



Social Computing—Part 4

Activating Advocacy

Links to help you understand the current discussion of **ACTIVATING BRAND ADVOCACY**.

Philosophy/Passion/Participation:

[Cultural Brands](#)

[Engagement](#)

[Passion](#)

[Relationships](#)

Measurement:

[Net Promoter Score](#)

[Online Promoter Score™](#)

[Brand Advocacy Quotient](#)

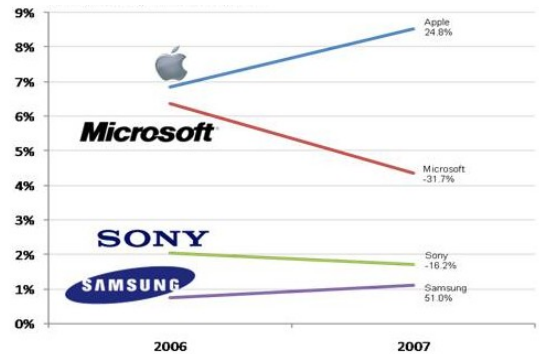
If you have been reading along, you will remember from our previous briefs that **online brand advocacy** is a good predictor of future sales. In this fourth brief on brand advocacy, we look at how you can best activate advocacy for your brand.

In our work we have observed three key drivers of brand advocacy:

1. A strong brand **Philosophy** that attracts people towards the brand.
2. A brand that understands and elaborates on the **Passion** in its customers' communities.
3. A brand that allows the community **Participation** in the brand's development and growth.

PHILOSOPHY is the community's set of core beliefs. Communities are tribal – people with shared beliefs and convictions. By understanding these tribal convictions we can develop products, communications and opportunities to strengthen the community's shared convictions.

Apple is a brand that has a strong set of core beliefs that revolve around creativity. That belief attracts people to the “party” in the same way a politician attracts voters to their campaign. Here we can see the share of advocacy among 4 top technology brands.



Share of Advocacy Calculated by Online Promoter™ Score

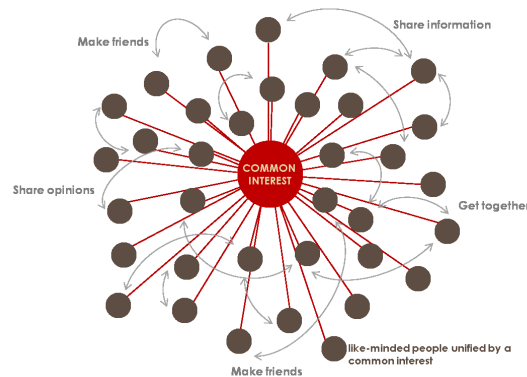
More recently in 2008, there has been some indication that Apple's advocacy is starting to slip as their core begins to feel that they are walking away from their fundamental beliefs <http://www.mac-sucks.com/>.

PASSION is what drives communities to [gather online](#) to discuss, argue about and celebrate the things they care about; sometimes they also talk about a product or brand. Brands do not need to own or control this community, but by carefully

analyzing what makes the community tick – the hidden motivations and drivers – we can develop marketing strategy & tactics that increase community engagement – thus increasing brand advocacy.

People discussing hybrid cars for example are much more likely to hang out on a forum discussing all of the options vs. only a single brand.

<http://www.greenhybrid.com/discuss/>





Scott Cook, CEO, Intuit

“My biggest surprise was discovering how customers will invent your business for you ...”

The Inc. Magazine
(4/1/04).

PARTICIPATION is the opportunity for community members to collaborate with the brand and each other. What can the brand offer the community in the way of collaboration, creative or co-creation opportunities? Today traditional communications only make up a tiny portion of brand participation. Increasingly success requires you to relinquish brand control and encourage your customer to “play” with your brand. Scary? – Yes. Effective? - Yes again.

POST SCRIPT So what should you do to activate advocacy for your brand:

Be clear about the role the brand plays in the world at large. Clearly articulate the brand’s beliefs and ensure that all activity is consistent with those beliefs.

EXAMPLE: http://www.miniusa.com/#/play/go_a_motoring/motoring-m

Work out what your target is passionate about and look for ways to encourage the passion. For example don’t create an online community and invite them to join, go to where they already are and join in. Listen and learn.

EXAMPLE: <http://forums.parenting.com/forumdisplay.php?f=100>

Lose control. Don’t feel that you have to control every aspect of the relationship anymore. Invite your customers into a relationship with you and let them know you are excited that they are getting involved.

EXAMPLE: <http://www.dellideastorm.com/>



Contact us



MotiveQuest USA

Tom O’Brien, *Chief Marketing Officer*
tobrien@motivequest.com

1578 Sherman Ave
Evanston, IL 60201
Ph: 1 847 905 6100
Fax: 1 847 866 1826

MotiveQuest Europe

Tim Rabjohns, *Director Europe Marketing*
trabjohns@motivequest.com

21 Kingly St
London
W1B 5QA
England
Ph: +44 7958 958 162