

PERSONAL ADVOCACY TRAINER PACKAGE

Running a best-in-class customer advocacy program takes a mix of the right technology, executive support and inter-departmental buy-in. But at the end of the day the program's success (or failure) is dependent on having the right innovative and and passionate advocate marketer in place. That's why the Influitive Professional Services team offers our Personal Advocacy Trainer Package.

With a customized engagement plan, you'll work alongside an experienced advocacy expert to:

- ✓ Develop skills and expertise to become an exceptional advocate marketer
- ✓ Learn how to drive results across your advocate marketing portfolio
- ✓ Embed and leverage advocacy throughout your organization

Your Program, Personalized

You'll work closely with your Advocacy Consultant to:

- ✓ Identify program knowledge gaps
- ✓ Focus on skill development that's important to you and your organization
- ✓ Create a personal success plan for growth as an advocate marketer

A Plan For Success

With customized professional assistance and training throughout your engagement, you'll have what it takes to grow your skills and take your advocacy program to the next level. Before you're through, you'll have:

- ✓ Defined your vision and AdvocateHub success plan
- ✓ Reached a high level of platform expertise and advocacy best practices knowledge through 1:1 sessions
- ✓ Received ready-made AdvocateHub administrative resources



"[Our consultant] is absolutely fantastic, and we owe the success of our hub to her. She acted like an extended part of our team, and worked extremely hard. Her creativity around challenge creation really set the bar high, and we use everything she taught us each day in our hub."

-Marissa Hamilton, Marketo

PROGRAM OUTLINE

Phase 1: Assessment

Your Consultant will help you assess your advocate marketing expertise and areas needing focus

Phase 2: Engagement Plan

Over three months, you'll receive:

- Weekly one-hour best practice consultations
- Platform training
- Concierge hours
- Personalized content creation

Boot Camp (Optional)

Jumpstart your advocacy education with our Boot Camp track.

- Three-day onsite intensive
- Six weeks of one-hour best practice consultations



Influitive makes it easy for marketers to recruit, mobilize and recognize an army of advocates that support marketing campaigns, refer new clients, and help close deals faster. Talk with an advocacy coach to get started with services or visit www.influitive.com