



How Coupa Used Social Media To Expand Their Marketing Reach



The average employee spends one hour and forty minutes per day on social media, most of which is spent at work. Though many companies have tried to combat those hours by prohibiting access to social sites at the workplace, an influx of younger employees have made it increasingly harder for companies to do so.

When surveyed, 56% of younger employees (Generation Y) said they would not accept a job unless they had access to social media while at work, and one third said they would prefer access to social media over a higher salary. The question then isn't how to keep employees from using social media, but how to encourage them to do so in a professional capacity.

"Instead of fighting employees' desire to be on Facebook and Twitter, some businesses are finding that embracing it is a better option," says Jayson DeMers in his article for Inc. Magazine *How Much Time Do Your Employees Waste at Work Each Day?* In fact, "Loyal employees can be the best advocates for the brand they represent," he says.

Kira Bernshteyn couldn't agree more. "Social media has long been part of our corporate culture" she says, "and we have always encouraged our employees to use it to their advantage." As the social media strategist for Coupa, a publicly traded procurement software provider based in the Bay Area, Kira knows well the advantages of encouraging employees to become brand advocates for the company.

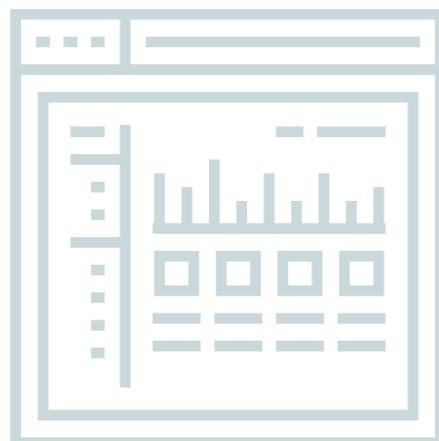
"In the early days, there were only 80 employees in our company and I used to send out a weekly email to them featuring key company content we wanted to promote as well as pre-packaged sharing suggestions employees could post via their Facebook, Twitter, or LinkedIn accounts. Because our employees were already active on social media, they loved having content to share, and kept on top of company content as a result."

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As media coverage and content volume increased, aggregating and sending new content via email only became ineffective.

THE CHALLENGE

AS THE COMPANY GREW, AUTOMATION WAS NEEDED TO SCALE SOCIAL



Over time, the process became unwieldy. As the company grew to more than 500 employees, Coupa's marketing function became more sophisticated. As media coverage and content volume increased, aggregating new content via email and increasing a number of emails sent weekly, became ineffective and caused sharing efforts to plateau.

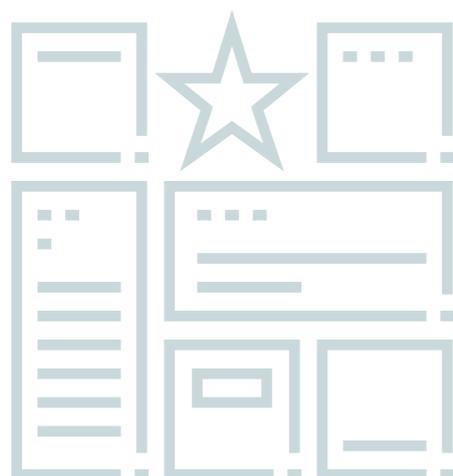
It wasn't clear how effectively the process was working and because the process was manually sent via email, there was not a streamlined way to track or target the results. "In terms of analytics, we used a bundle of providers, but needed a unified reporting tool to track how much and how effectively employees shared on multiple social channels", Kira said.

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THE SOLUTION

IMPLEMENTING AN EMPLOYEE ADVOCACY PLATFORM TO AUTOMATE POSTING & ENABLE DEEPER REPORTING

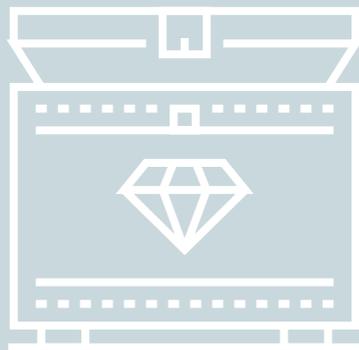


“A more sophisticated solution to amplify and track content was needed. Someone mentioned employee advocacy to us, and we evaluated three providers in the space”, said Kira. Coupa wanted something that would match their company culture of products that ensure ease-of-use, adoption, and deliver results. For social, it meant a solution that would be easy for employees to use as part of their daily social structure and have a high level of adoption.

“Ultimately, we decided EveryoneSocial best fit these objectives,” Kira said. In January 2016, Coupa launched their employee advocacy program company-wide. Kira filled eight company streams with relevant content from corporate blogs, professional development and leadership seminars, partners’ Twitter accounts, and industry news and surveys. Employees began sharing that information with their own followers. Only one month into the program Coupa’s social media reach had more than quadrupled.

CONCLUSION

HOW EMPLOYEE ADVOCACY HELPED COUPA EXPAND THEIR SOCIAL MEDIA REACH (AND MADE SOME OF THEIR EMPLOYEES FAMOUS ON SOCIAL MEDIA)



Today, Coupa's employee advocacy program continues to grow with the company, allowing employees a place they can log into each morning to read the daily news and share it with their burgeoning communities. Doing so has become part of the corporate culture and has even sparked some friendly competition.

In September 2016, Kira sent employees a list of that quarter's social media "rockstars": those that had generated the most shares and clicks in the entire company. Adding her witty banter to the email chain, the second place candidate responded with his "seven steps to becoming a social media rockstar."

Here they are:

- 1__ Get the EveryoneSocial mobile app
- 2__ Go to your Queue Settings
- 3__ For each social media channel, add 3-4 posting times per business day
- 4__ Add to the queue by scrolling through interesting content in the company streams and clicking "Add to Schedule Queue"
- 5__ Repeat for every piece of content in all of the company streams
- 6__ Refill your queue first thing every Monday with all of the new content
- 7__ Recycle content that isn't time sensitive and re-schedule it