



CASE STUDY

How Factorial scaled social reach 5x with Oktopost Employee Advocacy

www.oktopost.com

About Factorial

Factorial is an AI-powered business software to manage an entire team. It offers intuitive solutions that automate and centralize administrative tasks, delivering insights that help HR, finance, and IT teams. Factorial helps businesses keep their attention where it matters most: their people.



Location
Barcelona, Spain



Industry
Technology



Company Size
1,600+ employees



Featured Solutions
**Employee Advocacy,
Social BI, AI Assist**

The challenge

Breaking the brand page barrier

Before using Oktopost, Factorial’s social media presence was mainly driven through its company channels. While these channels performed well and had a strong presence, the team noticed a broader shift in B2B. People tended to trust other people more than brands.

As a people-first company since its founding, Factorial wanted a better way to organize social activity through its employees, showcase day-to-day moments inside the company, and properly measure its social presence.



Factorial recognized that social platforms increasingly prioritized personal profiles over company pages, making employee advocacy a key channel for expanding organic reach.

Three main challenges stood in the way:

- **Visibility was shifting away from brand pages:**
Social algorithms on platforms like LinkedIn increasingly favored personal profiles over company pages, making it harder for brand content to scale organically
- **Employees wanted to participate, but lacked structure:**
Employees wanted to share content, some already doing it naturally, but didn’t always know what to post, how to say it, or where to find approved materials
- **Scaling without losing authenticity:**
With hundreds of employees wanting to share, there was an opportunity, but also a risk that employees would share repetitive corporate messaging instead of real, individual perspectives

Factorial didn’t need more brand posts; they needed a structured way to activate employee voices at scale.

5x

Higher reach with employee-driven content

2M

Total reach achieved within the first four months of the program relaunch

300%

increase in program scale

The Oktopost solution

Turning employees into scalable growth channels

Factorial used Oktopost to turn employee advocacy from an informal, manual sharing effort into a structured, measurable growth channel.

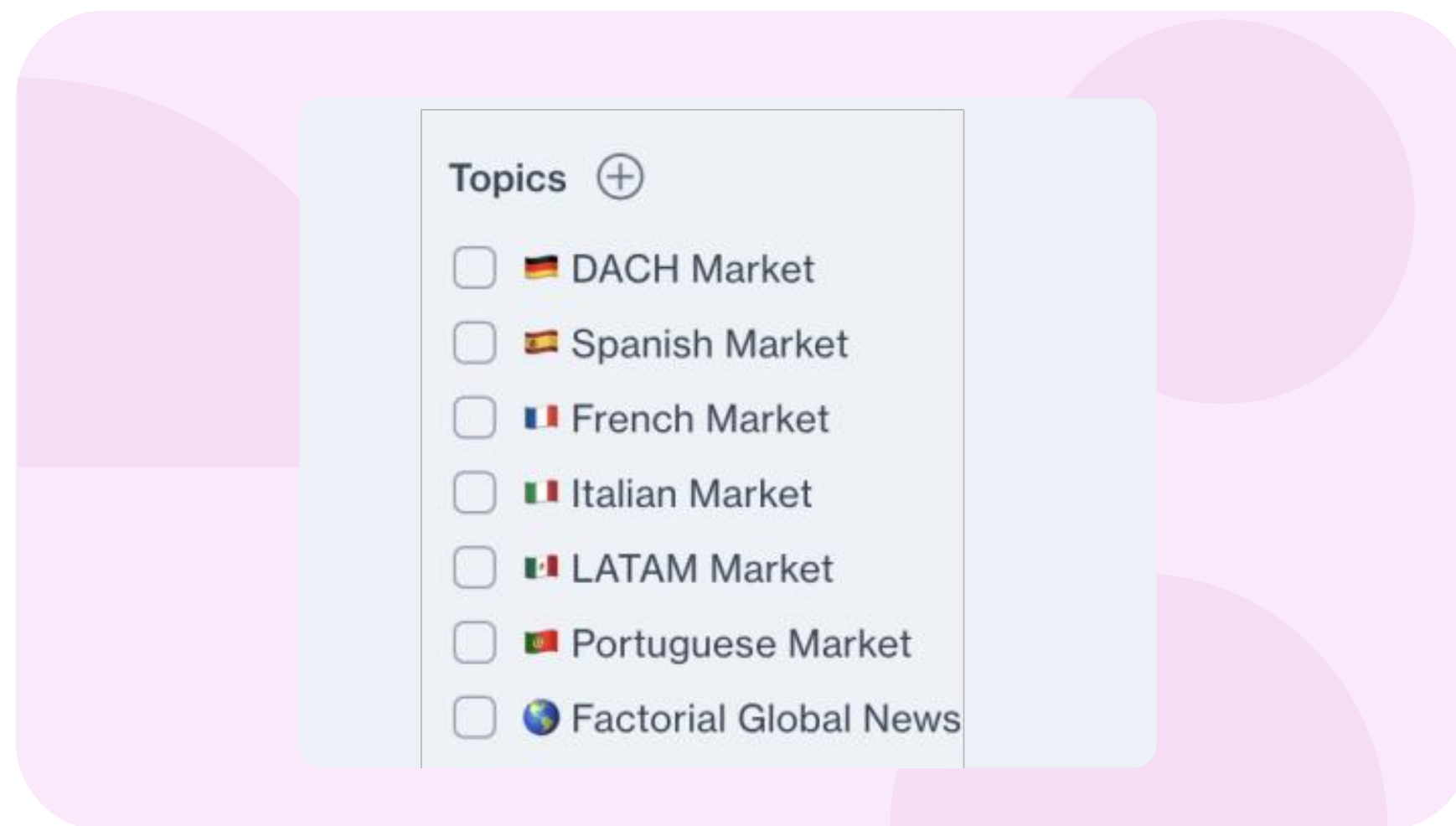


Our social presence relied heavily on our brand channels. While they performed well, we noticed a consistent pattern that content shared from employee profiles was often outperforming company page posts in reach and engagement. The opportunity became clear; we had hundreds of employees, but needed a scalable way to activate them on LinkedIn.

Jimena Marseillan

Social Media Director, Factorial

The goal wasn't to create 200 people repeating the same message. It was to amplify real voices across the company while keeping content authentic and relevant.



Using Topics, Factorial segmented content on their Advocacy Board, making it easier for advocates to quickly find and share relevant content on LinkedIn.

Centralizing advocacy with the Advocacy Board

The **Oktopost Advocacy Board** became a simple, central hub for the Factorial marketing team to organize content.

Content was structured into Topics, making distribution more intentional:

- **Product updates for broader audiences**
- **Hiring content for People teams**
- **Partner and event content for customer-facing teams**

This helped to make sure that the content being shared felt relevant. With clearly defined Topics, ambassadors could find approved content more easily, and the marketing team could bring all the content into one place.



At Factorial, employee advocacy isn't a campaign; it's how our content scales. The brand creates the narrative. Our ambassadors distribute it across hundreds of trusted networks, adding their own expertise and perspective.

Olga Khasina

Social Media Strategist, Factorial

Humanizing AI and employee personal brands with AI Assist

To keep the authenticity of their employee voices at scale, Factorial encouraged ambassadors to use **Oktopost's AI Assist**.

Rather than generating new content or sharing the message provided as is, ambassadors could reframe and personalize suggested posts, turning product updates or company announcements into more human, conversational Stories. At the same time, Champions of the program could propose content directly inside Oktopost, ensuring a steady flow of relevant ideas from across the organization without creating bottlenecks in the marketing team.



For us, employee advocacy is as much about trust as it is about reach. And Oktopost means we can tap into that trust at scale, without losing authenticity along the way. And as we grow, we find more and more that we can scale our content, not only our distribution, through the stories happening every day inside every department of Factorial.

John Platt
Head of Brand at Factorial

Data-driven insights through Social BI

During Factorial’s “AI Agent One” campaign, the marketing team relied heavily on Oktopost’s Social BI. Using Oktopost’s tagging capabilities, the team was able to track:

- **Reach**
- **Impressions**
- **Engagement**
- **Clicks and downstream impact**



With Oktopost Social BI, Factorial gained visibility into the growing impact of Earned Reach compared to Owned Reach, helping shape a more effective social strategy.

More importantly, this reporting structure made it easy to understand which content formats performed best and which ambassadors were driving the strongest results. All of this was measured directly through Social BI, allowing the team to evaluate impact in real time, double down on what was working, and share meaningful insights more widely across the organization.



Oktopost’s Social BI showed us what was actually driving reach, engagement, and clicks. It helped us double down on what’s working and continuously improve how we run campaigns and incentivize our ambassadors.

Olga Khasina
Social Media Strategist, Factorial

Reviving participation through Leaderboards

With the right reporting in place, the team was also able to identify a natural drop in employee advocacy engagement during the summer months of the “**AI Agent One**” campaign, common across many employee advocacy programs.

To revitalize participation, Factorial used **Oktopost Leaderboards** to introduce a gamified incentive campaign, with rewards such as gift cards used to recognize top-performing ambassadors. Combined with a steady flow of relevant content, this helped re-activate engagement and bring new energy into the program, as ambassadors could see exactly who was at the top of the Leaderboard.

The results

From brand presence to employee-led reach

Factorial relaunched its Employee Advocacy program with Oktopost and 50 ambassadors, and the impact was immediate.

Within the first 120 days:

- **5x higher reach compared to the brand page alone**
- **2 million total reach in under 4 months**
- **307K impressions from about 700 employee posts alone**

But the impressive results even went beyond social metrics.



Employee advocacy isn't just about filling job openings. It's about showing what it's really like to work here through the people who live it daily. That's what builds trust. When ambassadors share the right content through dedicated Topics, our employer brand visibility on LinkedIn becomes much stronger.

Jimena Marseillan
Social Media Director, Factorial

Employee-driven content also:

- **Increased inbound interest in hiring**
- **Improved candidate quality**
- **Boosted event attendance**
- **Accelerated follower growth**
- **Strengthened overall employer brand visibility on LinkedIn**

What started as a small group of ambassadors quickly became a scalable, distributed content machine. The continued success of the Factorial employee advocacy program with Oktopost gave the marketing team confidence that employee voices could scale their social presence in a much more human way than brand-only communications.

Looking ahead

With Oktopost, Factorial now sees its ambassadors as a distinct social channel. A channel so powerful that it consistently delivers measurable and reliable results.

With more experience running advocacy campaigns and the ability to accurately measure the program's success, the marketing team has become much better at forecasting impact and defining realistic KPIs. Today, employee advocacy is now embedded into campaign planning from the start, not added afterward.

The team is also increasingly exploring how AI can support consistency and help further support the program, helping employees stay active, consistent, and authentic without adding extra work.



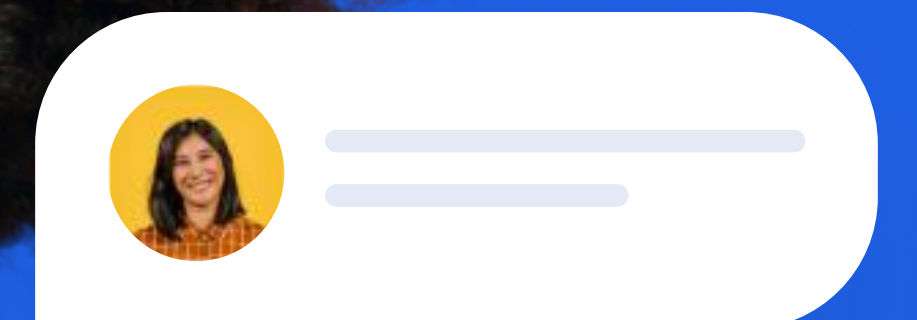
“Looking ahead, we're excited to explore how Oktopost's AI Advocacy Agent can further support our advocacy program by helping advocates stay consistent and active while making it even easier to put their own spin on content.”

Olga Khasina
Social Media Strategist, Factorial



One single platform for social media

Contact us to learn how Oktopost can help you drive engagement, measure success, and connect social media campaigns to revenue growth.



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