

Benefits of communicating the why story?

Speaker: There are two important things about a brand which foster referrals and create brand advocates.

What do we mean by this? There is this interesting statistic: 57% of Facebook users like a charity page. Now 57 % in Facebook terms is really huge. Why do they like it? Would they like something they are not passionate about? They will look at something with which they can connect with, on one hand, and also it's a way of saying, 'Hey, I am doing some charity work.'

Everybody wants to talk about what they do. You want to say I volunteered and it's so cool. That will only happen if the charity that they are working with is recognized. If it is something that nobody knows, nobody has heard of, nobody is even identifying with; they are not going to be so easy to refer it.

It also helps in terms of creating brand advocates, your own employees for instance. People who would want to talk about your organization. I have had instances where people have called and said, 'Listen I don't have the time nor do I have the energy to figure out who does what but I want to contribute, either in terms of money or possibly doing some volunteering work, what is it that I can do?' Now because I understand Dream & Dream, it was easy for me to communicate that with them. So that is what a brand advocate does.