

The Hidden Growth Engine: *How Internal Marketing Fuels Brand Advocacy & Revenue Growth*

Kerry-Ann Stimpson, CMO
JMMB Group

THE FINANCIAL BRAND

FORUM

Your Employees – Your Untapped Marketing Powerhouse

1 Engagement Drives Performance

Companies with highly engaged employees outperform competitors by up to **202%**.

3 Seth Godin's Insight

Thriving organizations have employees who are "enrolled in the journey"—not just following orders.

2 Trust Matters

76% of individuals trust content shared by employees more than corporate messaging.





From Insight to Action – Your Blueprint for Internal Marketing Success

1

Why It Matters

Understanding internal marketing & employee advocacy importance for banks today.

2

Business Benefits

Exploring tangible advantages for financial institutions.

3

Implementation Strategy

Building successful programs while avoiding common pitfalls.

4

Measuring Success

Proving ROI through real-world examples like Civista Bank.



The Banking Battlefield – **Why Engaging Employees is a Must**

13%

Customer Churn

Bank customers plan to switch banks within 12 months due to trust issues.

32%

Engagement Crisis

Only this percentage of U.S. employees feel engaged at work.

3X

Advocacy Potential

Employees connected to company purpose are more likely to be brand advocates.

Your employees either enhance or damage your brand every day. A structured program turns them into influential ambassadors.



More Than a Paycheck – **Why Engaged Employees Drive Growth**

Brand Trust & Credibility

79% of companies with advocacy programs report increased online visibility.

Business Growth

Engaged employees drive **21%** higher profitability.

Talent Attraction

Companies with advocacy programs attract **58%** more top talent.

Customer Engagement

Employee-generated content gets **8X** more engagement than corporate content.

Turning Employees into Raving Brand

Advocates

Audit Internal Brand Alignment

Identify gaps in employee engagement.



Secure Leadership Buy-In

Align advocacy with business goals.



Launch Engaging Internal Campaigns

Create content & events employees want to share.



Train & Enable Employees

Provide social media & compliance training.



Roll Out Incentives & Recognition

Celebrate contributions & create a culture of advocacy.



Measure, Optimize & Scale

Track participation & refine the strategy over time.

The Fastest Ways to Kill Employee

~~Advocacy~~

~~✗ Forcing Participation~~

Make advocacy voluntary for authenticity instead.

~~✗ Ignoring Compliance~~

Provide clear social media guidelines instead.

~~✗ Lack of Incentives~~

Recognize and reward employee contributions instead.

Solution: Keep advocacy engaging, rewarding, and fully supported by leadership.

Prove the ROI – Metrics That Show Employee Advocacy Works



Use a mix of engagement, business impact, and sentiment metrics to prove ROI.



The Best Tools to Scale Employee Advocacy



Social Advocacy Tools

LinkedIn Elevate,
Sprout Social,
Hootsuite Amplify,
EveryoneSocial.



Internal Communication

Slack, Microsoft
Teams, Workvivo,
Workshop.



Content Distribution & Compliance

Bambu, Social
Assurance,
PostBeyond,
ClearView Social.

Pro Tip: Choose platforms that integrate with your bank's existing tools and compliance systems.



Real-World Success – Civista Bank's Thriving Advocacy Program

The Challenge

1

Needed to humanize the brand & increase community engagement.

2

The Approach

Selective application process, compliance training, and content guidelines.

Participation Strategy

3

Leaderboards, recognition, and incentive programs drive involvement.

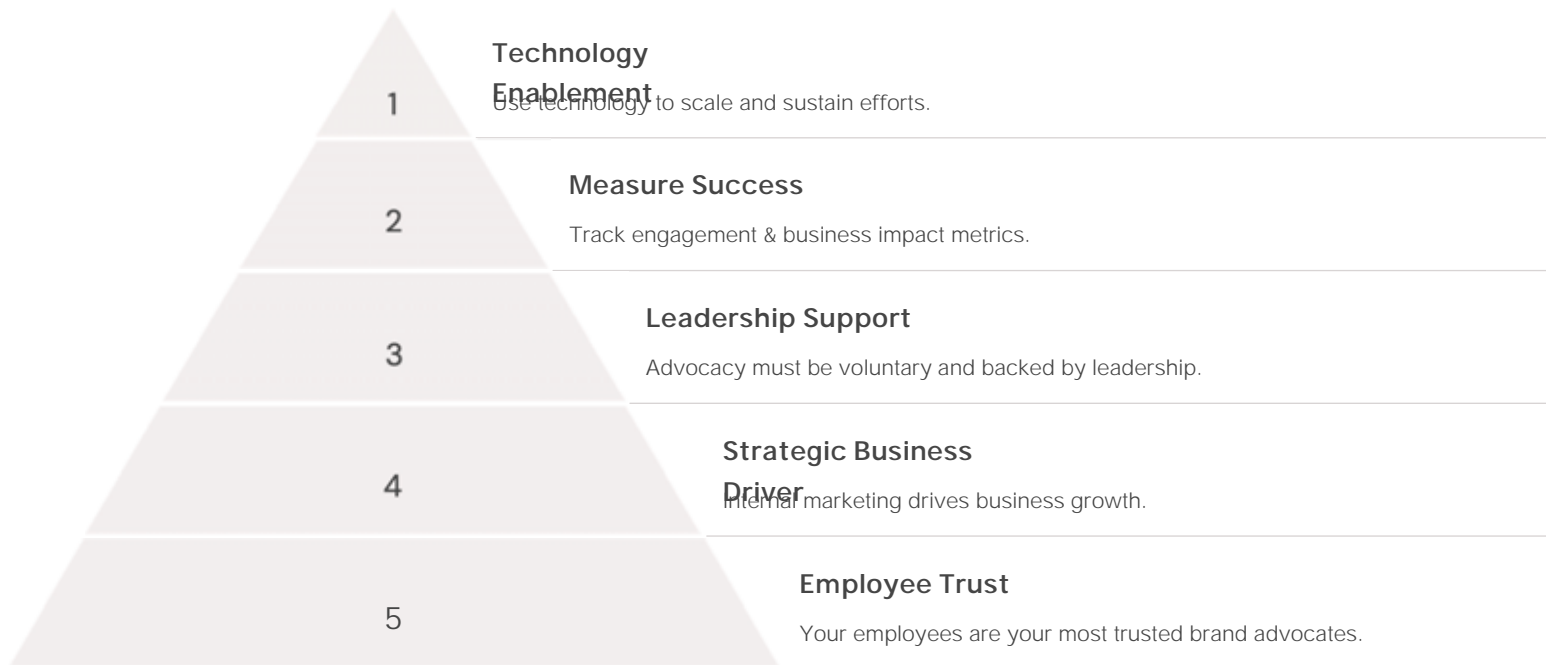
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Measuring Impact

Social engagement, website traffic, and A/B testing employee vs. brand posts.

🏆 Employee-generated content consistently outperforms brand-created content in engagement and reach.

5 Must-Know Action Items for Driving Growth with Employee Advocacy





#fbforum

Questions?

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Let's Keep the Conversation Going



Scan the QR Code to hear the Civista Bank episode. Connect with me on LinkedIn and follow my podcast for more insights.

Thank you!

KERRY-ANN STIMPSON

kerryastimpson.com

[linkedin.com/in/kerryastimpson](https://www.linkedin.com/in/kerryastimpson)

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