



Align people to rock social!

Your colleagues become the organization's voice by sharing authentic, work-related stories on their personal social media accounts.

Grow your online presence together!

About Apostle

At Apostle, we observed a shift in the social media landscape. Due to changing algorithms and legal regulations, it's increasingly difficult for businesses worldwide to **become and stay visible** on social media, **find suitable candidates** for vacancies, and **get in touch with potential customers**. Therefore, companies rely on expensive advertisements to create visibility and recruit new employees.



We're convinced that companies can address these goals differently as **personal profiles get a higher reach and engagement** on social media. We believe that your employees are the key to showing your company to the rest of the world. By sharing real, work-related stories in their highly relevant networks on social media, employees contribute to achieving business goals. Not only in marketing but also HR, recruitment, and sales.

We created a success formula for activating employees as brand ambassadors on social media: **Social Reach Optimization (SRO)**

We supplemented our user-friendly Brand Advocacy Software with an accompanying Social Reach Optimization (SRO) activation program based on scientific research on behavioral science. Our experience as a leader in the field has taught us that an activation program is necessary to make sure employees stay enthusiastic about sharing stories regularly, get more involved with the organization and motivate other colleagues to join the movement.

With an enthusiastic team of SRO professionals and our extended partner network, we have helped organizations worldwide for 13 years to grow their online visibility and achieve their business goals. Apostle is based in two locations in the Netherlands: Amsterdam and Oss.



Our mission

Our mission is to help organizations in their search for **growth in their online presence**. We believe that real stories by real people connected to the organization are essential in boosting the organization's online engagement and reach and achieving business goals in marketing, HR, recruitment, and sales.

Our vision

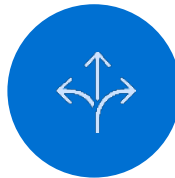
Apostle will establish itself as the premier provider of top-notch and user-friendly brand- and employee advocacy software in the near future. With a commitment to continuous improvement, the software will set the standard for excellence in the global market. By offering our accompanying Social Reach Optimization (SRO) activation program, Apostle will be the **go-to solution for marketers and social media managers** in both B2B and B2B2C industries. Our network of expert SRO coaches will assist organizations in implementing effective brand ambassador programs, solidifying Apostle's position as a leader in the field.



Our fundamentals



Distinctive



Flexible



Happy customers



Innovative



Pride



Teamwork



Executive team



Koen Jordaans
CEO & Founder Apostle
and SRO

I am commercially oriented
and really enjoy helping
and connecting people.



Guus van de Mond
CTO

Applying the latest
technology and functionality
to make our platform the best.



Eva den Otter
Finance & HR Manager

Responsible for finance &
internal affairs.



Juultje Peels
Partnership Manager

My goal is to really help
organizations and go for a
long term relationship.



Thijs van Doorn
Partnership Manager

Always curious and open
to meet & help people.



Stefan Kapteijns
Customer Success Manager

Happily helping our clients
to maximize their social
media presence.

We align people to rock social!

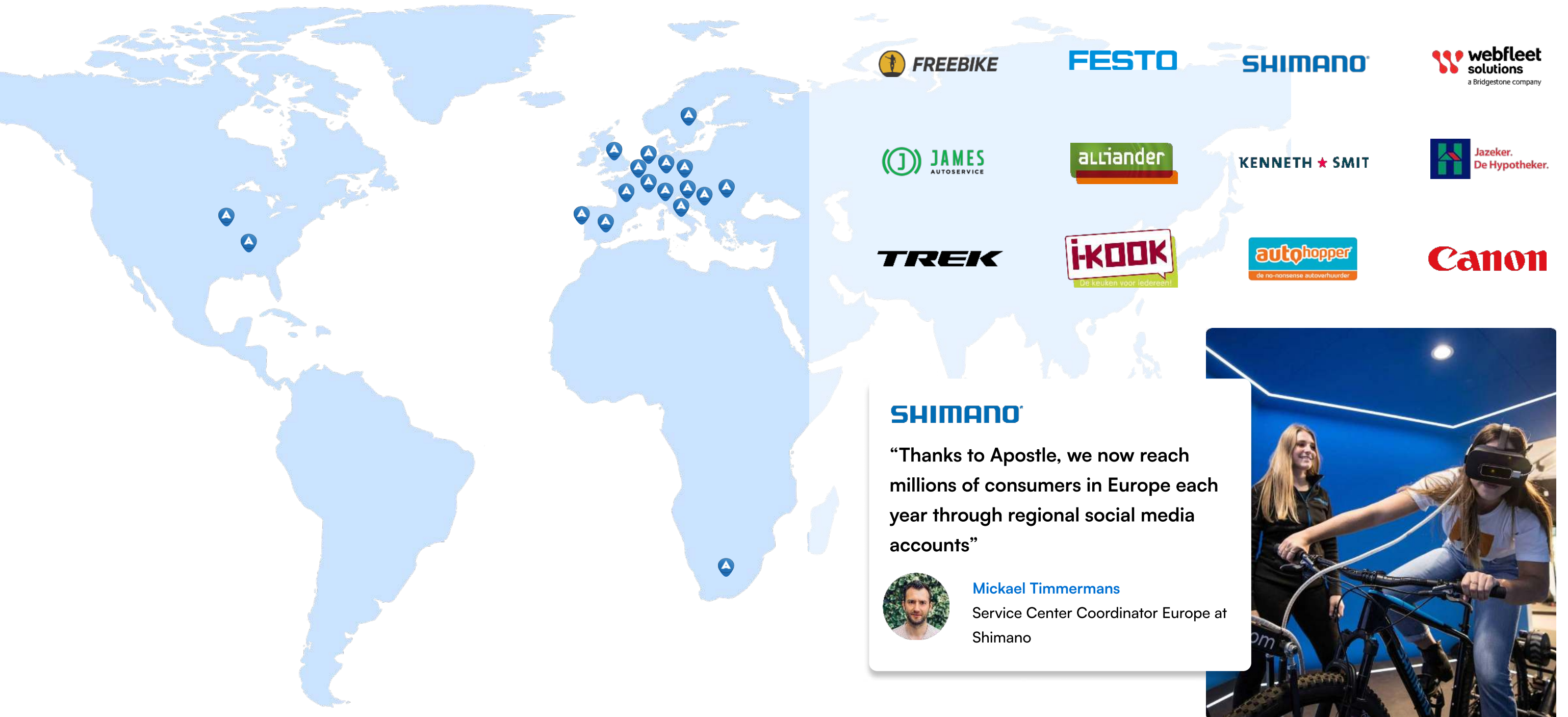
Do you want to read more about all the professionals in our team who are determined to ensure our customers are happy and expand the SRO methodology worldwide? Read all about them on our **about us** page.

Our presence and clients

From the Netherlands, we serve **5000+ companies** in Europe and the USA. Together with our network of affiliated SRO Coaches, we help companies implement successful brand ambassador programs worldwide.

Clients that we support

Our clients operate in various industries in different parts of the world. We help them grow their online presence and achieve their business goals in marketing, HR, recruitment, and sales. As a result, our customers will establish themselves as respected and trusted brands within their industry.



Accelerate your online presence

At Apostle, we aim to put employees at the forefront of organizations as they are the first contact points of (potential) customers and future colleagues. We help B2B and B2B2C marketers to accomplish this.

Equipped with many years of experience in activating employees as brand ambassadors on social media, we have created our methodology: **Social Reach Optimization** (SRO). With SRO, we allow companies to accelerate their online presence to achieve goals in the areas of marketing, recruitment, HR, and sales.



This is why marketers worldwide rely on Apostle



Immediate boost in organic reach of 561%

Personal posts have 6 times more reach than posts from corporate pages, due to social media algorithms. Welcome to your new generation channel!



Increase employees' commitment

By posting regularly, employees can showcase what they are working on. This improves the connection between different departments within the organization and the commitment to the organization.



More job applications and new leads

Leads through brand ambassadors are 7x more likely to convert, and organizations can grow their talent pool up to 10 times bigger through employees' networks.



Investment & pricing

All-in-one program

3, 6 or 12 months

Setup brand ambassador program with:

- Strategy - Pilot - Scale-up
- Dedicated SRO coach
- E-Learning
- License professional

€2.199/mo

Setup fee

One-time

Technical setup platform

€ 499

Extra users

Number of users	Price per user/mo
21 - 100 users	€7.00
from 101 users	€6.00
from 201 users	€5.00
from 301 users	€4.00
from 401 users	€3.00
from 501 users	€2.00

Software as a Service

Licenses

Starter	Basic	Professional
Up to 20 users	Up to 50 users	Up to 100 users
€199/mo	€350/mo	€449/mo

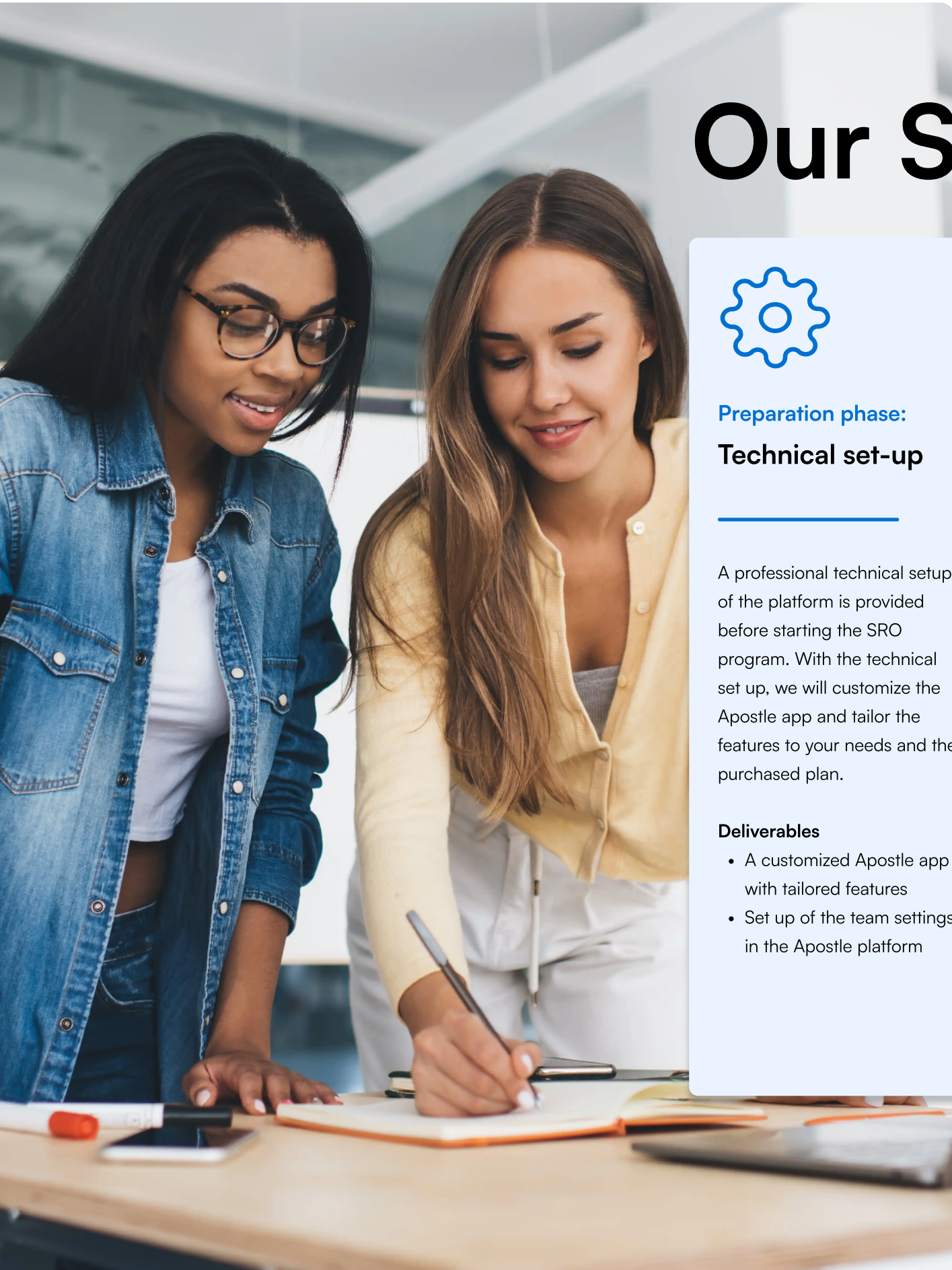
[See all features](#)

After the program is completed and the structure is in place, a monthly license remains for all users with an account in the platform.

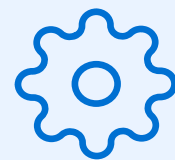
Additional services

	One time	Quarterly
Technical		
White label app + updates	€ 500,-	€ 600,-
BI integrations	€ 999,-	€ 250,-
Transition fee*		
Social media content	€ 750,-	€ 3000,-
SRO coach	€ 499,-	€ 5250,-

* Temporary replacement of the social media manager or coordinator of the brand ambassador program



Our SRO activation program



Preparation phase: Technical set-up

A professional technical setup of the platform is provided before starting the SRO program. With the technical set up, we will customize the Apostle app and tailor the features to your needs and the purchased plan.

Deliverables

- A customized Apostle app with tailored features
- Set up of the team settings in the Apostle platform



Phase 1: Strategy

To truly harness the power of social media, you need to have a social media strategy in order to achieve your business goals in the long term.

Deliverables

- Content strategy
- Rewards and incentives
- Internal target groups
- Roles and structure
- Growth plan
- Social master training



Phase 2: Pilot

In this phase, you will create the onboarding plan for the first group of brand ambassadors with your SRO coach and you onboard the ambassadors in the first kick-off session.

Deliverables

- Onboarding plan
- Kick-off sessions
- Social media content planning



Phase 3: Scale-up

During this phase you evaluate the pilot phase and discuss how to recruit new brand ambassadors.

Deliverables

- Different methods of inviting people
- Monthly recurring recruitment plan
- Insights and reports on the pilot phase
- Kick offs for new brand ambassadors



Align people to rock social! 🚀

Contact us

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