

Who else is in this market, and why we are not one of them

A plain look at the employee advocacy and social selling landscape, and where a human development programme fits inside a market built almost entirely on software.

**A human development programme in a
market built on software.**

Programme

A joint programme by LadyBugz Marketing and Unlimited People Consulting

Date

12 September 2026



Why we wrote this

Before we ask a company to invest in their people, we owe them an honest map of the alternatives.

Most buyers who look at us are also looking at software. When a marketing director types "employee advocacy" into a search engine, the first page is wall to wall with platforms that promise to get staff sharing company posts. We think that is worth understanding properly, not brushing aside. This audit sets out who the serious players are, what they actually sell, roughly what they charge, and where each one stops. It ends with an honest account of where we sit, and why we describe ourselves as a development programme rather than another tool.

📖 THREE TERMS, DEFINED ONCE



Employee advocacy is the practice of a company getting its own staff to share content on their personal social accounts, on the sound logic that a person is trusted more than a logo.



Social selling is using that personal presence, mostly on LinkedIn, to open real business conversations rather than to cold call.



Answer engine optimisation, or AEO, is making content that AI answer tools such as ChatGPT and Perplexity will quote when a buyer asks them a question.

We define these here so the rest of the document reads plainly for anyone, marketing background or not.



The market splits into two camps

Almost everything in this space falls into one of two groups, and the split matters because it explains why we position ourselves the way we do.



CAMP ONE Software

This is the overwhelming majority of the market. These are subscription platforms, sold as software as a service (SaaS, meaning you pay a recurring fee for access rather than owning anything), whose job is to move approved company content out through employee accounts and then measure what happened. The employee advocacy software market was valued at roughly 1 billion to 2.2 billion US dollars in 2026 and is forecast to grow at between 10 and 23 percent a year, according to several analyst firms including Coherent Market Insights and Verified Market Reports (2026). The wide range reflects how differently each analyst draws the boundary of the category.



CAMP TWO Training

A much smaller group teaches people LinkedIn and personal branding skills through workshops and coaching. This camp is closer to what we do, and it is better than software at building genuine capability, but as we set out below, most of it still starts with tactics rather than with the person.

SOFTWARE MARKET SIZE, 2026

\$1bn to \$2.2bn

Coherent Market Insights; Verified Market Reports (2026)

FORECAST ANNUAL GROWTH

10% to 23%

Range reflects how each analyst draws the category



One number frames the whole category. LinkedIn organic reach from company pages has fallen by 60 to 66 percent since 2024, and organic company posts now make up only about 2 percent of what people see in their feed, according to the van der Blom Algorithm Report (2025 to 2026). That collapse is why every company in this audit exists. The question is not whether to move to people. It is how.



THE COMPETITIVE SET

Leading global competitors

A representative set of the strongest and best known players, grouped by what they really are. Pricing reflects publicly listed vendor and G2 figures as at 2026 and can change.



SOFTWARE PLATFORMS / NINE PLAYERS

01

DSMN8

United Kingdom



WHAT IT IS

An employee advocacy platform. Staff open a library of pre-approved company posts and share them to their own accounts in a click or two, with scheduling and analytics handled for them.



WHO IT SERVES

Large B2B and B2C enterprises. The vendor publicly lists clients including McKinsey, Shopify and Nokia.



PRICING MODEL

Software subscription from around 850 US dollars a month, rated 4.6 out of 5 across more than 500 reviews (G2 and vendor listings, 2026).



STRENGTHS

Strong usability, automated sharing, and its own published benchmark research on advocacy performance, which few rivals match.



WHERE IT STOPS

The product is built to distribute company content. It does not develop the person behind the profile, and there is no personality insight or coaching inside it.

02

Sociabble

France



WHAT IT IS

An all in one platform that folds employee advocacy, internal communications and peer recognition into one interface.



WHO IT SERVES

Global enterprises, often those with 500 or more staff working across many countries and languages.



PRICING MODEL

Subscription from around 4 US dollars per user each month, rated 4.7 out of 5, and named a G2 Leader many times over (G2 and vendor listings, 2026).



STRENGTHS

Breadth. It reaches people through email, mobile, desktop and signage, supports more than 30 languages, and includes corporate responsibility and gamification features.



WHERE IT STOPS

Its aim is broad engagement and sharing across a big workforce. It does not build individual expertise or a distinct personal voice.

03

GaggleAMP

📍 United States

**WHAT IT IS**

A structured advocacy platform where managers assign tasks. Rather than only sharing, employees are asked to comment, react or share across more than 50 activity types.

**WHO IT SERVES**

Sales driven organisations that want tight control and clear analytics.

**PRICING MODEL**

Subscription from 300 US dollars a month for 25 seats, rated 4.6 out of 5 (G2 and vendor listings, 2026).

**STRENGTHS**

Gamification, detailed reporting, customer relationship management (CRM) integration, and more variety than a plain share button.

**WHERE IT STOPS**

Employees carry out assigned tasks. The platform does not teach anyone to create their own content or build lasting capability.

04

Hailo

📍 Germany (formerly Smarp)

**WHAT IT IS**

An employee communications suite, essentially a social intranet, with advocacy added on top.

**WHO IT SERVES**

Organisations led by their internal communications team who want one place for staff comms and sharing.

**PRICING MODEL**

Subscription from around 29 US dollars per user each month, rated 4.5 out of 5 (G2 and vendor listings, 2026).

**STRENGTHS**

Multi channel reach and content personalisation, with strong internal communications roots.

**WHERE IT STOPS**

It is a communications platform first. There is no personal brand development, no assessment and no coaching.

05

EveryoneSocial

📍 United States

**WHAT IT IS**

A mobile first advocacy platform built around a content feed that employees browse and share from.

**WHO IT SERVES**

Content heavy companies and sales teams. The vendor lists clients including Qualtrics, T-Mobile and Highspot.

**PRICING MODEL**

A free tier, with paid plans from around 24 US dollars per user each month, rated 4.5 out of 5 (G2 and vendor listings, 2026).

**STRENGTHS**

Polished user experience, a good mobile app, sales enablement features and executive ghostwriting support.

**WHERE IT STOPS**

It helps people find and share content. It does not develop the whole professional or change how they think about their own expertise.

06

Employee Advocacy by Sprout Social

📍 United States (formerly Bambu)

**WHAT IT IS**

An advocacy module that lives inside the wider Sprout Social management suite, offering content curation and one click sharing.

**WHO IT SERVES**

Companies already invested in Sprout Social who want premium analytics in one place.

**PRICING MODEL**

Sold as a quote-based add-on to the wider Sprout Social suite. The vendor does not publicly list advocacy pricing (vendor listings, 2026).

**STRENGTHS**

Excellent analytics and a clean experience, with tight Salesforce integration.

**WHERE IT STOPS**

It is an add on to a social management tool, not a standalone way to build people. There is no branding education inside it.

07

PostBeyond

📍 Canada (part of Influitive)



WHAT IT IS

A compliance first platform for curating and sharing pre-approved content, with expiry controls and audit trails.



WHO IT SERVES

Regulated sectors such as finance, healthcare and legal, where every shared word must be traceable.



PRICING MODEL

Custom pricing on enquiry (vendor listings, 2026).



STRENGTHS

Genuinely strong on governance and regulatory control.



WHERE IT STOPS

It is designed for safe distribution, not for original thought leadership or personal development.

08

Oktopost

📍 Israel



WHAT IT IS

A B2B focused advocacy and social management platform known for tying social activity back to the sales pipeline.



WHO IT SERVES

Mid market B2B companies that live inside a CRM and want to prove revenue impact.



PRICING MODEL

Custom pricing on enquiry, rated 4.4 out of 5 (G2 and vendor listings, 2026).



STRENGTHS

Best in class CRM attribution, integrating with Salesforce, HubSpot and Marketo, so marketing can show what advocacy contributed.



WHERE IT STOPS

Its edge is measurement and distribution. It does not develop self awareness or selling skill in the people doing the sharing.

09

Sprinklr

📍 United States



WHAT IT IS

Employee advocacy delivered inside a very large, unified customer experience management platform.



PRICING MODEL

Enterprise pricing from around 30,000 US dollars a year and up (vendor listings, 2026).



WHERE IT STOPS

At this scale the individual is one channel among thousands. The platform is not built to grow a person into an authority.



WHO IT SERVES

Global enterprises that need governance and scale across many channels at once.



STRENGTHS

Enterprise grade governance, security and reach at scale.



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Wiser

📍 United Kingdom



WHAT IT IS

The nearest competitor to us in shape. A training programme, run over roughly 90 days, that teaches personal brand development and advocacy through workshops and one to one sessions.



WHO IT SERVES

Companies that already understand software is not enough and want to build real skills instead.



PRICING MODEL

Project or programme fee rather than a subscription (vendor information, 2026).



STRENGTHS

It teaches people rather than renting them a tool, which is the right instinct.



WHERE IT STOPS

Publicly, Wiser does not appear to include a scientifically validated personality assessment, an embedded consultative sales methodology, or a self awareness step before the tactics, and we have seen no emerging market delivery track record.

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Leaders.social

📍 United Kingdom and Europe



WHAT IT IS

LinkedIn employee advocacy training that helps people align their personal branding with company goals.



WHO IT SERVES

Businesses wanting focused LinkedIn skills for their teams.



PRICING MODEL

Programme fee (vendor information, 2026).



STRENGTHS

Practical, LinkedIn specific coaching that goes beyond a sharing tool.



WHERE IT STOPS

No psychometric profiling and no structured behaviour change coaching, so the learning tends to fade once the sessions end.

12

Tribal Impact

📍 United Kingdom



WHAT IT IS

A B2B social selling and employee branding consultancy with its own "Scaling Social" approach and published research.



PRICING MODEL

Consulting engagement, priced per project (vendor information, 2026).



WHERE IT STOPS

The focus is social selling and advocacy enablement. It is not a personality led development programme with a validated sales methodology built into it.



WHO IT SERVES

Enterprises wanting a mature consultancy to design and run an advocacy programme. The firm reports more than 100 enterprise clients since 2015 and publishes an annual behavioural benchmark study (Tribal Impact, 2026).



STRENGTHS

Real depth, long experience and genuine research behind the advice.



How they compare at a glance

The table below strips the market back to the capabilities that actually decide whether a person becomes a genuine voice or stays a distribution channel. We have grouped the field into the two camps described above and set our own approach beside them in the final, highlighted column, so you can read across any row and see exactly where we sit.

Software platforms and training programmes as broad categories, compared with our approach. This is our own analysis of the category.

Capability	Software platforms	Training programmes	 B2B Ambassadors (us)
Sharing company content	Yes, the core feature	No	No, we build creators, not sharers
Content creation training	No	Basic	Advanced, research based
Validated personality profiling	No	No	Yes, a validated assessment
Behaviour change coaching	No	No	Yes
Consultative sales method	No	No	Yes, a consultative method
AI assisted content	Yes, generic	Sometimes	Yes, matched to the person
Capability after it ends	None, it stops with the subscription	Moderate	Skills stay with the person
Commercial model	Monthly software fee	Project fee	One off programme investment



OUR POSITION

Where B2B Ambassadors fits

Read the profiles back to back and a pattern shows itself. Nearly every serious company in this market answers the same question: how do we get employees to share company content on social media? It is a fair question, and the platforms answer it well. They schedule, they track, they keep the legal team calm.

We think it is the wrong question to build a programme around. An employee who clicks share on a company post is a distribution channel. Useful, but replaceable, and gone the moment the subscription lapses. The question we start from is different: what does this person actually know that the market needs to hear, and how do we help them say it in their own voice?

The market itself is pushing in our direction. Employee shared content reaches around 561 percent further than the same content from a brand channel, according to MSLGroup. And as buyers increasingly ask AI tools who to work with, those tools quote people rather than logos: about 75 percent of LinkedIn citations by AI answer engines come from individual member profiles, not company pages, according to Meltwater's GenAI Lens analysis of 9.5 million citations (2026). You cannot fake your way into being quoted. You need people with something real to say.

“

Software makes sharing efficient. It does not make anyone worth listening to.

That is the gap we sit in. We start with who a person is, using a scientifically validated personality assessment, then build the skill to sell consultatively through a proven consultative method, then turn that into a visible, credible presence online. When the programme ends, nothing switches off. Your people keep the judgement, the voice and the skills for good.

None of this is a knock on the platforms. If a large company simply wants more staff resharing approved posts with full compliance control, a tool like DSMN8 or Sociabble does that job properly, and we would say so. But a reposting machine is not an ambassador. Building the ambassador is the work we do, and it is the one thing no software in this audit sets out to do.



OUR APPROACH

The programme, in three steps



01

Start with the person

A scientifically validated personality assessment.



02

Build the skill

The skill to sell consultatively, through a proven consultative method.



03

Make it visible

A visible, credible presence online.

 [Talk to us about your team](#)

A joint programme by LadyBugz Marketing and Unlimited People Consulting.
Based in South Africa, delivering globally.

B2B Ambassadors competitor audit, 12 September 2026. A joint programme by LadyBugz Marketing and Unlimited People Consulting.

Figures cited inline reflect published research and vendor listings as at 2026 and are credited at the point they appear. Pricing can change.