



Whether you are running a small business or a global enterprise, the reality is **your customers are online**. They are interacting on social channels with their friends, colleagues, and other brands in search of information, recommendations, and entertainment. If your organisation is not around to answer their questions, a competitor will be.

There are loads of opportunities to add value and even to delight - making that connection can help build a person's relationship with a company, brand, or representative. Those relationships create the foundation for what can eventually become one of your greatest marketing assets: *customer advocacy*.

**What is customer advocacy?** This is a specialised form of customer service, in which companies focus on what is best for the customer. It is a change in a company's culture that is supported by customer-focused customer service and marketing techniques. Through advocacy, your efforts will start to truly scale and grow. It shows that your brand is doing such an amazing job that your customers will want to shout about your brand from the rooftops, sharing their opinions and experiences with their online networks. **That sharing is the best marketing a brand can ask for.**

Identifying potential advocates is a good first step. You can use social tools, site data, customer data, and even your own observations to help you pick out which customers are likely to shout about your brand.

You will want to figure out what is most important to those potential advocates. What are they looking for? Are they excited by exclusive access to news and/or content? Figure out what type of advocates your brand attracts and find ways to recognise them for their advocacy.

It is important to note, that your greatest community relationships will be built organically. While your research and brand knowledge encourages people and helps you put the right foot forward, relationships take time.

**Maybe a better question is, why wouldn't your company use social media?**

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at [hello@365itsupport.co.uk](mailto:hello@365itsupport.co.uk) – we are always happy to help and provide advice for your IT requirements, including your social media.