



For IT

The Benefits of an ambassador program

A content strategy has many benefits for your visibility, but what if employees share this content? After all, they are the best ambassadors you can imagine and provide the initial boost in a relevant network. View the infographic and get started.

1

Why?

An ambassador program has many benefits:

- Confirmation of the right choice by customers
- Highlighting additional services
- Employees become trusted advisors for relationships.

2

Benefits

- Strengthening personal bonds and position as a knowledge partner
- Greater visibility and strengthening position as a reliable partner
- Filling vacancies faster and better.

3

What kind of content?

For a content strategy, consider the following content:

- Trends in the IT sector and technologies
- Cybersecurity advice and best practices
- Case studies of successful projects
- Tips for choosing IT solutions
- Innovations in software development and cloud technology.

4

Results in practice

A recent ambassador program at an IT company delivered the following impressive results via the Soworker platform:



1 In six months, 80 messages were shared 1,500 times by employees

With just one click your colleagues can share a recommended post within their own network.

2 300,000 online views and 7,500 clicks to the website



3 Media value €38,600

5

Start in 5 steps

How to implement an ambassador program:

1. Provide shareable content, such as news, blogs, customer stories, and job vacancies.
2. Assemble a pilot team of about 20 colleagues.
3. Use a free trial account on Soworker.
4. Schedule a free 30-minute expert session where we set up the account together.
5. Organize a free onboarding session for participants, where we activate the accounts.

