

flying high:

**HOW DOCUSIGN'S
ADVOCATES
INFLUENCED
MORE THAN
\$3 MILLION
IN SALES PIPELINE**



DocuSign's marketing team is laser-focused on a single mission: to acquire, keep and grow customers.

It seems like a pretty lofty goal for the marketing team of a Digital Transaction Management (DTM) company with millions of customers, doesn't it? Thankfully, the marketers at DocuSign don't have to go it alone.

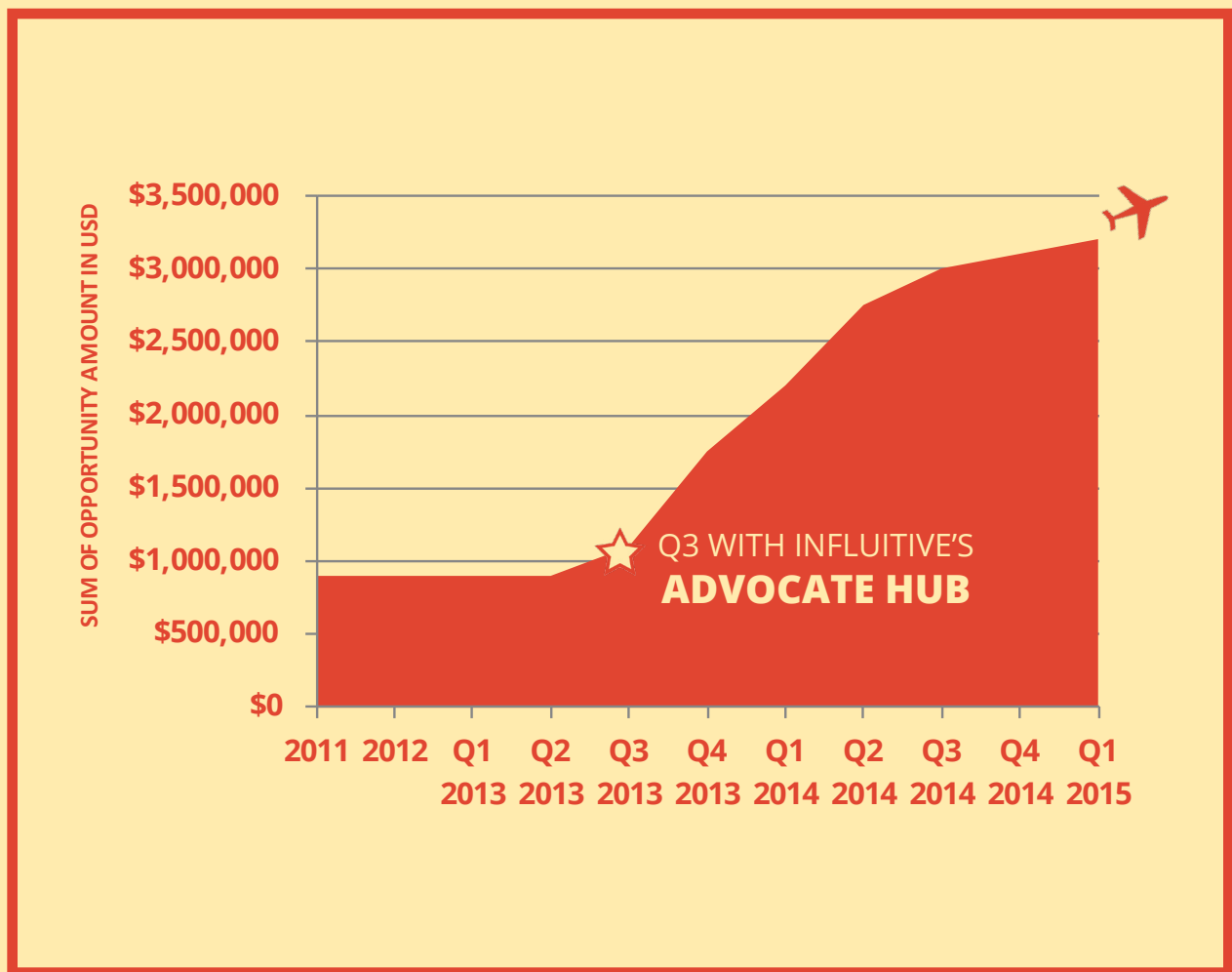
In December 2012, DocuSign launched AdvocatesHQ, an advocate marketing program for customers and partners initially designed to increase social media engagement, generate more reviews and capture referrals. The program took under a month to get off the ground and DocuSign's VP of Demand Generation, Meagen Eisenberg, says the company saw a return on their investment in less than six months.

Today, DocuSign's marketing team has more than 1,000 advocates helping them achieve their goals.

More importantly, the program has evolved from an engagement strategy into a revenue engine, influencing more than \$3 million in pipeline.

According to Eisenberg, AdvocatesHQ "has been great for building better engagement with customers and generating leads that turn into business."






ADVOCATEHUB INFLUENCED MORE THAN **\$3 MILLION** IN PIPELINE





HOW DOCUSIGN USES ADVOCATE MARKETING



-  Boost customer advocacy and engagement
-  Increase product reviews across many marketplaces
-  Extend social reach and boost social engagement — more tweets, likes and posts
-  More referral leads that turn into business
-  Improve customer participation — event attendance, webinar participation, case studies, etc.



As marketers, we are tasked to acquire, keep and grow customers. We are seeing amazing results with our customer advocacy software – Influitive. To engage with our customers through gaming best practices and to extend our reach and effectiveness through their networks is priceless.



— **Meagan Eisenberg**,
VP Demand Generation,
DocuSign

FROM SOCIAL BUZZ TO REVENUE ENGINE

Before AdvocatesHQ, DocuSign ran a small program called Signature Rewards to recognize and reward their biggest advocates. It wasn't until they added Influitive's AdvocateHub software to their marketing technology stack that the company's social team started to develop a more comprehensive advocacy program that would scale as their enormous customer base continued to grow.

"Our job as marketers is to acquire, keep and grow customers - Influitive helps with all three," Meagen says. "Influitive's AdvocateHub gives DocuSign a powerful way to gather advocates in one place and tap into our customers' passion."



Like many success stories, DocuSign's advocate marketing program went through many iterations before really taking off.

AdvocateHub Education

Have you checked out how to refer someone to DocuSign?

Hey Ryan!

Have a friend, family member or acquaintance who you think would benefit from using DocuSign? Score big points (10,000!) by referring them to us. It's super easy. Just follow these steps:

1. Click on the 'referral' tab
2. Select 'refer your friends'
3. Enter their contact details
4. Click 'submit'

Home Challenges Community Rewards **Referrals** 85

DocuSign
AdvocatesHQ

Refer Some Customers

LARN UP TO **10,000** POINTS

Hey Influitive! Do you have a friend, family member, or colleague who you think would love DocuSign? We'd love to meet them! Submit their details, or send them an introductory email below and we'll let you know when they convert into a customer!

Get started and [Refer your friends](#)

My Referrals

Prospect	Status	Points earned
e.g. Larry Simons	Evaluating Your Prospect	200

Super easy right? You can track the progress of your referral by returning to the referral tab at any time. As your contact progresses through our sales process we will continue to pass you points along the way.

Give it a shot! We'll throw in 100 bonus points if you make a referral right now.

People who've done this challenge:

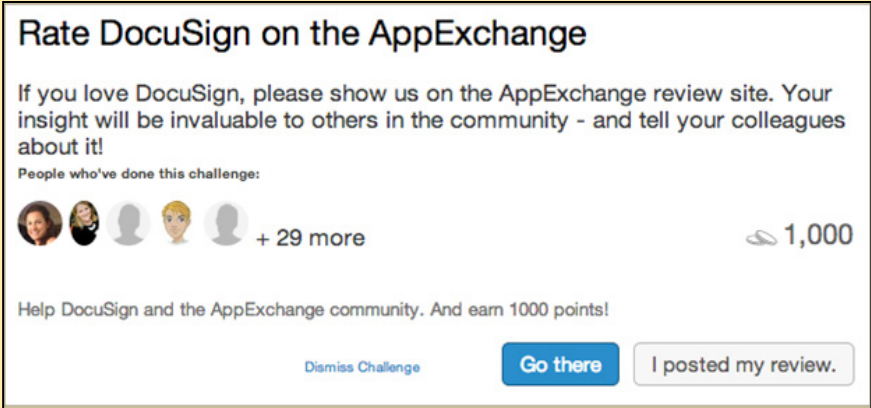
[View Challenge](#) 100

PHASE 1: REVIEWS, REFERRALS & SOCIAL

OBJECTIVES: Social engagement, reviews and referrals

ADVOCATES: Sampling of corporate customers, Signature Rewards members, partners

They started small, inviting their partners, a sampling of their corporate customers and Signature Rewards members into the new program.



DocuSign asked these early advocates to submit referrals, engage with the company on social media and post product reviews, contributing to more than 1,900 new Salesforce.com AppExchange reviews in just eight weeks.

"To engage with our customers through gaming best practices, and to extend our reach and effectiveness through their networks, is priceless," Meagen says.



Today, DocuSign has 4,300 AppExchange reviews and counting, and the company has become the highest-rated eSignature application across all major review sites.

The social team drove strong early results with their advocate marketing program, but soon realized that they would have to adjust their approach to ensure long-term success. Interest dropped off because they were just hammering customers with asks.

PHASE 2: DIALOGUE-DRIVEN CUSTOMER ENGAGEMENT

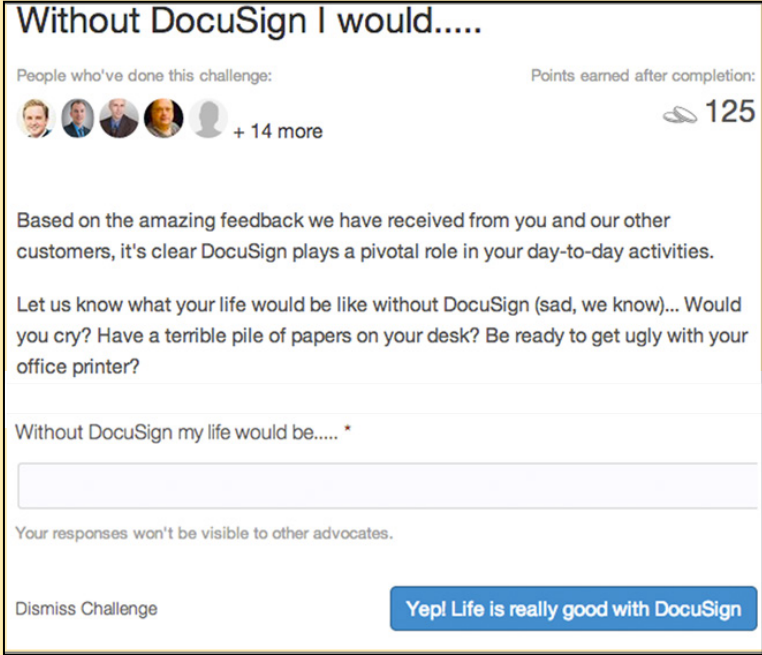
OBJECTIVES: Advocate activities, conversations and idea generation

ADVOCATES: Phase 1 + all corporate/enterprise customers, employees, real estate customers

DocuSign’s social team wondered how they could keep engagement high to ensure their well of advocacy wouldn’t dry up.

They started by changing the way they thought about advocate marketing and tweaked the asks they were publishing in AdvocatesHQ.

Instead of telling advocates what they should do, the team asked them what they would like to do.



DocuSign’s advocates responded in force, generating a ton of new ideas for how they could contribute to all areas of marketing.

Advocates also started to see more fun challenges geared toward engagement: “Without DocuSign my life would be... [fill in the blank]” (right) or “Where are some

of the coolest places you have been while signing documents with DocuSign? Upload your pictures and share them with us!”

PHASE 3: TURNING ADVOCATESHQ INTO A REVENUE ENGINE

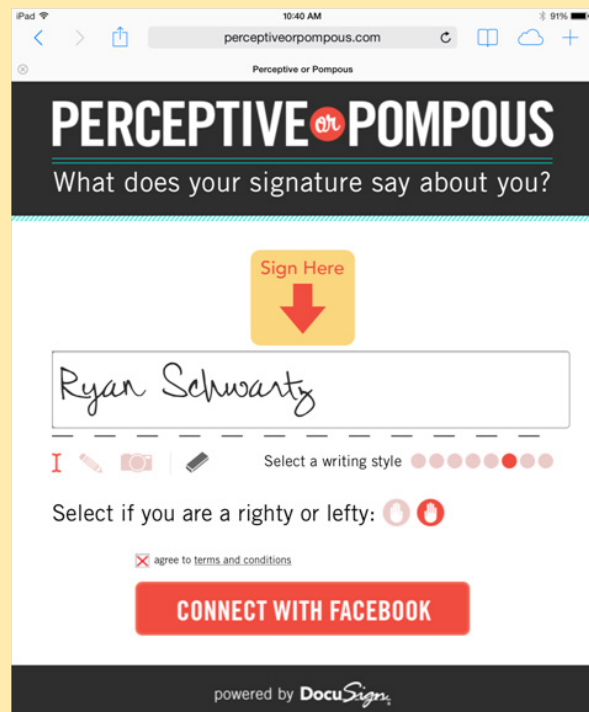
OBJECTIVES: Demand generation, creative programs and fun challenges

ADVOCATES: Phases 1-2 + mobile users, EMEA customers and media

Once advocate engagement shot back up, they asked themselves yet another important question: “How do we move from ‘soft stuff’ to directly impacting revenue?”

That’s when DocuSign’s demand generation team got involved. They split ownership of the advocate marketing program with the social team, and also brought in someone dedicated to driving advocacy at DocuSign.

This new cross-functional team started tracking when, where and how advocates shared content related to their campaigns in Q3 2013. They had greater visibility into when prospects were interacting with that content, and then entering the marketing and sales funnel. Together, they realized that the AdvocatesHQ advocate marketing program was a key way to drive results – especially for some of their more creative campaigns, such as National E-SIGN Day and Perceptive or pompous: What does your signature say about you?

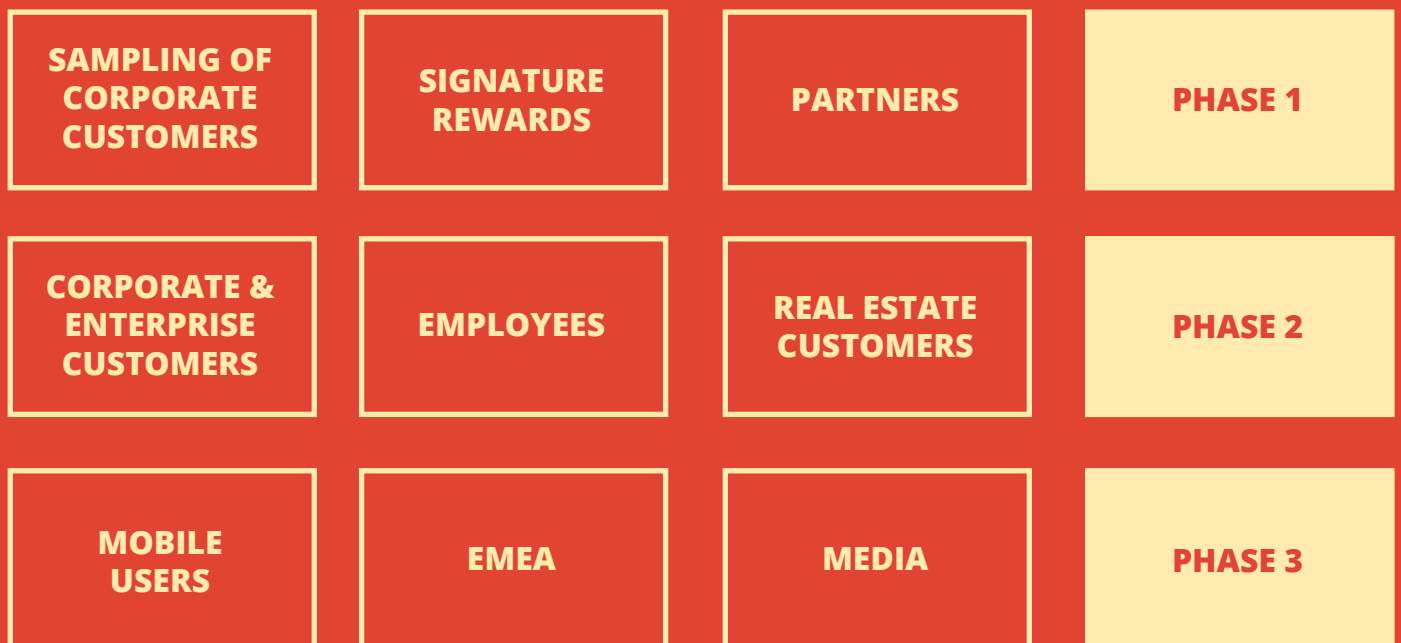


Ultimately, they could track their advocates’ true influence over revenue in Salesforce.com and understand just how much value they were bringing to the company: more than \$3 million in pipeline to date.

ADVOCATE HUB EVOLUTION



AUDIENCE EVOLUTION



THE BIG REALIZATION ABOUT ADVOCATE MARKETING

DocuSign's results highlight that advocate marketing programs create more than just revenue: when done right, they can have a direct, significant impact on revenue. They realized that advocate marketing is more than customer engagement: it's customer acceleration.

Since the launch of AdvocatesHQ, DocuSign's advocates have contributed:



64
TESTIMONIALS



400+
SOCIAL ACTIVITIES



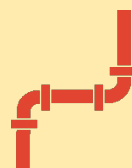
87
REFERRALS



2000+
ACTS OF ADVOCACY



164
REVIEWS



\$3M+
IN PIPELINE

5 LESSONS LEARNED FROM DOCUSIGN'S ADVOCATES

The moral of DocuSign's advocate marketing story is that there's always something you can change, tweak or improve to create better results. Here are the Top 5 lessons DocuSign's social and demand gen teams have learned throughout the three phases of their advocate marketing journey:

1 ADVOCATE MARKETING IS A CUSTOMER ACCELERATION TOOL
Advocate marketing is about more than just promoting social engagement. It's a customer acceleration tool that can have significant impact on pipeline and revenue.

2 USE ADVOCATE MARKETING TO GROW YOUR CUSTOMERS
Don't just ask your customers to do favors for you. Advocate marketing is a channel through which your customers can grow, interact with you and feel appreciated for everything they do.

3 COMMIT TO A MIX OF CHALLENGE TYPES
When your advocates are asked to do the same types of activities over and over again, they're more likely to get bored or burn out. Avoid this by committing to share a variety of relevant challenges with them, ranging from social engagement and content sharing, to referrals, reviews and references, to fun and educational.

4

POST NEW CHALLENGES EACH WEEK

Nothing kills engagement faster than an advocate marketing program with no challenges. Posting a mix of new challenges each week ensures that advocates always have something new to interact with.

5

SEEK AND IMPLEMENT THE ADVICE OF INFLUITIVE'S ADVOCACY COACHES

They are the true advocate marketing experts. No matter what your objectives or biggest challenges are, Advocacy Coaches are here to help. DocuSign worked closely with their Advocacy Coach, Sydney, to figure out which strategies and content would work best with their advocates every step of the way.



HOW ARE YOUR CUSTOMERS HELPING YOU TAKE YOUR COMPANY'S SALES AND MARKETING TO NEW HEIGHTS?

The DocuSign AdvocatesHQ advocate marketing program is powered by Influitive's AdvocateHub, a complete advocate management platform that helps B2B marketers capture customer enthusiasm, and use it to turbocharge marketing and sales efforts.

With AdvocateHub, B2B marketers build advocate communities where customers, fans and evangelists can complete high-impact activities, such as referrals, reference calls, product reviews or social sharing.

VISIT WWW.INFLUITIVE.COM TO LEARN MORE



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