

Advocate Internal Pitch Template

| [NAME] Advocate Pitch Template | |
|--------------------------------|--|
| Subject | Thoughts on new social vendor |
| Body | <p>Hey {{recipient name}},</p> <p>I wanted to share an idea based on my experience at {{former company}}.</p> <p>We used Brandwatch for social media management and social listening, and it made a huge difference in how we tracked trends, engaged with audiences, and optimized campaigns.</p> <p>Compared to tools like {{insert vendor company is using}}, Brandwatch stood out with:</p> <ul style="list-style-type: none">• Smarter Analytics: Their AI-driven insights made it easier to spot trends and act quickly.• Stronger Listening Capabilities: It was excellent at identifying opportunities before competitors.• Ease of Use: The platform was powerful but intuitive, saving us time. <p>{{insert specific example where Brandwatch led to a strong and compelling outcome at previous company}}.</p> <p>I think Brandwatch would be a great fit for our needs. If you'd be curious to see more, I'd be happy to lead the charge in getting a demo set up with their team.</p> <p>Also, I've attached a few resources that they previously sent me that I think you might find useful.</p> <p>Let me know your thoughts!</p> <p>Cheers, {{sender}}</p> |
| Attach | <ul style="list-style-type: none">• Consumer Research One-pager• Social Media Management 1-Pager• AI in Brandwatch 1-Pager |

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