

The Power Of Customer Advocacy

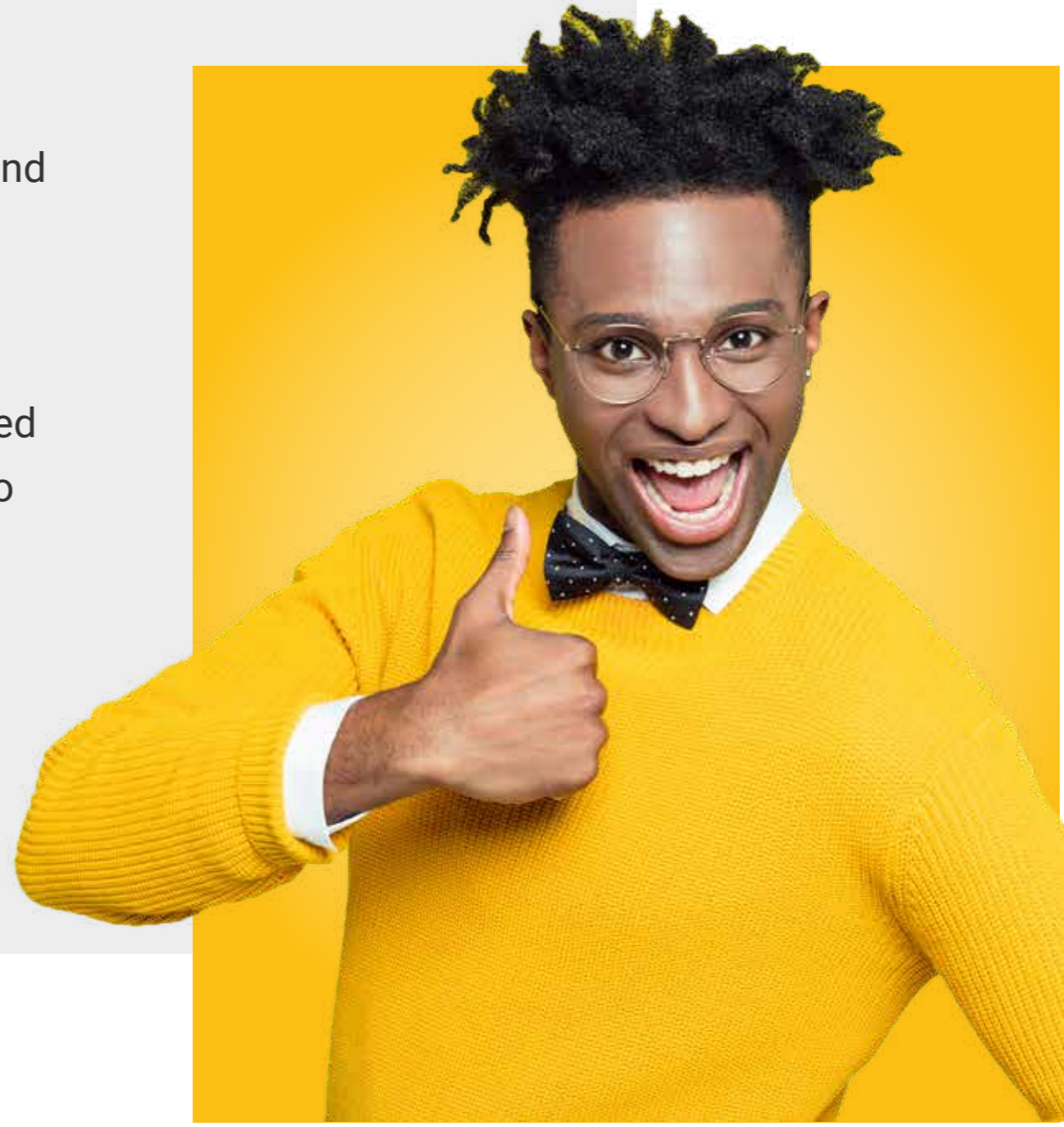
Advocacy Marketing By The Numbers

Advocacy marketing is helping companies shorten their sales cycle and close more customers. Here's a breakdown of the data and the science behind this marketing strategy.

What Is Advocacy Marketing?

Advocacy marketing is a strategy that incorporates the designed involvement of current customers in your sales and marketing programs, encouraging them to proactively talk about their positive experiences with prospects.

You have happy customers and clients who would be thrilled to tell their story. Advocacy marketing creates a program to get their attention, reward their participation and leverage their content and their voice to help you close more new customers and close them more quickly.



Why Advocacy Marketing?

Marketing-induced consumer-to-consumer word of mouth generates more than **2X the sales** of paid advertising.¹

A 12% increase in brand advocacy, on average, generates a **2X increase in revenue** and growth rate while also boosting market share.²

Brand advocates spend 2X more than average customers on favorite brands.³

Offers that trusted advocates share **convert at a 4X to 10X higher rate** than offers brands send.⁴

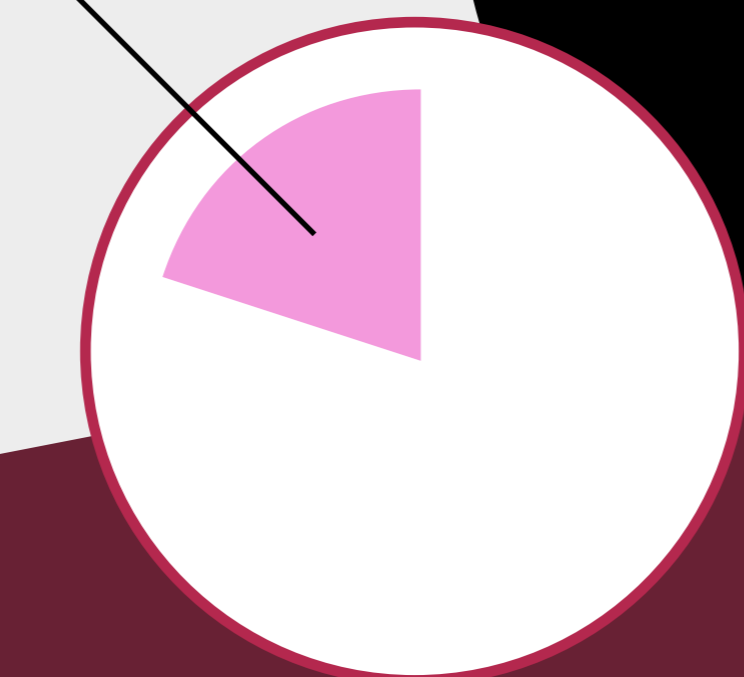
Brand advocates are **50% more likely to influence a purchase.**⁵

90% of advocates write something positive about their purchasing decision.⁶

61% of online shoppers will read product reviews before making any purchase.⁷

81% of shoppers conduct **online research** before they make a purchase.⁸

Only 20% of brands use advocates in their marketing.⁹



Advocacy is great for your customers, too!

Brand advocates gain opportunities to influence product direction and develop relationships with key executives.

Accelerate Advocacy For Your Brand

Schedule a 30-minute strategy session with a customer advocacy expert at Square 2. We'll help you evaluate the revenue potential of an advocacy campaign and get started transforming your brand advocates into real business results.

[Schedule Now →](#)

SOURCES:

¹ McKinsey Quarterly

² McKinsey

³ Zuberance

⁴ McKinsey

⁵ Marketing Charts

⁶ McKinsey

⁷ Adweek

⁸ Adweek

⁹ Marketing Charts

