

EXPERT MANAGED SERVICES

Influitive helps B2B companies spark a movement behind their brands through the voice of passionate advocates. At Influitive, advocacy isn't something we do, it's all we do. We're committed to the ongoing success of your advocate marketing program, which is why we've created Influitive AdvocateHub Services.

Why Expert Managed Services?

Do you believe in the power of advocate marketing, but lack the time or resources to fully manage your Influitive AdvocateHub on a day-to-day basis? Maintaining a consistently active community is integral to the success of your advocacy program. That's why we work as extension of your team with Influitive's Expert Managed Services to keep your advocacy efforts humming.

How it Works

For five hours per week, your Advocacy Expert is dedicated to ensuring the success of your advocacy program. Not only will they be a dedicated guide through your advocate marketing journey, but they will take on a large portion of the day-to-day execution by providing the following deliverables:

- ➔ **Weekly Strategy Sessions for program engagement and growth planning**
- ➔ **New Challenges each week to keep your program engagement high**
- ➔ **Basic Program Administration, including reward catalogue additions, basic challenge approvals and program maintenance.¹**
- ➔ **Monthly Key Results Reporting to make sure you're working toward your goals**

1. Does not include advocate communications, community responses or challenge approvals involving internal processes.



Your own dedicated Advocacy Expert will help you grow a program centered around ensuring your success, whatever that might mean for you. We recognize that each individual customer has unique business needs and goals. We will work with you to build a weekly program plan that is tailored to your individual objectives. Overall, utilizing Expert Managed Services can help you to:

- Grow the scope and influence of your advocacy efforts
- Improve the reporting and data management surrounding your program
- Increase advocate engagement through advocacy best practices
- Tailor program initiatives to reach your objectives
- Expose member sentiment and opportunities for program enhancement

Package Details

All service hours will be delivered remotely and consumed or lost on a monthly basis. If a larger retainer of hours is needed, they can be purchased at an hourly rate. Any out of scope deliverables require separate negotiation and may involve additional fees.



Influitive's Advocacy Experts are comprised of a diverse group of advocate marketing veterans and have extensive backgrounds in client services, making them the perfect candidates to empower your advocacy program. www.influitive.com