



# Your Employees Are the New Influencers: Scaling Employer Branding with Internal Creators

Employer Branding Conference 2026



Employer Branding

Recruitment Marketing

Learning & Development

Retention

Employee Engagement

Performance & Recognition

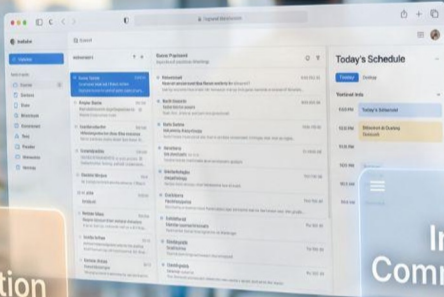
Retention

Internal Communication

Culture Building

Leadership Enablement

Change Management



Category	Item	Value
Recruitment	Recruitment Marketing	\$100,000.00
Learning & Development	Learning & Development	\$150,000.00
Retention	Retention	\$200,000.00
Performance & Recognition	Performance & Recognition	\$120,000.00
Employee Engagement	Employee Engagement	\$180,000.00
Internal Communication	Internal Communication	\$90,000.00
Culture Building	Culture Building	\$110,000.00
Leadership Enablement	Leadership Enablement	\$130,000.00
Change Management	Change Management	\$140,000.00

## Main Disadvantages

**561%**

**LESS social media reach**

**4x**

**More likely to leave**

**3x**

**LESS trust**

Companies that  
implemented an  
Employee Advocacy  
solution

<5%



## Where companies are increasing budgets in the next 3 years

Remote / Hybrid Work: **+35%**

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Mental Health Benefits: **+25%**

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Financial Wellness / Bonuses: **+20%**

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Learning & Development: **+20%**

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Wellness & Lifestyle Perks: **+15%**

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Paid Time Off / Flexibility: **+15%**

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Family & Care Benefits: **+10%**

**But none of these will be the biggest shift**

**The real growth driver:**



# Employees as INFLUENCERS

# 60%

Growth in the next 3 years



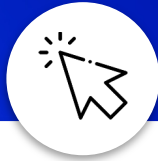
# Employee Advocacy Programs Benefits



**8X**

**More engagement**

Employee content vs.  
company channels



**2x**

**Higher Click-Through**

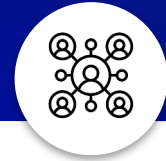
When shared by employees  
vs. corporate accounts



**7x**

**More conversions**

Leads from employee  
sharing convert faster



**561%**

**Wider Reach**

Further than official  
company channels

## LINKEDIN

**30%** of all engagement  
comes from employee posts

## B2B BUYERS

**92%** trust employee  
recommendations over ads

## TOP TALENT

**58% more top talent** attracted  
through advocacy programs



## The Culture + Employer Branding Machine

Adobe shows Employee Advocacy programs are not just marketing → it's a hiring & culture growth engine, with real world practical results.

**40%** Engaged Employees

**+68%** Employees Sharing Content

**+33%** Social Followers

**+40%** Job Applicants Volume + Quality



**Building Trust, Driving**



# ORIFLAME

The brand's foundation has always been influence, as the direct sales model was how the business was started. **Brand Partners became influencers as a natural evolution.**

**700**

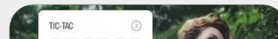
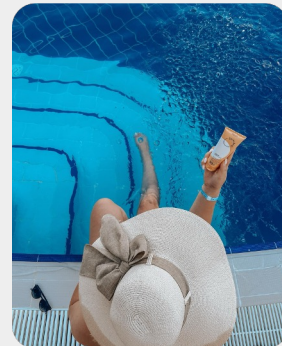
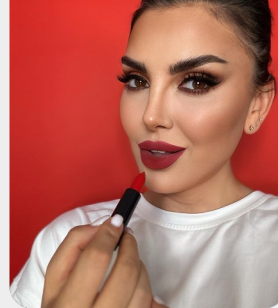
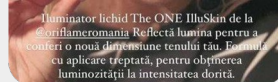
New Brand Partners

**1.7M**  
Total Reach

**330K**  
Engagements

**€100K**

Total Sales



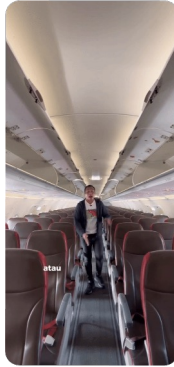
# Examples Of Global Private Communities

Garuda Indonesia 

 **Indonesia**

## Crewfluencers (Aviation)

Employees as real-time brand voices  
Direct channel sales enablement  
OTA dependency reduction



 PicPay

 **Brazil**

## Bankfluencers (Banking)

Secure, white-label employee community  
Authentic expertise-driven content  
Brand advocacy at scale

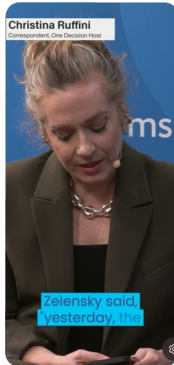


iDecision

 **United States**

## Crowdsource Journalism (Journalism)

Real-time content from the field  
Distributed contributor network  
High-relevance, first-source storytelling



MINISTRY OF  
MARINE AFFAIRS AND FISHERIES  
REPUBLIC OF INDONESIA

 **Indonesia**

## Sustainable Communities (NGO)

Local leaders as trusted voices  
Education through peer influence  
Purpose-driven content ecosystems





day in  
the life

as a social media intern  
at Dior



Work Vlog.

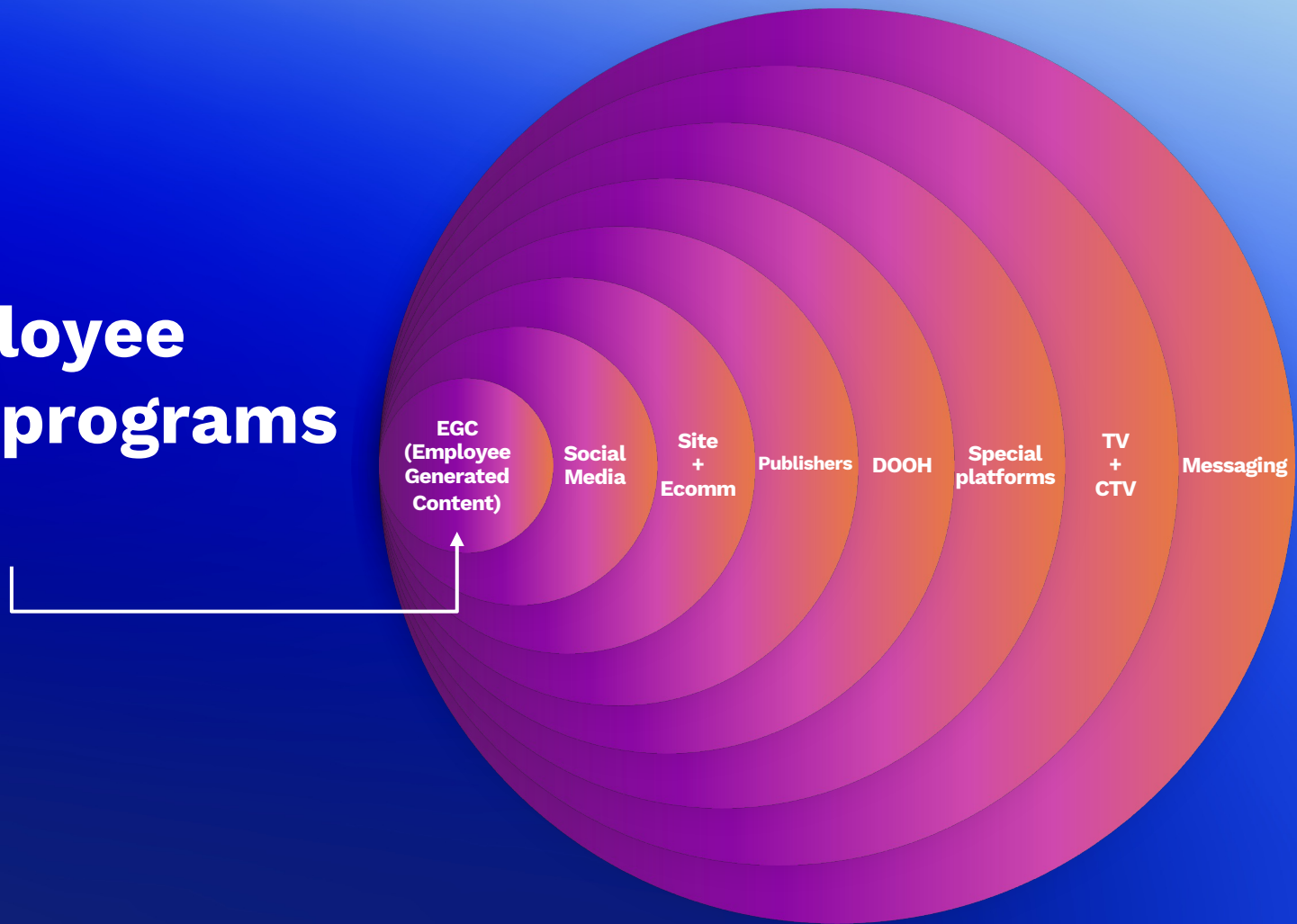


when your boss is in a  
meeting but you need an  
adult



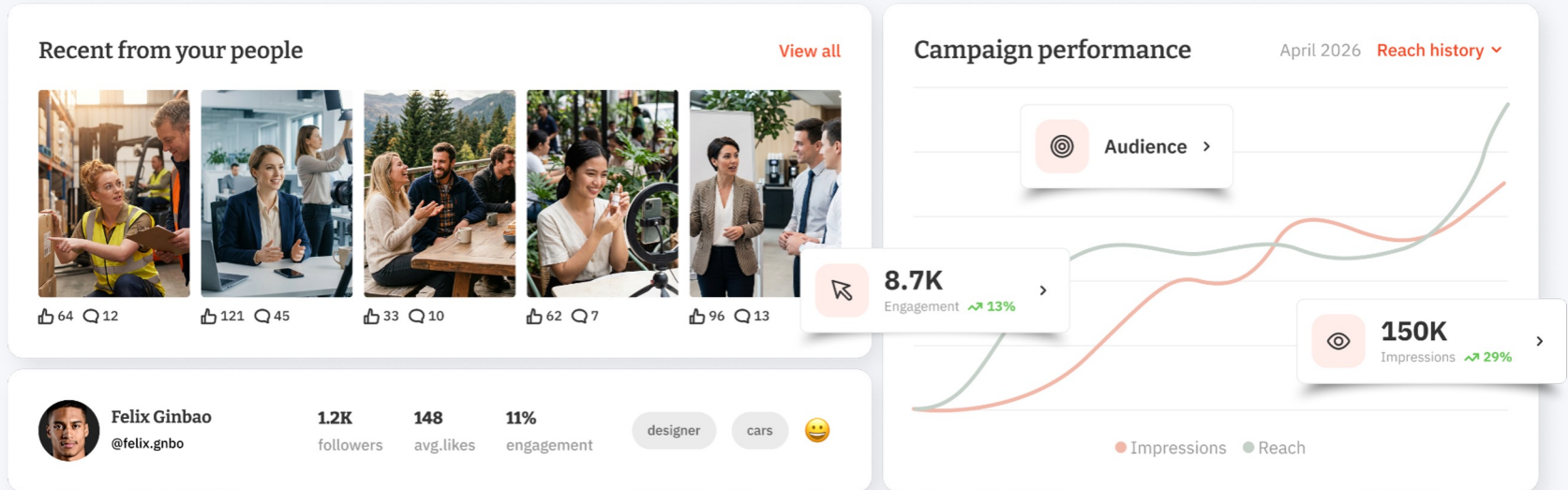
Office is fun...

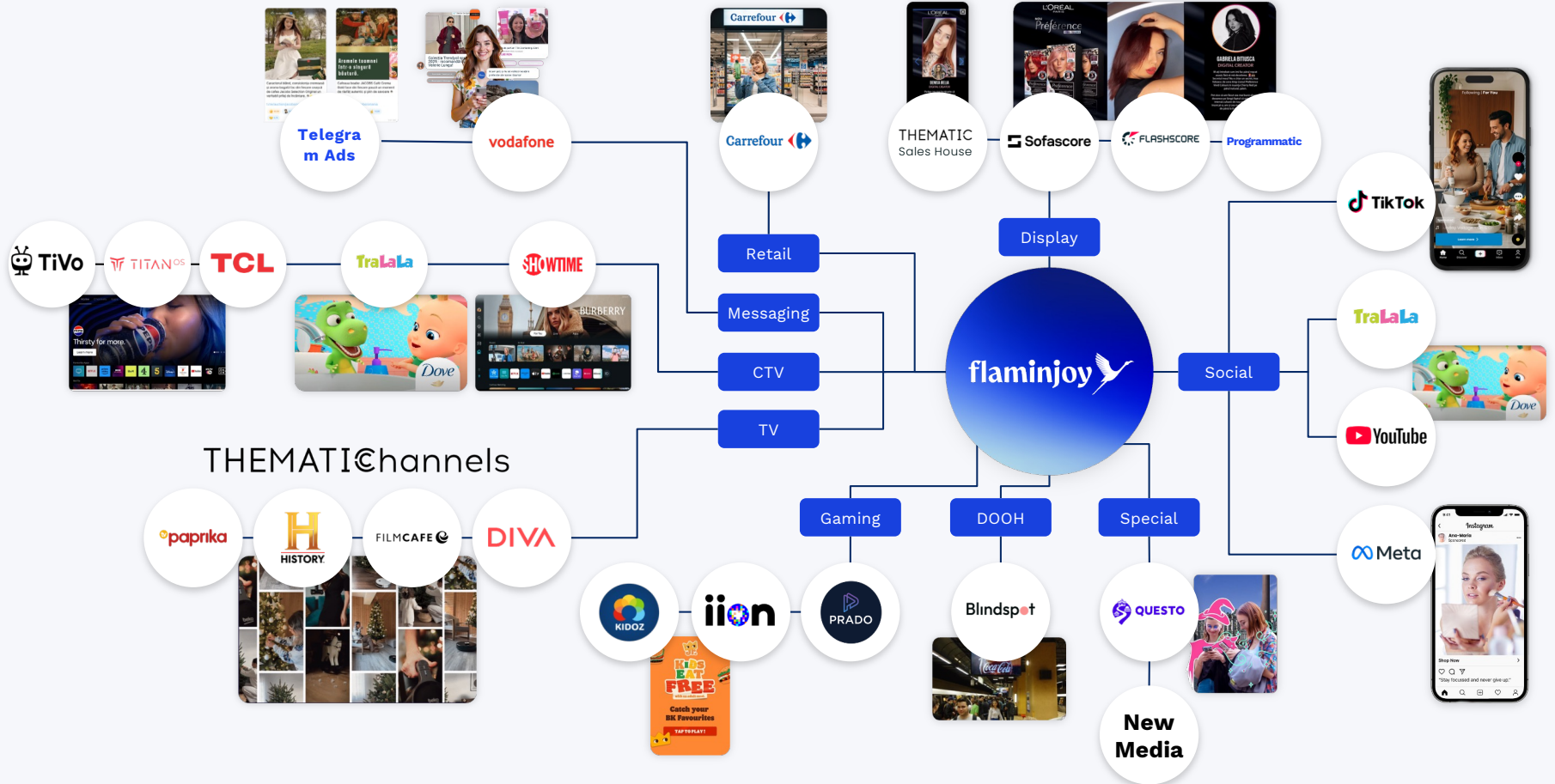
**Most Employee  
Advocacy programs  
stop here**



# Powering Influence Through Community, Content, and Momentum.

We build the **all-in-one AI digital influence platform** that enables your communities—whether they're influencers, fans, employees or volunteers—to source and amplify content (with zero/low touch).



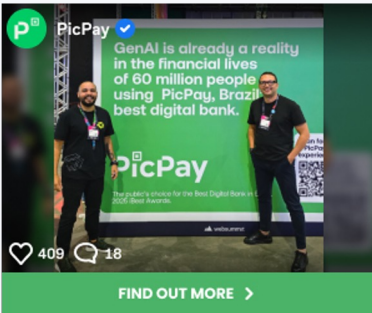


# Employee Generated Content 360° Amplification

Integrate into **DOOH**



Integrate into **Display**

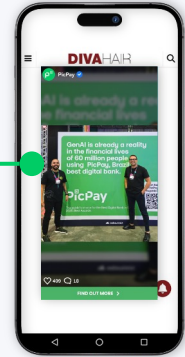


Work with employees and brand content

Integrate within **TV & CTV**



Integrate into **Display**



# The Master AI Plan

## AI Campaign (Re)Writer

Optimizes campaign content for maximum engagement



## AI Analytics & Reporting

Deep insights and predictive performance data



**AI Run  
of Network**

**AI Run  
of Ambassadors**



## AI Ambassador Matching

The right ambassadors for the right campaign at the right time - automated

## AI Smart Amplification

Best inventory activations, based on data and insights

 **1.000+**  
Campaigns

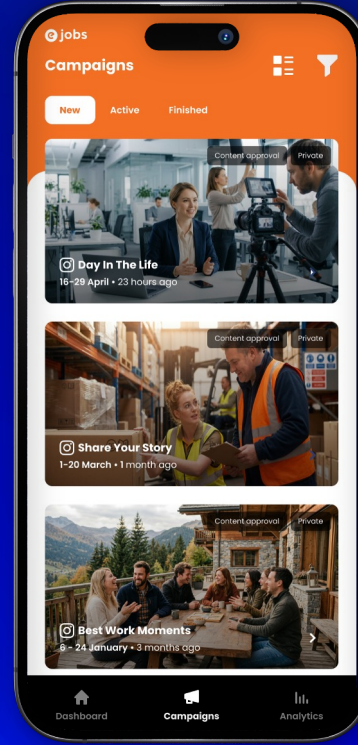
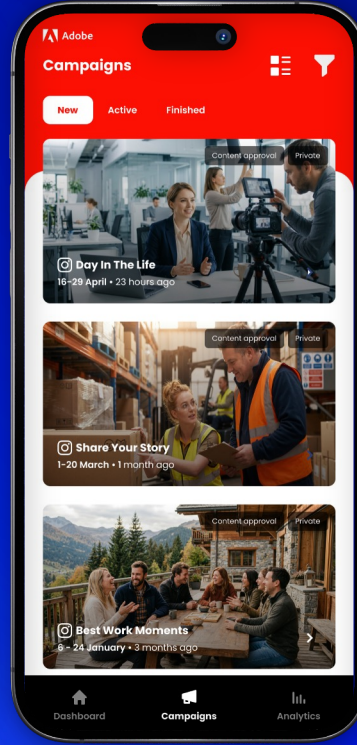
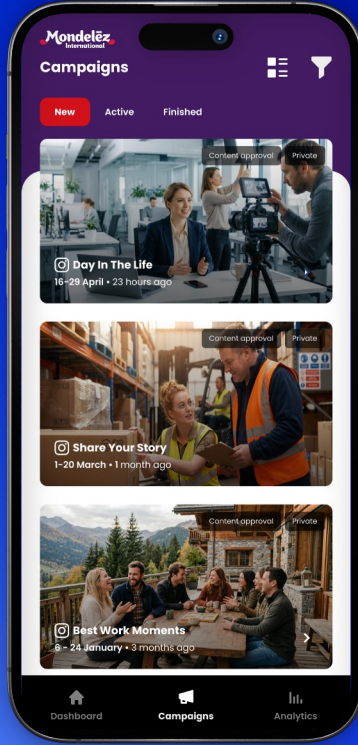
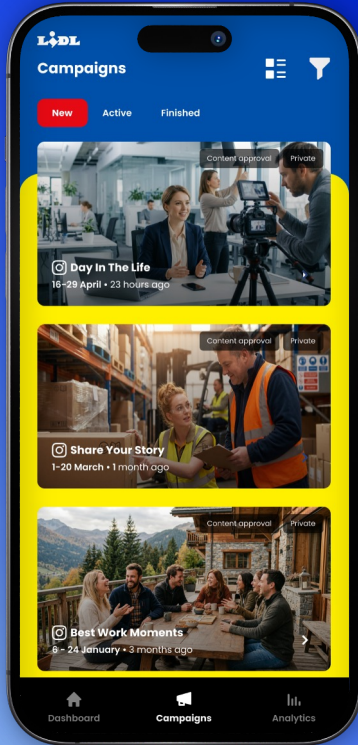


 **100.000+**  
Content Pieces



 **500.000.000**  
Impressions

# Personalized Whitelabel Apps



# Employee Ambassadors Onboarding



Simple onboarding & fast adoption



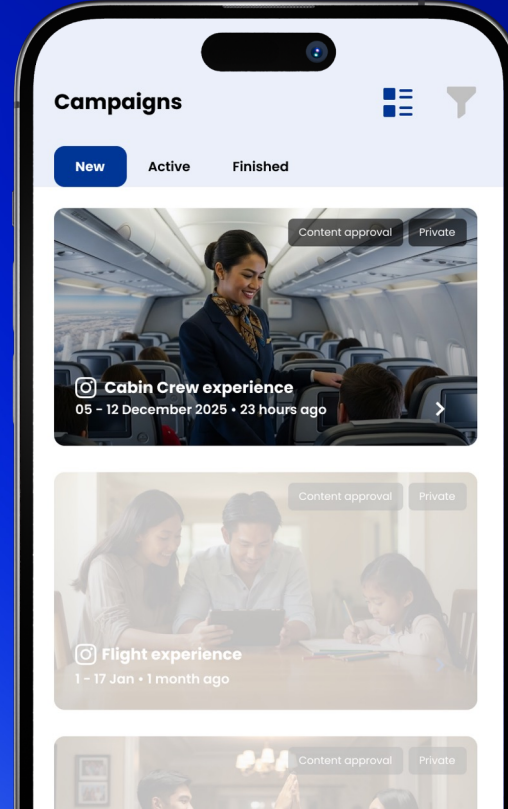
Accessible anywhere, any device



Clear guidance, no complexity



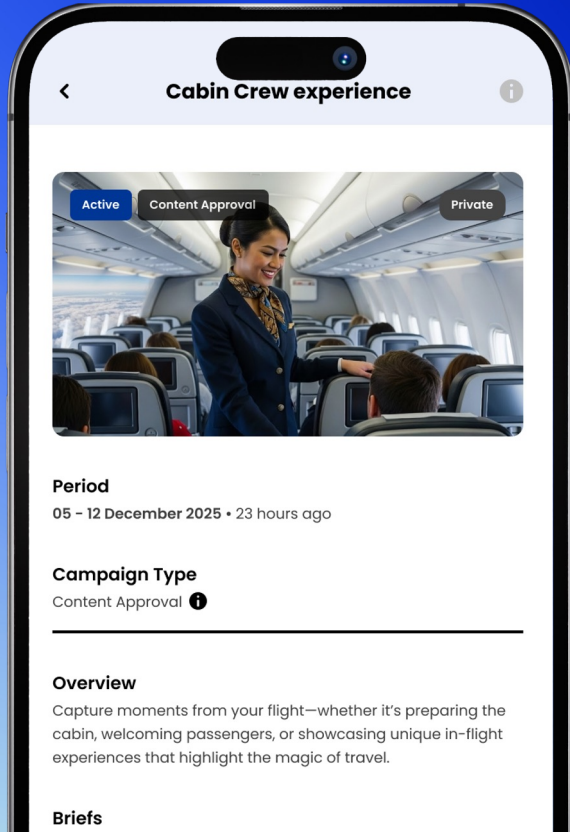
Built-in tracking & reporting



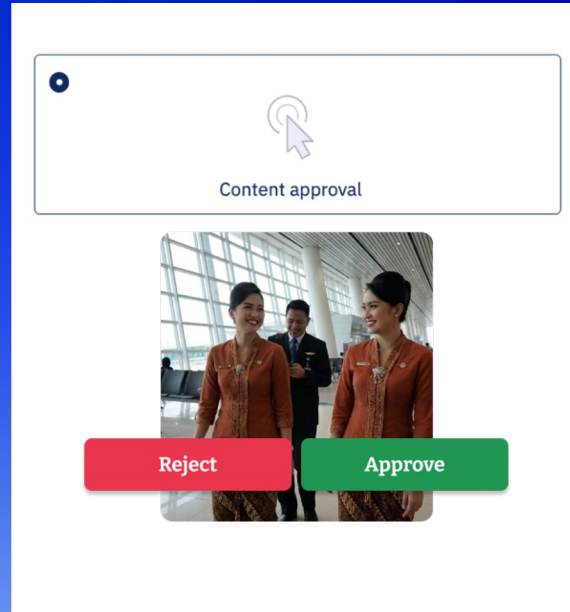
## Social Media Training



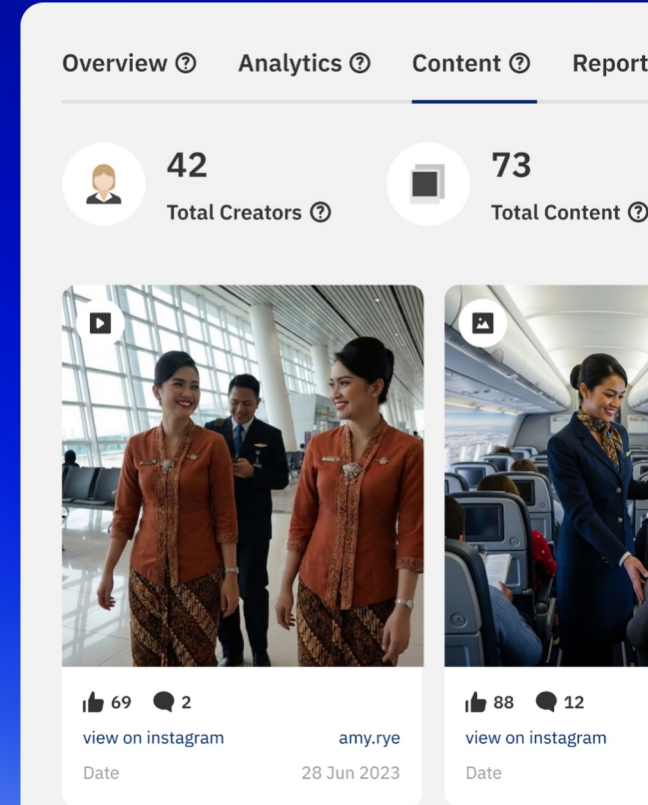
## Campaign Setup



## Content Approval








## Campaign Execution



# Analytics & Leaderboard


## Campaign


 11k 
  5.9k 
  1.0k 
  2.2k





Claisse Jean Alvarado, Noel Jam  
Eliza Faith Robles, Marvin Luis Sa


+12 [view more](#) ▾

 **52K**  
Reach

 **19K**  
Likes

















 **27K**  
Comments

 **89K**  
Impressions



## Employee Influencer Leaderboard

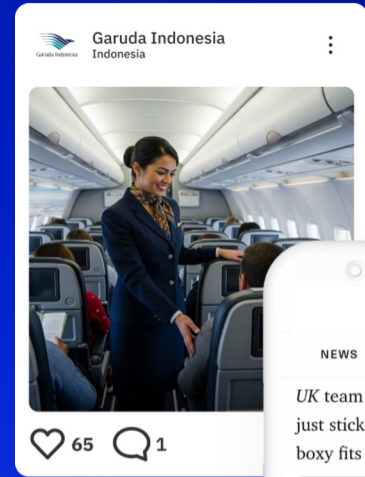
Q1 2026 Campaign - Top Performers

1st		<b>Claisse Alvarado</b>	 <b>65K</b> Reach	 <b>21K</b> Likes	 <b>8K</b> Comments
2nd		<b>Noel J. Alvarado</b>	 <b>58K</b> Reach	 <b>18K</b> Likes	 <b>6K</b> Comments
3rd		<b>Noel J. Alvarado</b>	 <b>52K</b> Reach	 <b>15K</b> Likes	 <b>5K</b> Comments
4th		<b>Marvin</b>	 <b>58K</b> Reach	 <b>18K</b> Likes	 <b>5K</b> Comments

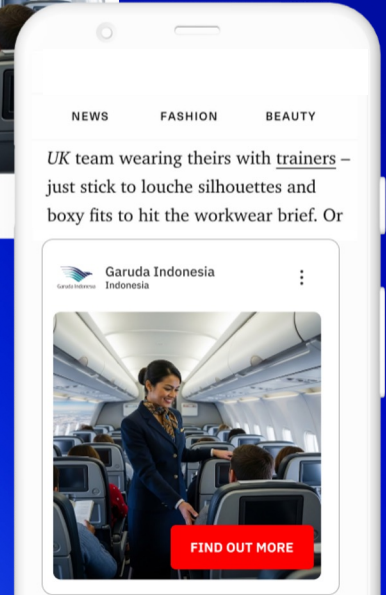
# Content Measurement & Amplification

Have a 360° look at the campaign results and decide what content to amplify within publishers, TV/CTV, DOOH.

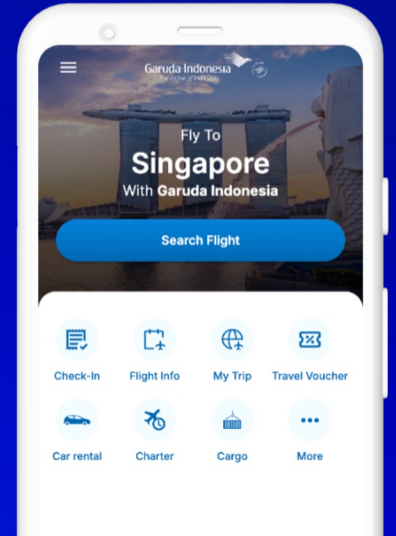
Social media



Publishers



Website



# How it all comes together = An integrated communication flow

1



## Onboard your Employees

Bring or choose ALL employees in one place and filter them when needed.

2



## Plan your campaigns

Build your communication calendar and launch your campaigns in advance.

3



## Command your content

See live results of the campaigns and optimise them instantly.

4



## Amplify your message

Take your most engaged content and amplify it with publishers, TV/CTV, DOOH.

# Let's Connect



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