

Shaping Influence Worldwide®: For communications and marketing to be effective, messages must not only reach influencers, but also resonate across multiple channels to impact perception and opinions, and create positive, lasting impressions.

Client: [Yorktel](#)
Campaign: [YorktelShare](#)
Platform: [JMRCConnect CEI](#)



- Social Automation & Employee Engagement
- Single-click Advocacy & Content Sharing
 - Earned Media & Content Amplification

Challenge

- Large, globally dispersed, remote workforce hinders employee engagement
- Lean budget
- Busy team can't spend time socializing the brand, much less searching for content
- C-suite mandate to increase organic social media engagement and visibility
- Evolution of how, and from where people consume news and information
- B2B consumers inundated with multi-channel sponsored content and paid-for digital ads from other vendors

Goals

1. Engage, inform and empower employees as brand ambassadors
2. Make it simple and rewarding for employees to organically share Yorktel earned media, thought leadership, and corporate messaging with colleagues, customers, prospects, and partners on LinkedIn and Twitter
3. Build corporate brand visibility on LinkedIn and Twitter
4. Help employees build personal thought leadership
5. Amplify visibility of earned media, analyst coverage and content
6. Quantify results

Opportunity

- Yorktel leadership is comprised of universally respected thought leaders, willing and eager to support innovative communications and social engagement
- Global affinity for social media has forever altered the way people consume news and information
- Organizational understanding that content must educate, offer new insight, and provide substantive information to have any value
- Extensive library of earned analyst and media coverage, blogs, case studies, podcasts, webinars, video presentations and whitepapers

Solution

CEI: connect. engage. influence

- Social media automation; employee and influencer engagement platform
- Customizable and user-friendly
- Enables PR and marketing to engage employees, activating them as brand ambassadors
- Organically augment content/ earned media visibility, and push approved corporate messaging to employees for multi-channel socialization to wider population
- Posts appear as 1st person activity, not re-shares or sponsored content
- One click takes content viral
- Low-cost solution for elevating brand and fostering customer/ employee/ influencer engagement
- Enrollees have choice of social account and whether or not they share posts
- Gamification to incentivize and reward brand advocates
- Analytics, quantifiable ROI

:How It Works

If online assets, such as white papers, case studies, blogs, analyst coverage, etc. are to be developed, it's imperative that all potential influencers within the company:

- I. know these assets exist;
- II. are empowered and incentivized to share with their contacts; and
- III. have tools that enable them to share easily and quickly.



Engage

- Admin designs post, populating social messages, anchor content (URL), custom images, a summary of content, why it's important, and a request to click "Share Now," or "Share with Comment"
- Admin distributes personalized emails (automated mail merge) to all participants – with one click

Connect

- Users receive email in which they are updated on content, see exactly what will be posted, why they should share, and a "button" to click so posts share simultaneously on LinkedIn and Twitter – with a single click
- One click takes content viral, extending earned media value while promoting approved brand messages on multiple channels

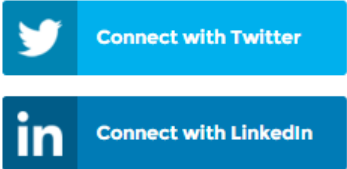
Influence

- CEI empowers employees, your most influential constituency, with single-click, advocacy that connects your brand to an exponentially wider audience
- CEI posts appear as first-person recommendations, not promoted content, reinforcing credibility and brand integrity
- Build Brand Trust. People are more likely to take action on a recommendation from a trusted source

CONNECT

Sign Up

Click a button below to get started!



Social Log-in for Users

BECOME AN AMBASSADOR

First Name
Jane

Last Name
Doe

E-mail Address
janedoe@email.com

Confirm e-mail Address
janedoe@email.com

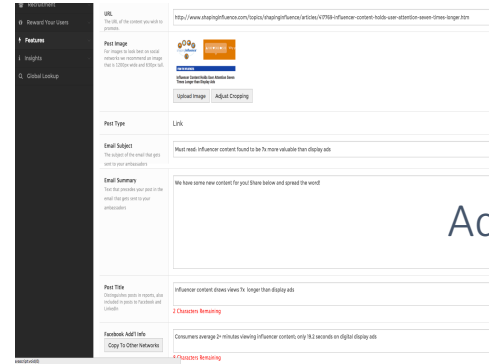
How would you like to share your content on twitter?

I would like to automatically share posts as they are available.

I would like to approve posts before they are shared.

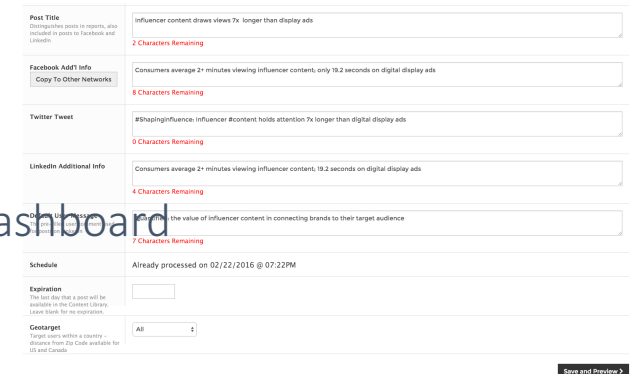
CONTINUE

Prep for Multi-Channel Delivery



Populate image, URL, email subject, message, post title

Precise Messaging



Create tweet, LinkedIn posts for users to share

Admin Dashboard

ENGAGE

Top of Email



Hi Mostafa,

I am very pleased to report that Yorktel has been shortlisted for two *Channelnomics* Innovation Awards: Cloud Service Provider of the Year; and Solution Provider Innovation! Please "Share With Comment" to let the industry know of this important distinction, and extend Yorktel's brand recognition among sales prospects, customers and partners.

Thank you,
Mike

Michael Beaudoin
Marketing Manager

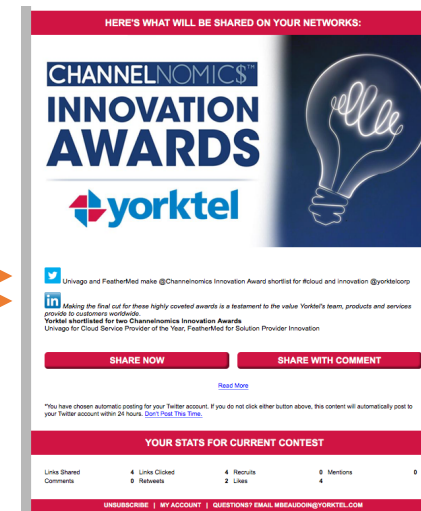
SHARE NOW

SHARE WITH COMMENT

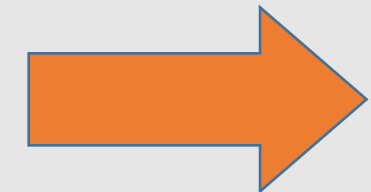
Members receive posts informing and promoting company messages to be shared directly from their e-mail and custom sites

Showing prepared Twitter post & LinkedIn post

Bottom of Email



Share Your Content on Their Social Networks



Drive Traffic to Your Content

CIO Intl and 6 others follow
Ron Gaboury @rgaboury1 · Oct 21
 Univago and FeatherMed make @Channelnomics Innovation Award shortlist for #cloud and innovation @yorktelcorp - cei.news/5wnHX

(Yorktel CEO)



1 1 2

Yorktel Retweeted
Greg Douglas @rgdouglas1 · Oct 21
 Univago and FeatherMed make @Channelnomics Innovation Award shortlist for #cloud and innovation @yorktelcorp - cei.news/5wnHp

(Yorktel EVP)



1

Amyanne Barone @AmyanneB · Oct 24
 Univago and FeatherMed make @Channelnomics Innovation Award shortlist for #cloud and innovation @yorktelcorp - cei.news/5wVJx

(Yorktel Sales)




1



Samantha (Ozarin) Osowski
 VP Marketing at Yorktel

(Yorktel VP) 3d

Making the final cut for these highly coveted awards is a testament to the value Yorktel's team, products and services provide to customers worldwide.



Yorktel shortlisted for two Channelnomics Innovation Awards

channelnomics.com · Univago for Cloud Service Provider of the Year, FeatherMed for Solution Provider In...

Like · Comment · Share · 4 1

Bin Guan
 Chief Technology and Strategy Officer at Yorktel

(Yorktel CTO) 3d



Yorktel shortlisted for two Channelnomics Innovation Awards

channelnomics.com · Univago for Cloud Service Provider of the Year, FeatherMed for Solution Provider In...

Like · Comment · Share · 3

Gill Dover (was Banks)
 Marketing at Yorktel - Responsible for all aspects of both on and offline marketin...

(Yorktel EMEA)



Yorktel shortlisted for two Channelnomics Innovation Awards

channelnomics.com · Univago for Cloud Service Provider of the Year, FeatherMed for Solution Provider In...

Like · Comment · Share

Clicks Through to Earned Media



Business Solutions
Growth Strategies For the IT Channel

Home Technology Centers Channel Topics Magazine Blog Channel Conferences

Channel Transitions
Powered by Business Solutions

2016: DALLAS NOVEMBER 15 | 2017: CHICAGO JUNE 1 | ATLANTA AUGUST 24 | SANTA ANA NOVEMBER 15

Free Registration Code: BSMINFO | ChannelTransitions.com

News | July 20, 2016

Yorktel Honored As Aragon Research Hot Vendor For 2016

Innovative approach to unified video communications and collaboration worthy of recognition

Yorktel recently announced that Aragon Research has named Yorktel a Hot Vendor for 2016 in Unified Communications and Collaboration (UC&C). As the worldwide leader in cloud, UC&C and video managed services, Yorktel has served as the trusted partner to Fortune 1,000 and federal government agencies for over 30 years.

Each year, Aragon Research selects Hot Vendors across multiple markets that are doing something truly new or different. They may have new technology that expands capabilities, a new strategy that opens up markets, or just a new way of doing business that makes them worth evaluating.

"Today, it is an imperative for UC&C providers to be able to offer voice, video, and mobile messaging as key capabilities, but the problem is that UC&C integration challenges can be complex," said Jim Lundy, CEO and lead analyst, Aragon Research. "Companies such as Yorktel are helping to address these challenges."



Feature coverage touting analyst recognition for innovation in collaboration



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WORLD STARTUP EXPO 2015 | BIGGEST STARTUP EXPO



Ron Gaboury | CEO | Yorktel

Yorktel: Making Unified Communications & Collaboration Simple

To address the objectives and needs of clients as well as employees, both inside and outside its network, an organization needs the ability to communicate and collaborate effectively. Adoption of unified communications and collaboration (UC&C) becomes more ubiquitous with smart devices supporting countless UC applications, a greater density of commodity video and a trend toward cloud services or cloud/premise hybrids.

For more than 30 years, Yorktel has removed complexity from video and UC&C, and executed its operational mandate to deliver products and services that increase usability and agility for today's multi-national enterprise.

Beyond Traditional Services

Yorktel's Professional Services division offers an end-to-end suite of advisory services that help Fortune 1000



Feature coverage lauding growth & success



theUCbuyer
Your Source For Enterprise Communications & Collaboration News & Insights

VIDE VIDEO COLLABORATION MOBILITY CLOUD NETWORKS

The State of Enterprise Video. Podcast with Wainhouse Research

Posted by Kevin Galley | Jun 28, 2016

Interviews with Enterprise Communications Thought Leaders

This year is the year of enterprise video, but so was last year, and next year will be the year of video as well. That's according to Ira Weinstein, video conferencing and collaboration specialist and partner at Wainhouse Research. We dig into how the video conferencing market is evolving, the challenges keeping it from meeting its promise and how new solutions from service providers, like Yorktel's Univago virtual meeting room platform, are starting to tear down those barriers and open up ubiquitous access to visual collaboration.

If you are an SMB or a larger enterprise looking for ways to take video to the next level in your company, this podcast is definitely worth the listen.



Analyst interview: podcast with media, detailing product evaluation



no jitter | Produced by enterprise CONNECT | insight for

POSTS WEBINARS WHITEPAPERS RESEARCH SLIDESHOWS VIDEOS

Cloud Communications APs/Integrations Contact Center Customer Experience IT Strategies Messaging/Team Collaboration Mobility SaaS

Beth Schultz | June 22, 2016 | 1 | Make a Comment

Univago's Got 'Great Bones'

Enhancements to Yorktel's Univago video calling service should help reduce complexity of video calling environments, mitigate risks, and improve control.

When it comes to cloud-based video calling services, Ira Weinstein, senior analyst and partner at Wainhouse Research, says he evaluates offerings based on factors like reliability, interoperability, connectivity, and user experience. With such criteria in mind, and having recently conducted hands-on testing, he reported that "all is good" with Yorktel's Univago service.

I spoke with Weinstein, who is a periodic No Jitter contributor, following last week's announcement from Yorktel that it has enhanced Univago with a number of new capabilities. The enhancements are aimed at eliminating complexity, mitigating risk, and providing greater control, Yorktel said in a press release. For example, Univago now supports enterprise single sign-on via integration with Active Directory or Security Assertion Markup Language services; works with the Microsoft Edge browser for WebRTC calling and the Chrome 50 browser for improved audio control; and provides a self-service diagnostic tool for testing audio and video quality prior to calling.



Feature coverage resulting from analyst interview with media, detailing product evaluation

Influencer Engagement

Roopam Jain @Roopamjain · Oct 5
@westinteractive partners w @YorktelCorp to deliver Video Meeting Gateway (VMG) solution to @SkypeBusiness customers



West, Yorktel Partner to Take Skype for Business Vi...
West and Yorktel partner to bring improved, seamless, one-click video collaboration to Skype for Business.
theucbuyer.com

Industry analyst

Sandra Gustavsen @smgustavsen · Following

#West, @YorktelCorp partner to offer #Video Meeting Gateway re challenges joining @SkypeBusiness meetings...
telecomreseller.com/2016/10/17/wes ...

RETWEETS 4 LIKES 3

12:25 PM - 26 Oct 2016

Industry analyst & blogger

Jon Arnold @arnoldjon · Mar 4
"Univago -Solving Video from the Cloud" bit.ly/1TvM52K #ucoms #video #collaboration @YorktelCorp #cloud #UCaaS #PaaS #conferencing

Industry analyst & blogger

Jon Arnold @arnoldjon · Mar 9
"Univago - Solving #Video from the #Cloud" My review is still getting stong views: bit.ly/1TvM52K #ucoms #EC16 #UCaaS @YorktelCorp

Greg Douglas @rgdouglas1 · Jun 15
See Wainhouse review of Univago Video #collaboration platform @wainhouse360 @yorktelcorp - sot.ag/58mrT



Maria Sapriza @Paqui1981 · Jun 15
See Wainhouse review of Univago Video #collaboration platform @wainhouse360 @yorktelcorp - sot.ag/58mrY



Rainys Blekaitis @Rainys7beauties · Jun 15
See Wainhouse review of Univago Video #collaboration platform @wainhouse360 @yorktelcorp - sot.ag/58mrZ



thomas chapman @chapperstom · Jun 15
See Wainhouse review of Univago Video #collaboration platform @wainhouse360 @yorktelcorp - sot.ag/58mrD



Evan Kirstel · 11 days
RT @West_UC: Via @UCBuyer_Kevin, ... to Take Skype for Business Video to the Next

87.2k followers

Retweet Reply Like

nojitter @nojitter · Jun 23
...go's Got 'Great Bones' - from @nojitter @Beth_Schultz w/ ... ubm.io/28P4KRi #video

11.5k followers

Biz Comms Strategies @UCStrategies · Jun 22
Univago's Got 'Great Bones': By Beth Schultz Enh... Univago video calling service should help... goo.gl/...

29k followers

Leading trade media, analyst blogs

Enterprise Connect @enterprisecon · Jun 23
...@YorktelCorp Univago's Got 'Great Bones' - from ... insight from @iweinstein ubm.io/28P49zo #video

11.5k followers

Top Industry Conference

Telepresence Options @telepresencevc · Jul 22
Yorktel Honored As Aragon Research Hot Vendor F... approach to unified video communications an... ow.N

Leading trade media



Engage (again...): Individual Custom Website

Go To Admin Dashboard | HE Mostafa | FAQ | MY ACCOUNT | LOGOUT

HOME **LEADERBOARD** MY HISTORY EARN POINTS

yorktelshare

SHARE CONTENT

Share & Earn
Share these posts to earn even more Points now! Check back daily for new posts and chances to share.

View & Share View & Share

MENTIONS
Support us with messages in your status updates and/or tweets. You can check in each day to show your support.
Include this phrase: @yorktelshare
Use at least ONE of the following: #telehealth #univisa

Your message...
Remaining: 115

RECRUIT
SHARE THIS LINK & RECRUIT YOUR FRIENDS:
http://cel.news/48QK7
OR
Click the social icon below to share your unique link.

BADGES

RULES | TERMS & CONDITIONS | PRIVACY POLICY
Powered by UNIVER

← Easily re-share content

↑ Earn more points

↑ Recruit new brand ambassadors

LEADERBOARD
10/01-10/31 All-Time

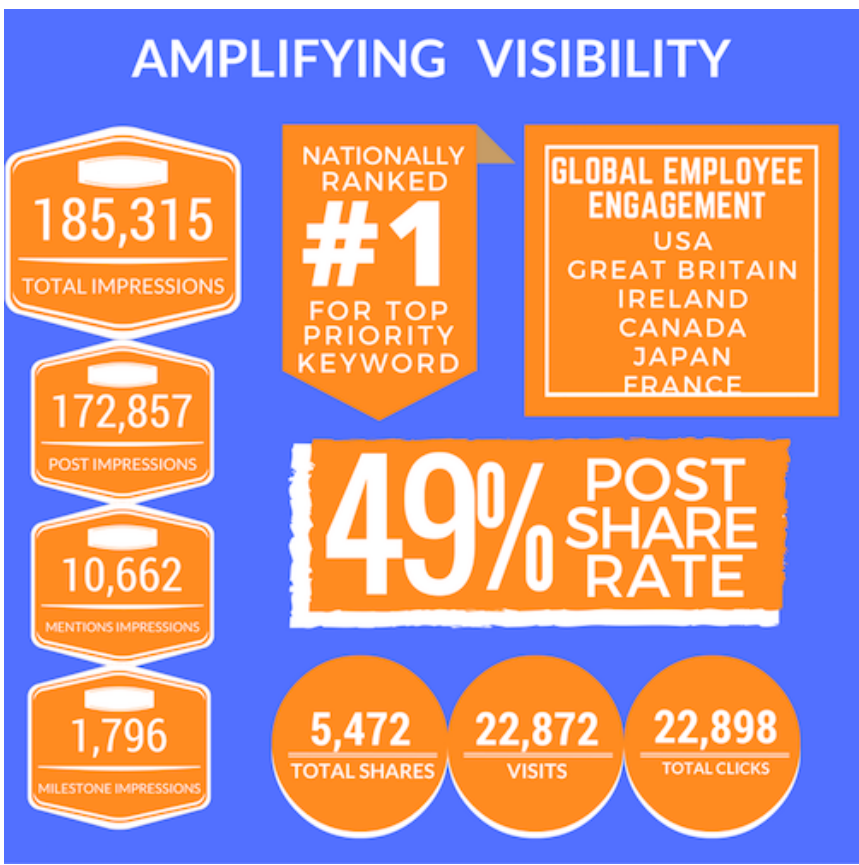
1	Bin Guan	11	Ronald J Gaboury	21	John DiStefano, CTS	31	Michael O'Connell
2	Howard Francis	12	Scott Andrus	22	Alex Joseph	32	Marie Sapozka
3	Jessica Moreira	13	Joe Arena	23	Edward Dixon	33	Denison Marchant
4	Tury Deciderio, CTS	14	Patrick Calandre	24	Maxime LE HEN	34	Mike Portlock
5	Richard Bull	15	Yorktel Corporation	25	Justine Mitchell	35	Holly Coombs CTS, EAVA Certified
6	Greg Douglas	16	Ben Scott	26	Mario-angelo-nocella nocella	36	laure hood
7	Tom Chapman	17	Theresa Finochiaro	27	Michael Louis	37	Fraser Dean
8	Michael Medici	18	Tyler Lincoln	28	Jay McCall	38	Alex Joseph
9	denis vincent	19	Cheryl Green	29	Joseph Cognoli	39	Gary Johnson
10	Pete Metzgar	20	Scott Durham	30	Nichola Reed	40	Ralyns Andrew Birkallis

↑ Real-time scoring

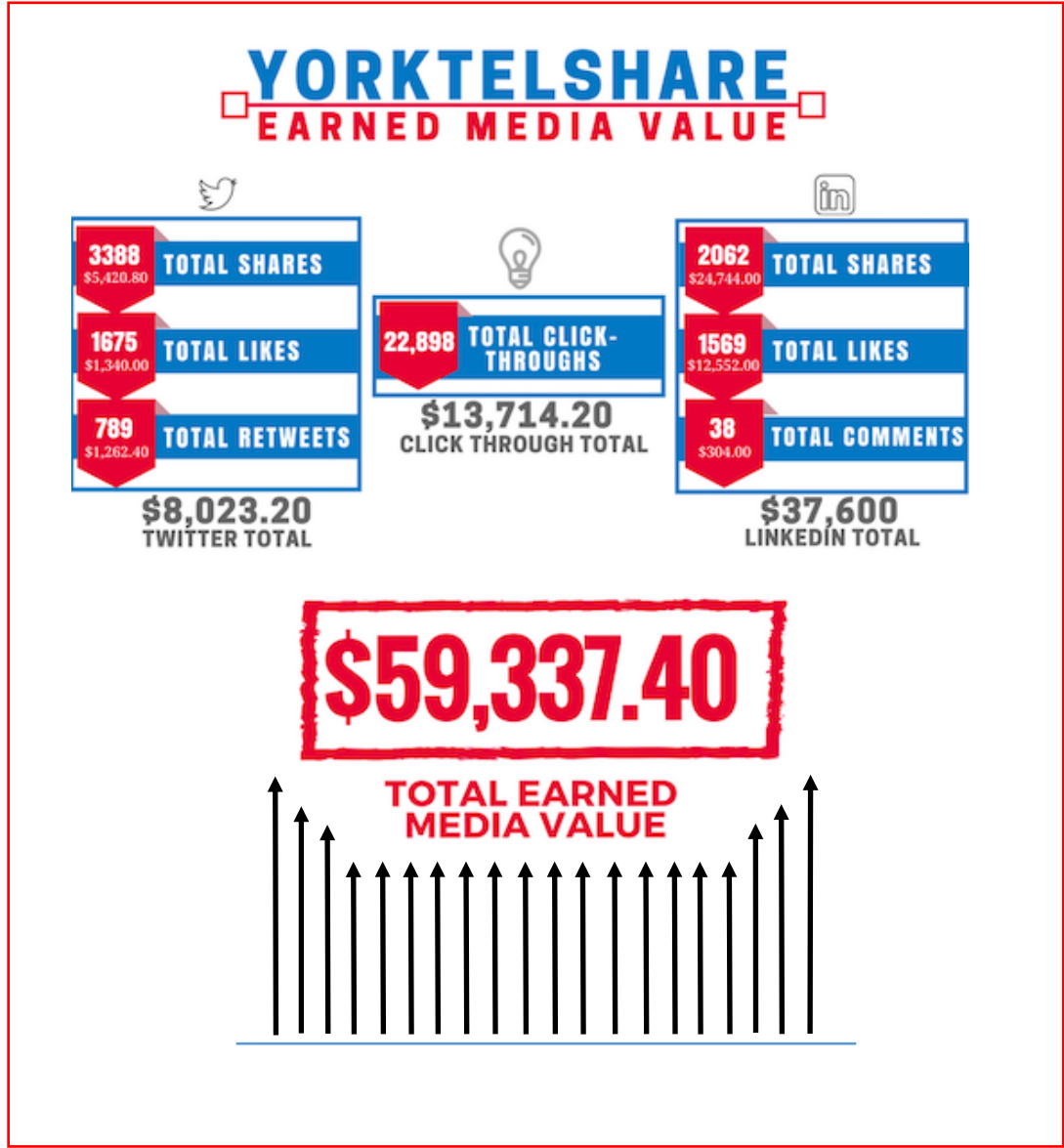
- Win points for sharing, re-sharing, recruiting, engagement, etc.

- Keep track of contest and colleagues
- Competition breeds engagement and accountability

Quantifying Our Success



- ← Global Participation
- ← Content Amplification →
- ← High engagement levels →
- ← Multi-channel advocacy →



Analytics →

A	B	C	D	E	F	G	H	I	J	K	L	M
Shares	Twitter Shares	LinkedIn Shares	Post Shares	Twitter Shares	LinkedIn Shares	Share Rate	Open Rate	Total Clicks	Unique Daily Clicks	Total Engagement	Twitter Retweets	Twitter Likes
63	41	22	63	41	22	51.6293	27.4194	101	87	14	2	5
68	42	26	68	42	26	51.1885	27.4194	111	171	11	2	2
68	42	26	68	42	26	51.1885	27.4194	111	154	70	3	42
69	42	27	69	42	27	57.0248	34.6774	202	147	40	5	14
65	40	25	65	40	25	56.8966	33.8843	170	145	30	3	19
67	42	25	67	42	25	59.0476	32.1101	259	186	88	4	11
65	41	24	65	41	24	53.719	31.4516	367	224	40	7	18
63	41	22	63	41	22	52.0661	33.0645	312	217	47	3	19
63	41	22	63	41	22	52.0661	33.0645	312	217	47	3	19
65	41	24	65	41	24	56.8966	33.8843	170	145	23	1	1
66	41	25	66	41	25	56.8966	33.8843	170	145	23	1	1
65	40	25	65	40	25	56.8966	33.8843	170	145	23	1	1
60	37	23	60	37	23	59.0476	32.1101	259	186	88	4	11
62	37	25	62	37	25	59.0476	32.1101	259	186	88	4	11
66	38	28	66	38	28	61.8642	34.9074	329	255	95	5	14
61	35	28	61	35	27	62.0000	35.0000	333	260	96	5	14
62	35	27	62	35	27	62.0000	35.0000	333	260	96	5	14
61	35	26	61	35	26	58.6530	35.8491	384	288	100	6	15
63	34	29	63	34	29	62.0000	35.2797	392	290	100	6	15
59	33	26	59	33	26	62.0000	35.2797	392	290	100	6	15
54	30	24	54	30	24	62.0000	35.2797	392	290	100	6	15
56	32	24	56	32	24	62.0000	35.2797	392	290	100	6	15
63	33	30	63	33	30	62.0000	35.2797	392	290	100	6	15
58	31	27	58	31	27	62.0000	35.2797	392	290	100	6	15
57	31	26	57	31	26	62.0000	35.2797	392	290	100	6	15
60	32	27	60	32	27	62.0000	35.2797	392	290	100	6	15
61	32	29	61	32	29	62.0000	35.2797	392	290	100	6	15
58	29	29	58	29	29	62.0000	35.2797	392	290	100	6	15
58	29	29	58	29	29	62.0000	35.2797	392	290	100	6	15
44	23	21	44	23	21	62.0000	35.2797	392	290	100	6	15
60	25	24	60	25	24	66.1538	64.8148	406	151	36	13	11

- ← Share rate
- ← Optimal day, time
- ← Subject line effectiveness
- ← Content type performance
- ← Email opens, open rate
- ← Clicks, engagements, impressions by platform
- ← User tracking: participation, engagement and influence

Contact us:

info@jmrconnect.net

202-904-2048

www.jmrconnect.net

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