Customer Advocacy Activation System

November 11, 2026
A guide to building a structured customer advocacy program.

What this guide covers

- Identify potential customer advocates.
- Plan opportunities for participation and recognition.
- Organize and maintain an advocacy process.

Who this is for

For teams developing customer advocacy initiatives.

Putting the ideas to use

Outline an advocacy activity suited to your customers and resources.

Book details

Format: Guide. Pages: 13. Words: 957.

Download availability: After payment, download the complete ZIP package or the included PDF separately.