-only post by directly engaging the tagged and involved parties. After the first ten months, **Actito got a social media reach of 500k thanks to its ambassadors**.





Jonathan Wuurman, VP Marketing: "How has the brand been affected by Ambassify? That's easy to answer: today, when I go to an event, everyone tells me: "You're everywhere on LinkedIn; [we see Actito everywhere!](#)"



FAVORITE FEATURE

native LinkedIn integration



FAVORITE FEATURE

mobile app



OUTSTANDING RESULTS AFTER

3 months



REACH ON SOCIAL MEDIA

500 K

Actito's second favorite element is the **mobile app**: this proves particularly useful for top management, who are still always able to find a few minutes in their busy schedule to check the platform and share content on their own social media channels. **With an app, people share at lunchtime, in the evening, etc., and it provides a kind of hustle-free accessibility that's essential to get good results.**

Building partnerships: tailored support along the way to ensure success

Ambassify always ensures multiple touchpoints between customers and their dedicated Customer Success Manager. First, we always go through an onboarding with a person who accompanies you step by step along the way.



Jonathan Wuurman, VP Marketing: *“There is real support from day one, with the sharing of expertise from companies that do more or less the same thing as you. [...] You can really rely on Ambassify: they make every effort to ensure that adoption takes place under the best possible conditions.”*

Our Customer Success Managers are there to ensure more than just support for our customers, as they really [strive to help customers](#) become better, become experts in what they do as community managers, and always try to make everyone feel comfortable in their roles.

With Actito, for example, **we always offer multi-language support to whoever is managing the community.** Given that they work in three languages, we strive to offer the same language variety in our support so that every member of their team is always able to find someone to talk to comfortably.



OUTSTANDING CUSTOMER SUPPORT



MULTILINGUAL SUPPORT



Discover more unique Customer Stories

and how Ambassify is helping them tap into the trusted network of their employees and leverage their authentic voice to amplify their efforts.

[Read more](#)