

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

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# 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

77% 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

**Employee Participation Rate**  
How many employees are active in advocacy?

**Social Media Reach & Engagement**  
Are employee-generated posts outperforming brand posts?

**Website Traffic & Conversions**  
Are advocacy-driven visitors taking action?

**Business Impact**  
Are deposits, referrals, or applications increasing?

**Employee Sentiment & eNPS**  
Are employees feeling more connected to the brand?



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

Needed to humanize the brand & increase community engagement.

1

## The Approach

Selective application process, compliance training, and content guidelines.

2

## Participation Strategy

Leaderboards, recognition, and incentive programs drive involvement.

3

## Measuring Impact

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

4

🏆 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!

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