

**100% OF
YOUR STAFF
WILL BE
ASKED ABOUT
YOUR NETWORK**

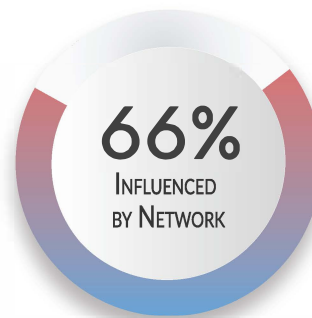
What do they say?

What do you want them to say?

Imagine all of your employees as marketers.
They represent your brand and talk about
your network to their friends and family.

You have the potential to empower all of your employees
to deliver brand approved messaging to their communities.
And with a good system in place, you can expect to achieve:

Over 70% of employees engaging with your message regularly
Over 20% of employees sharing your messages through social media
Over 60% of employees proudly wearing branded gear in public



Trust in Healthcare Services
is influenced more by a
potential patient's personal
network and connections
than the network itself.

MARKETING CAN BE A POWERFUL CHANGE AGENT

How effective is your current program?

inform

interact

engage

ARE ALL OF YOUR EMPLOYEES ON THE SAME PAGE?



To successfully equip your employees as marketers, you will need to empower all staff to deliver your brand's messages to their communities. Well informed and aligned staff deliver consistent and authentic messages.

But with so many employees spread across multiple shifts and locations, it can be challenging to keep everyone aligned.

If your brand has compelling stories and an inclusive culture, you are guaranteed to succeed by following our simple formula.



Inspired staff share your messages through social media and through their relationships.

Staff are rewarded for viewing and sharing stories with branded gear. Those staff are proud to wear and use your branded gear out in public, ultimately increasing brand awareness in your community.

WATCH -----> SHARE -----> REDEEM

START BY INFORMING YOUR STAFF OF THE GREAT THINGS YOU ARE DOING.

Compelling Stories:

- Important updates
- Patient success stories
- How you are helping the community

GET READY TO MAKE A CHANGE

inform

interact

engage