



# ADVOCACY POWER

Deeper insight into creating advocates gives marketers the edge

## ▶ **Creating advocates is the new buzz.**

Everyone is talking about it in regards to brand, customers, investors and employees.

Business acknowledges that advocates are sticky and a major key to success.

Advocates use word of mouth to spread their message.

It's fast, and if you trust the advocate, you can trust the message.

Dr Martin Seligman, author of *Learned Optimism and Authentic Happiness*, deals with Positive Psychology and the power of positive emotions. His research demonstrates that when you offer information to another, out of generosity and with no gain for the self, that it creates a powerful 'good feeling'.

**Word of mouth advocacy makes people feel good about themselves.** They feel connected, generous, more open and upbeat.

**advocacy n.** active support of an idea or cause

## ▶ **Word of mouth advocacy drives growth and share price.**

The **Net Promoter Score** dealing with word of mouth metric was developed by Bain & Company.

They applied the metric to companies, products and services and found by increasing the net promoter score, that is word of mouth promoters minus word of mouth detractors, companies can boost growth.

The higher the net promoter score, the higher the growth.

Companies enjoying high levels of word of mouth advocacy like HSBC and Honda grow faster than their competitors.

**The London School of Economics concluded that word of mouth advocacy can predict:**

- **Customer sales growth**
- **Share performance**
- **Employee productivity**

*'We conclude by suggesting that the net promoter score as a measure of word of mouth advocacy may be useful not only in predicting sales growth, but also in predicting share performance and employee productivity.'*

– The 2005 London School of Economics Advocacy Growth Study

Now that's pretty phenomenal!



## ▶ How do we create advocates?

How do we get people to move from the Zone of Indifference to Advocacy?

Easier said than done.

A lot of organisations are using sophisticated advocacy-creating techniques like referral programs, influencer outreach and ambassador programs, but are still not getting the results they need.

Something is missing.

Core Insight studied this missing link for over six years and concluded that people have different ideas and expectations about products and services.

**They have different worldviews.**

Our research\* concludes that there are **3 totally different groups with distinct worldviews or paradigms and polarised attitudes** and responses.

**Segment 1 The Achievers**

**Segment 2 The Independents**

**Segment 3 The Cultural Creatives**

- These groups **cut across the usual segmentations used by marketers** such as age, education, intelligence and socio-economic factors.
- The differences have been **formed by early childhood experiences**, the family of origin, cultural background and relationship with parents and early authority figures.
- For **deeper insight into creating advocates**, businesses need to understand what percentages of their target group fall into these three segments and how to communicate and interact with them.

\* Core Insight's research arm studied over 5000 people over the past 6 years, both individually and in focus groups, to arrive at the three-segment conclusion.

## ▶ The Zones of Response

But before we look more closely at the 3 segments, we need to understand the Zones of Response and there are 3 of them:

### **Business as usual**

This is the way things are supposed to be done, there is an expectation that these must be done well and you must get this right or you haven't got to first base.

### **Dissatisfaction**

This is when things are not done well and there is disappointment or unhappiness.

### **Advocacy**

**This is where things go beyond business as usual and there is delight because one has delivered more than promised. And to keep your advocates, you must consistently deliver this.**

Now let's see how the three segments think and respond.



## The Achievers

<b>Motto</b>	<b>'Look after it for me because I'm too busy'</b>
<b>Business as usual</b>	<ul style="list-style-type: none"><li>• Must do well</li><li>• Expect pro-active help evaluating their needs</li><li>• Need options offered to them</li><li>• Expect things to be done for them</li><li>• Want to be rewarded for their loyalty with discounts, special deals and 'mates rates'</li><li>• Want to be supported</li></ul>
<b>Dissatisfaction</b>	<ul style="list-style-type: none"><li>• Feel pressured or uncomfortable when their loyalty isn't recognised</li><li>• When they are not listened to or are told what they are thinking</li><li>• When they are disagreed with</li></ul>
<b>Advocates</b>	<ul style="list-style-type: none"><li>• Do it for me and help me achieve my objectives</li><li>• Offer fast and efficient service, lower fees and ensure everything works like clockwork</li><li>• The experience is better than advertised or promised</li><li>• Image of the company, product or service is smart and professional</li></ul>

## The Independents

<b>Motto</b>	<b>'Give me the power to do it myself'</b>
<b>Business as usual</b>	<ul style="list-style-type: none"><li>• Must do well</li><li>• Want to be supported in solving problems when they come up</li><li>• Expect company representatives, products, services to be professional</li><li>• Like to have step-by-step guidelines to solve issues as they arise</li><li>• Expect simple products and services that benefit the customer</li><li>• Want straight and clear advice</li></ul>
<b>Dissatisfaction</b>	<ul style="list-style-type: none"><li>• When they ask for help or complain and no action is taken</li><li>• When bureaucratic processes and stupid people stand in the way</li><li>• If communication is over complicated</li><li>• If data is inaccurate or messages are contradictory</li></ul>
<b>Advocates</b>	<ul style="list-style-type: none"><li>• If there is enthusiasm and willingness to assist</li><li>• Excellent service and response to requests</li><li>• The tools are available to do it themselves</li><li>• Clear and simple offer, products and services where the benefits are obvious</li></ul>

## The Cultural Creatives

<b>Motto</b>	<b>'Quality and excellence in everything'</b>
<b>Business as usual</b>	<ul style="list-style-type: none"><li>• Must do well</li><li>• Expect high quality products and services – like exclusive brands</li><li>• Want to deal with the best companies who are socially responsible and competent</li><li>• Expect clear and transparent communications</li><li>• Require courteous behaviour</li></ul>
<b>Dissatisfaction</b>	<ul style="list-style-type: none"><li>• When products or services aren't the best on offer</li><li>• Confusing or misleading messages</li><li>• Rudeness, disrespect or dismissive behaviour</li><li>• A one-size-fits-all approach</li></ul>
<b>Advocates</b>	<ul style="list-style-type: none"><li>• Best-of-breed products and services</li><li>• New and innovative thinking, products and services</li><li>• Surprise gifts and things out of the box</li><li>• Information that allows a quick decision</li></ul>



## ▶ So what does this all mean for your advocacy strategy?

Businesses need to understand what percentages of their target group fall into these three segments.

Then they need to

- satisfy each group's basic requirements in the business as usual area
- resolve any conflicts or issues each group might have so they aren't dissatisfied
- go beyond their expectation and delight them

They will then have created advocates.

## ▶ But how are advocates sustained?

Creating advocates is one thing – sustaining them is the key to success.

Core Insight uses the latest findings in brain research called Neuro-biology and Neuro-economics, to influence and create lasting advocates of all your stakeholders – investors, clients, communities, shareholders and employees.

Let us show you how.

## ▶ Hero companies that have created lasting advocates

Apple  
Amazon  
American Express  
BMW  
Chanel  
Disney  
eBay  
Gucci

Google  
Harley Davidson  
HSBC  
Levis  
Louis Vuitton  
Mercedes Benz  
Moet e Chandon  
Rolex

## ▶ Putting it all together

- Research verifies advocacy drives growth and share prices.
- Understand and apply the top 8 advocacy-generating tools.
- There are 3 Zones of Response: business as usual, dissatisfaction and advocacy.
- To create advocates, you must deliver much more than you promise – and be consistent in this delivery.
- People have one of three worldviews – Achievers, Field Marshalls, Adventurers – which need to be included in any advocacy strategy.
- Sustaining your advocates is the key to success and Core Insight will advise you on your advocacy strategy.

## ▶ Core Insight's expertise is Advocacy Power

Core Insight works with innovative leaders and corporate decision-makers who wish to have a major impact on their stakeholders including shareholders, customers, investors and employees. Incorporating the latest human intelligence available in the business world today, Core Insight helps companies create powerful advocacy strategies. Our offerings have been used in major Australian corporations such as AMP, CBA, GIO, Westpac, BHP Billiton, Optus, Goodman Fielder, Shell Woolworths and Federal, State and Local Government entities Australia wide.

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**core insight**  
stakeholder analysis and strategic advice

