



# Align people to rock social!

Your retailers/dealers become the organization's voice by sharing branded and authentic content on their 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 brands worldwide to **become and stay visible** on social media. Therefore, organizations often rely on expensive advertisements.

We're convinced that brands can address these goals differently. By engaging all retailers or dealers in their social media strategy it becomes easier to maintain a consistent corporate identity, and reach a new (local) audience. We believe that your retailers or dealers are **the key to expanding your online visibility** and contribute to your business goals by sharing branded social media posts. Furthermore, your retailers' or dealers' employees could share authentic, work-related content on their highly relevant personal social media accounts. They are your local eyes and ears! All of this boosts the online presence of your brand, the engagement of your retailers or dealers with the brand and more traffic to their stores.

## We created a success formula for activating your retailers/dealers and their employees as brand ambassadors on social media: **Social Reach Optimization**

With our Brand Advocacy software, brands help their retailers or dealers to manage their social media accounts by providing them with ready-made content to share automatically on their regional pages with the auto-approve function. **Maintain consistency and save time** scheduling posts in advance for all your retail channels, using an all-in-one dashboard.

We supplemented our software with an **accompanying 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 content regularly and get more involved with the brand.

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.





“Thanks to Apostle, we now reach millions of consumers in Europe each year through regional social media accounts”



**Mickael Timmermans**

Service Center Coordinator Europe at Shimano



## 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.

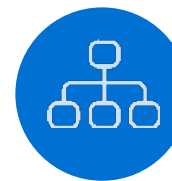


## This is why brands worldwide rely on Apostle



### Unburden with ready-to-share social media content

Dealers and retailers lack the knowledge and time to schedule social media posts on their regional pages. With Apostle you unburden them with ready-to-share social media posts, which they share in one click.



### Consistent brand expressions through all channels

Every retailer or dealer promotes the brand in a different way, so your communication lacks consistency. With Apostle you manage all brand expressions of your dealers and stay in control of your brand.



### Customer journey

78% of a brand's followers visits the store at least once, so keep your social media channels up to date.



### Reach a new audience

As a brand, you only reach the followers of your own corporate social media channels. Reach a completely new local audience by providing your dealers with ready made content to share on their regional pages.



## 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

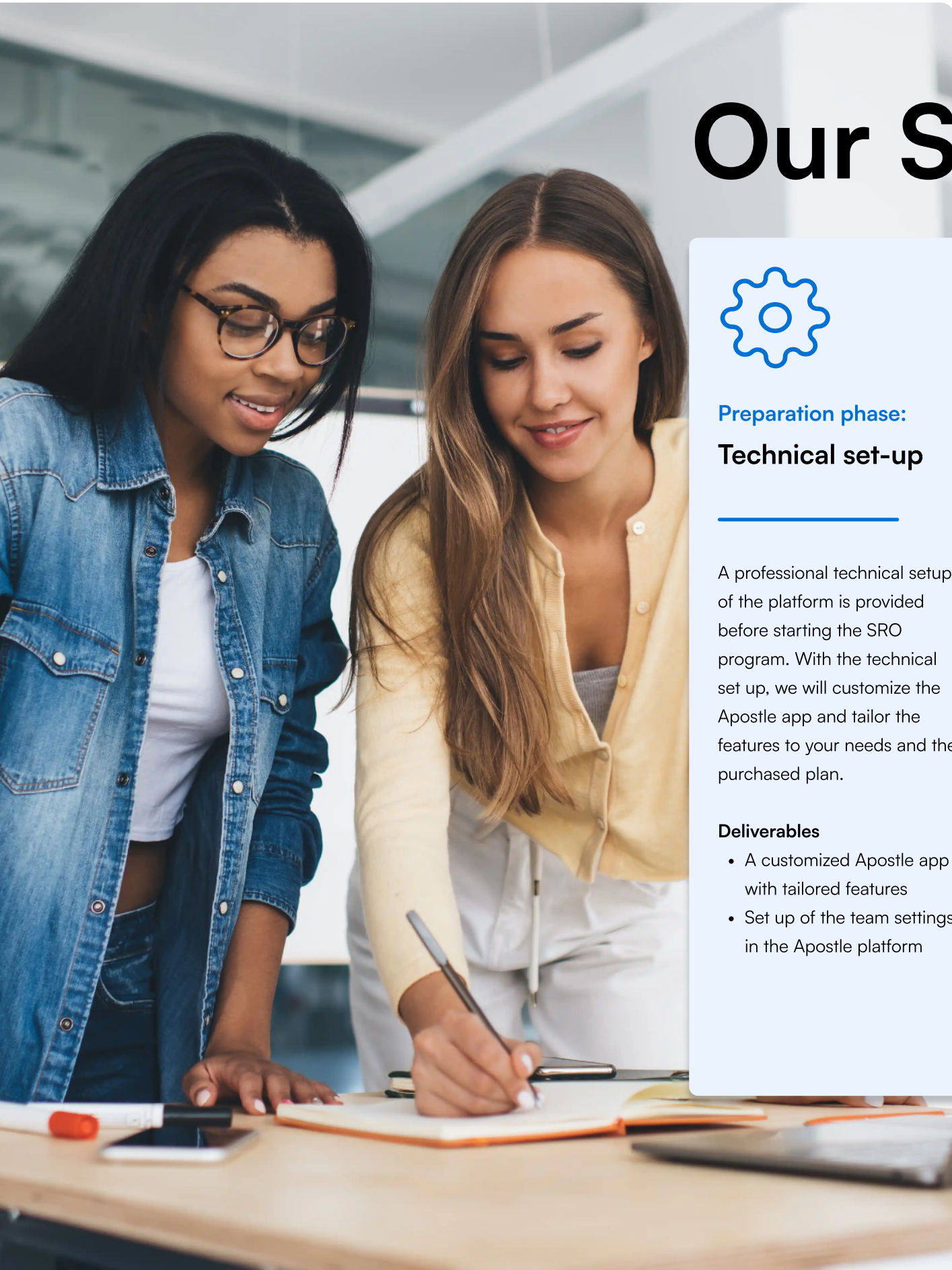
[See all features](#)

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

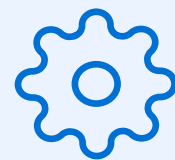
### Additional services

	One time	Quarterly
<b>Technical</b>		
White label app + updates	€ 500,-	€ 600,-
BI integrations	€ 999,-	€ 250,-
<b>Transition fee*</b>		
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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