

## Magna5 Calls GaggleAMP “a Key Pillar” of Its Marketing Efforts

Magna5 drove 8% of the company’s total sales pipeline, organically increased reach by over 7.1 Million people, and grew the brand’s LinkedIn followers by 42%. Employees gained over 4,600 connections while on GaggleAMP.



42%

Additionally, Magna5’s LinkedIn followers grew by 42%, and its employees gained over 4,600 new connections while on GaggleAMP.



**The Challenge:** Magna5, a managed IT service provider, underwent a rebrand after several years of M&A deals. The company needed to clearly articulate its brand identity and its offering to its target audience, and it needed to improve its social media presence.



**The Solution:** Using GaggleAMP to empower its employees as thought leaders, the company was able to clearly articulate a consistent message to its target audience of who Magna5 is and what it offers.



**The Results:** In its first year with GaggleAMP, Magna5 accomplished its goal of getting its employees active on social media, extending its brand reach and awareness, communicating its offerings to its target audience, and boosting its website traffic.



“We picked up GaggleAMP as a key pillar of our marketing efforts. We then leveraged the GaggleAMP solution to amplify our message, helping our employees advocate for us and send that one singular consistent message to the market. I found it tremendously successful in doing that. This has been the easiest field-facing marketing tool I have ever implemented.”

Ryan Burns  
VP of Sales Enablement at  
Magna5

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Engage your employees and build awareness, simply and easily.

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