



CASE STUDY

From a corporate account to a company of advocates:

How Zaizi built a scalable social presence with Oktopost

www.oktopost.com

About Zaizi

Zaizi is a digital consultancy that works exclusively with the UK public sector, the company partners with government teams on complex problems, from modernising legacy technology to improving border security and exploring how AI can be used responsibly in government.



Location
London, UK



Industry
Public Sector



Company Size
150+



Featured Solutions
Employee Advocacy

The Challenge

A small brand with untapped reach

As a relatively small brand operating in a niche B2B market, Zaizi's biggest challenge was reach. The team relied on a single corporate social account, while the wider organisation was full of people with their own valuable networks that weren't being harnessed. Alongside reach, the team needed better measurement, a way to understand who was engaging with Zaizi on social media and to connect that activity back to the wider customer journey.

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Marketing at Zaizi is a small, hands-on team, responsible for everything from brand, content and social media through to events, digital campaigns, account-based marketing and demand generation. A significant part of the marketing lead's role has been building the marketing infrastructure behind these activities, so the team can operate more strategically and measure the impact marketing has on the business.



Our biggest challenge was reach. We're a relatively small brand in quite a niche B2B market and there is only so far corporate social can take you. We have all these brilliant people that have their own networks but we weren't really harnessing that. At the same time, we needed better measurement so that we could understand who is engaging with us and connect those social activities back to the wider customer journey.



Kirsty Smith
Head of Marketing, Zaizi

56%

Employee advocacy reach in 30 days.

16.3K

the size of our advocacy audience, effectively doubling Zaizi potential social audience to 32.2K

584%

brand growth across the whole ecosystem
Jan-Aug

The Oktopost solution

Turning employees into a scalable advocacy programme

Increasing brand awareness in a niche market was one of the marketing lead's top priorities on joining Zaizi. Having seen the impact of employee advocacy in a previous role, they already knew it was something worth building, people trust people, and in B2B, employees can often reach and influence audiences that corporate brands simply can't. Oktopost stood out because it was built specifically for B2B and offered a way to turn employee advocacy into a structured, scalable programme rather than simply asking people to share posts.

Since onboarding with Oktopost last November, the platform has been integrated for nearly three quarters of a year and has rapidly evolved into a foundational element of Zaizi's broader social presence and employee advocacy initiatives. Instead of relying on one corporate account, Zaizi now has employees sharing content into their own trusted networks, amplifying reach in a way a single brand account never could.



I used employee advocacy in a previous role and I've seen it first hand how powerful it can be. People trust people and particularly in B2B, your employees can often reach and influence audiences that corporate brands just simply can't. I already knew advocacy was something I wanted to build at Zaizi, and Oktopost stood out to me because it was built specifically for B2B and gave us a way to kind of turn employee advocacy into a structured scalable program rather than just asking people to share posts.



Kirsty Smith
Head of Marketing, Zaizi

Connecting social data back to the customer journey

Oktopost now captures social interactions and feeds them back into HubSpot, so social is no longer sitting in isolation. It has become part of the wider customer journey, helping the team understand the role social already plays and connect activity on social with contacts, accounts and opportunities.



Social is no longer sitting in isolation. It becomes part of the wider customer journey and it helps us really understand the role social is already playing. The other big benefit is the data. We can start connecting what's happening on socials with contacts, accounts, and opportunities. It's helping us move from simply measuring engagement to understanding the role social is playing in the wider customer journey.



Kirsty Smith
Head of Marketing, Zaizi

The results

From brand presence to employee-led reach

In under a year, Oktopost has moved from a new addition to Zaizi's stack to a core part of how the company shows up socially; turning a single corporate voice into a network of employee advocates, and giving the marketing team a much clearer view of how social activity connects to the rest of the customer journey.

- **Reach amplified through employees: instead of relying on a single corporate account, Zaizi now has employees sharing content into their own trusted networks.**
- **Social intelligence unlocked: organic social engagement now connects to contacts, accounts and opportunities, rather than sitting in isolation as it did previous.**
- **A structured, scalable advocacy programme: employee advocacy has moved from ad hoc sharing to a structured programme built specifically for B2B.**

For a small team in a niche B2B market, that combination, wider reach through people, and a clearer line of sight from social engagement to the accounts and opportunities it touches is exactly the kind of leverage Zaizi set out to build when it started with Oktopost.

Looking ahead

Connecting social and advocacy to revenue

Having already connected social engagement to HubSpot, Zaizi's next focus is understanding how that activity contributes to account engagement, opportunities and, ultimately, pipeline — moving social and employee advocacy beyond a brand awareness channel to one with a demonstrable commercial impact.



Looking ahead, the big focus for me is continuing to connect social and employee advocacy into the wider customer journey. I want to take things further and understand how interactions contribute to account engagement, opportunities and ultimately pipeline. Social is often seen as a brand awareness channel, but I want to be able to show its commercial impact too. The next step is really joining those data points together and getting an even clearer picture of the role social and advocacy play in influencing revenue.

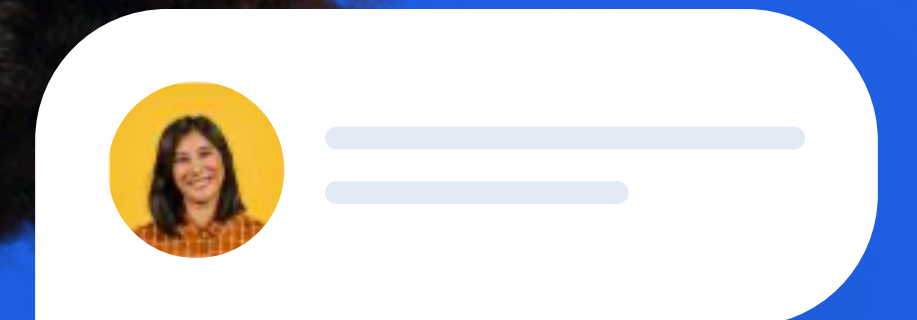


Kirsty Smith
Head of Marketing, Zaizi



One single platform for social media

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



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