

Boost Your B2B Business With Customer Advocacy Programs

Brands must get serious about their customer advocacy strategies

THE BENEFITS OF CUSTOMER ADVOCACY

Mature customer advocacy strategies drive major business improvements.



72%

expect customer retention to improve by an average of 23%

70%

expect revenue from existing customers to improve by an average of 21%



61% expect revenue from referred business opportunities to improve by an average of 20%



61% expect brand awareness to improve by an average of 22%



59% expect competitive wins to improve by an average of 22%

MATURE CUSTOMER ADVOCACY REQUIRES...

...A SHIFT IN MINDSET

Business as usual won't deliver the results you need.

95% need a formal customer advocacy program now more than ever

93% agree that their advocacy programs must focus on delivering customer value before asking for customer help

92% agree that retaining and growing customers is a higher priority for them than before the pandemic began

90% say their customers prefer self-directed journeys and peer recommendations when making purchase decisions

...EXECUTIVE FOCUS

Find an executive champion aligned to the marketing organization.

Only **one-third** of respondents have aligned customer advocacy under the CMO or head of marketing, leading to fragmentation and disconnection at remaining firms.



...AND ADVANCED CAPABILITIES

Leverage customer advocacy toolsets to harness customer experiences.

Organizations want customer advocacy tools that let them learn from and amplify excellent customer experiences, including:



51% The ability to manage customer advocate information, status, and preferences



42% A branded platform where advocates can go to participate, earn points, and engage with each other

