

### USE CHALLENGES TO ACTIVATE YOUR BRAND ADVOCATES

According to McKinsey, “word of mouth is the primary factor behind 20 to 50 percent of all purchasing decisions.”

Research from Boston Consulting Group finds that brands able to achieve high levels of customer advocacy have an average sales growth rate 27% higher than companies who do not. In short: customer advocacy creates business results.

Guess what? Your best brand advocates (e.g. customers, partners, employees, etc.) are already on your website! Evoq’s advocate marketing capability helps you activate those brand advocates.

You’ll instantly expand the reach and impact of your content and drive business results.

### BENEFITS OF ADVOCATE MARKETING

- Activate your brand advocates to promote your content and offers to their social networks.
- Expand the reach of content pages, press releases, blog posts and more.
- Drive attendance to your next webinar, at little to no cost.

Create a Challenge
✕

**Challenge Type \***

**Web Address \***

**Challenge Link Preview**

Image associated with the challenge link will be used

✎ Edit challenge image

**Title \***

**Instructions \***

**Points \***

### CHALLENGES TO INCREASE ENGAGEMENT ON YOUR SITE

Incent members to complete specific actions that benefit your business by deepening customer engagement and involve customers in creating useful content for your site.

There are 5 types of engagement challenges in Evoq:

1. **Complete your profile.** Users are more likely to engage with others who have a photo and bio in their profile. Incent users to fully populate their profiles.
2. **Create content.** Incent users to create blog posts, discussions, ideas and questions.
3. **Comment on content.** When users receive comments on their content, they're more likely to remain interested in participating.
4. **Answer a question.** Save the time of your customer care team by having your customers help answer questions.
5. **Vote on an idea or answer.** Encourage customers to provide feedback on ideas and answers submitted by the community.

### CHALLENGES TO SHARE YOUR CONTENT

Evoq is integrated with Facebook, LinkedIn and Twitter, so your members can easily share links to your site or any external site, with their own personal networks. This extends the reach of your message. Here is how it works:

1. Enter the URL of the content you want shared, upload an image, add a title, instructions, and point value for completing the challenge.
2. Select social networks and type in your message. Social Network Share currently supports Twitter, Facebook and LinkedIn. You can lock the message or allow people to edit it. Set an expiration date and time for completing the challenge.
3. Challenges appear in the activity feed of your customer community for maximum exposure.
4. Monitor the results and customer engagement with your challenge.

### FURTHER DETAILS

- 1. Challenge validation.** Evoq tracks the two phases of each Challenge: "Accepted" and "Completed." Detailed analytics are provided, enabling you to review detailed metrics on each Challenge.
- 2. Integration with gaming mechanics.** Challenges are integrated with Evoq's gaming mechanics engine: you can designate the number of points associated with Challenge completion, giving users a way to elevate their status on the Leaderboard. In addition, custom badges can be created for completing one or more Challenges.
- 3. End-to-end reporting for Social Network Share.** For Social Network Share, Evoq provides attribution of page activity (and conversions) back to individual users. For instance, if Jane completed a challenge to share on Twitter, Evoq records the number of page views generated from her tweet. This helps you understand how advocate marketing is impacting your website traffic and conversions.

