



# AppBuddy Advocate Program



# Share your success, build your brand

## Become an AppBuddy Advocate

The AppBuddy Advocate Program is a unique opportunity to engage with a vibrant community of innovators from around the world and share your knowledge, insights, and successes among an audience of your peers.

You're proud of the work you do, and you should be! You've worked to improve business efficiency, create growth for your company, and enhance the customer experience in ways that lead to long-term sustained success. You've made a real difference to your employer, colleagues, and customers — and we're proud to have helped you do it.

But we think it's just the beginning. Now, we'd like to offer you an opportunity to join the AppBuddy Advocate Program and use your successes to increase your organization's visibility among industry peers and customers, drive more value for the company, and even build your personal network and brand as a thought leader.

# What's in it for you

## ✓ Build your brand

Highlight your successes and showcase your thought leadership in the Salesforce and technology communities through success stories, speaking engagements at industry conferences, and special user group events.

## ✓ Grow your network

Interact with like-minded industry leaders and companies, share ideas with your peers through communities, and participate in interviews with high-profile industry analysts to gain maximum exposure for your talents.

## ✓ Elevate your company's profile

Shine a spotlight on your company's innovative uses of technology to solve complex business challenges, present your ideas at industry events, and win industry awards for your achievements.

## ✓ Gain exclusive access

Participate in beta groups for an early look at new AppBuddy products and features and get invite-only opportunities to meet AppBuddy insiders and experts (executives and R&D) to develop a strong long-term and strategic partnership with our team.

# What you can do

It's up to you how and when you get involved. We will work to provide tailored activities that align with your availability, preferences, and corporate policies.

## Some of the opportunities you may choose include:

- **Nominate or be nominated for AppBuddy Awards**

The AppBuddy Awards recognize outstanding or unique uses of AppBuddy solutions to solve a business challenge. Award categories may be determined by vertical, company size, specific business results, or creativity.

- **Star in a customer video vignette**

Professionally developed customer interview discussing the customer's challenges, their solution evaluation, and how AppBuddy solutions helped overcome important business obstacles. Video content can be recorded at industry events, the customer's office, or at AppBuddy's location.

- **Create a customer success story**

Full-length written story detailing a customer's business challenges and the outcomes achieved with AppBuddy solutions.

- **Contribute to a live webinar**

Customers may be invited to participate as a guest presenter or speaker in a webinar organized by AppBuddy and/or its partners.

- **Speak at industry events**

Customers may be invited to be AppBuddy's guest at high-profile industry events to make booth presentations, speak in breakout sessions, and participate as panelists, when appropriate.

- **Host a roundtable discussion**

Offer insights and answers in live, one-to-many roundtable meetings, led by you and your AppBuddy representative. Topics include your AppBuddy implementation with live Q and A from attending AppBuddy customers and prospects. Attendees must be invited by their AppBuddy Account Manager.

- **Participate in PR/Analyst interviews**

Customers can participate in a one-on-one interview with reporter and/or industry analyst, as arranged by AppBuddy. Analyst activities may be anonymous, if required.

- **Host or attend private sales reference call**

Serve as a private reference to a potential AppBuddy customer or partner. Calls are organized by AppBuddy and are not publicized.

- **Provide a product review**

Periodically, customers may be called upon to provide an honest, un-incentivized review of AppBuddy products on review sites like G2Crowd, Trustpilot, and the SFDC AppExchange.



## Your commitment

The AppBuddy Advocate Program is open to all AppBuddy customers. Joining the program does not commit you to any specific activity.

AppBuddy may contact you periodically to present new opportunities. We know your time is valuable, so you're free to participate as much or as little as you would like by choosing which activities best suit your schedule and personal preferences.

## Get in touch

To learn more about or to join the AppBuddy Advocate Program, please contact our customer success team at [csm@appbuddy.com](mailto:csm@appbuddy.com).