

# **HORSCH**

## HOW **HORSCH** SUCCESSFULLY MARKETS ITS **MODERN** **AGRICULTURAL MACHINERY** ON **SOCIAL MEDIA**

*“There needs to be one contact person and one software solution that covers everything. Facelift Cloud ticks all these boxes for HORSCH Maschinen GmbH and adapts to meet our needs.”*



**Cordelia Dienstbier**  
Responsible for Facelift Cloud  
at HORSCH

facelift





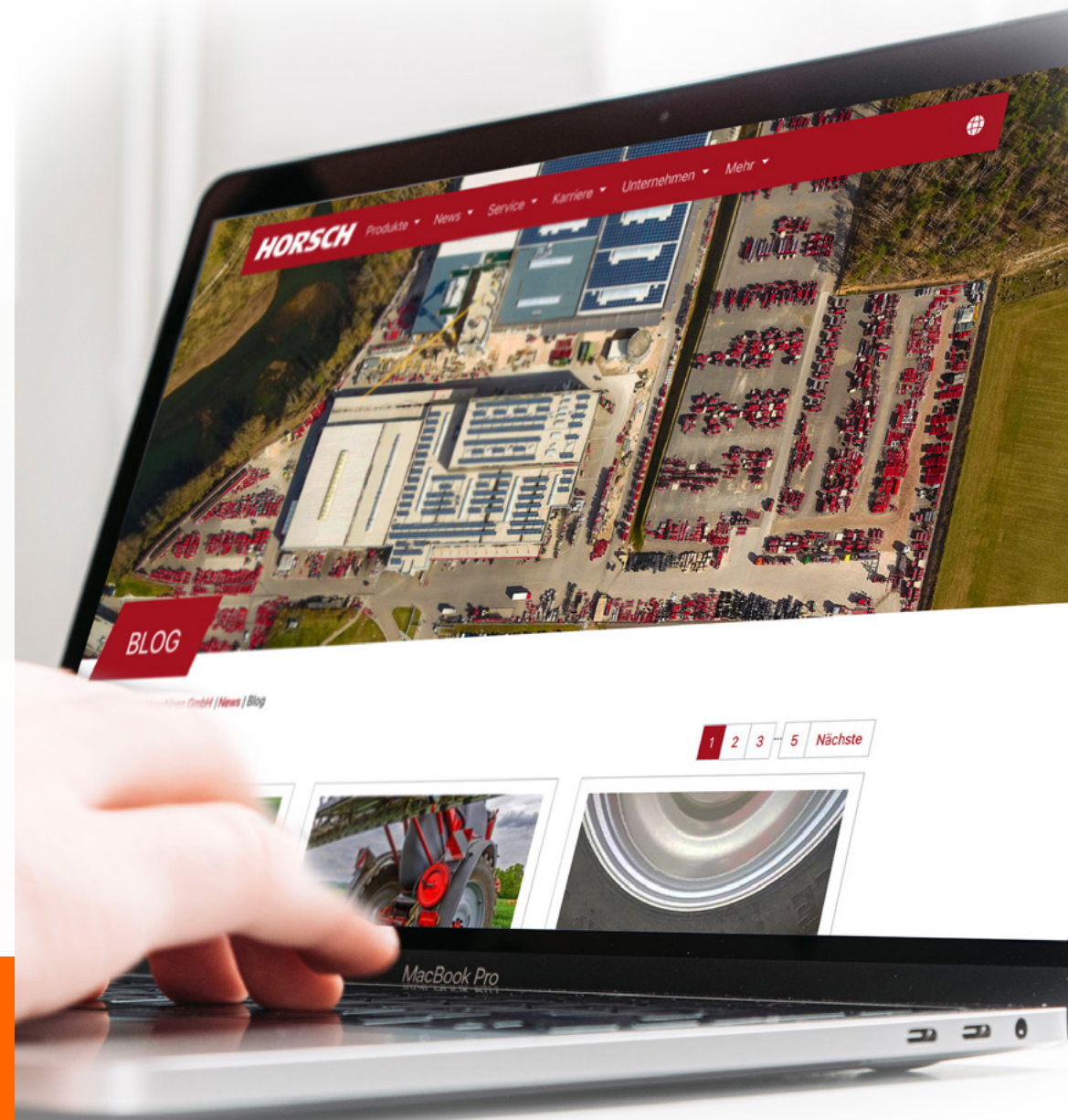
# AGRICULTURAL ENGINEERING 2.0: HORSCH CULTIVATES ITS COMMUNITY THROUGH EFFECTIVE SOCIAL MEDIA

HORSCH is a **global manufacturer of agricultural technology and equipment**. It specializes in pull-type machinery, which means machinery usually pulled by a tractor. The exceptions to this include a number of crop-protection sprayers. Its products focus on modern agricultural techniques to promote sustainable, long-term land cultivation. Now as before, its management team consists of Michael Horsch – a key source of ideas and the founder of HORSCH Maschinen GmbH back in 1984 – as well as his wife Cornelia Horsch, his brother Philipp Horsch, and Theo Leeb.

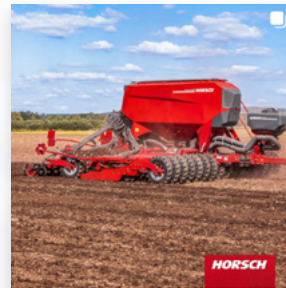
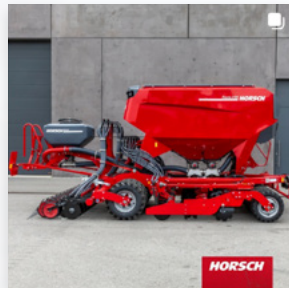
The company **operates on an international scale and uses a total of 42 communication channels**. While **Instagram** and **Facebook** are its most important channels, it also relies on other platforms such as **Twitter**, **YouTube**, **LinkedIn** and **XING**.



The most important platforms for HORSCH

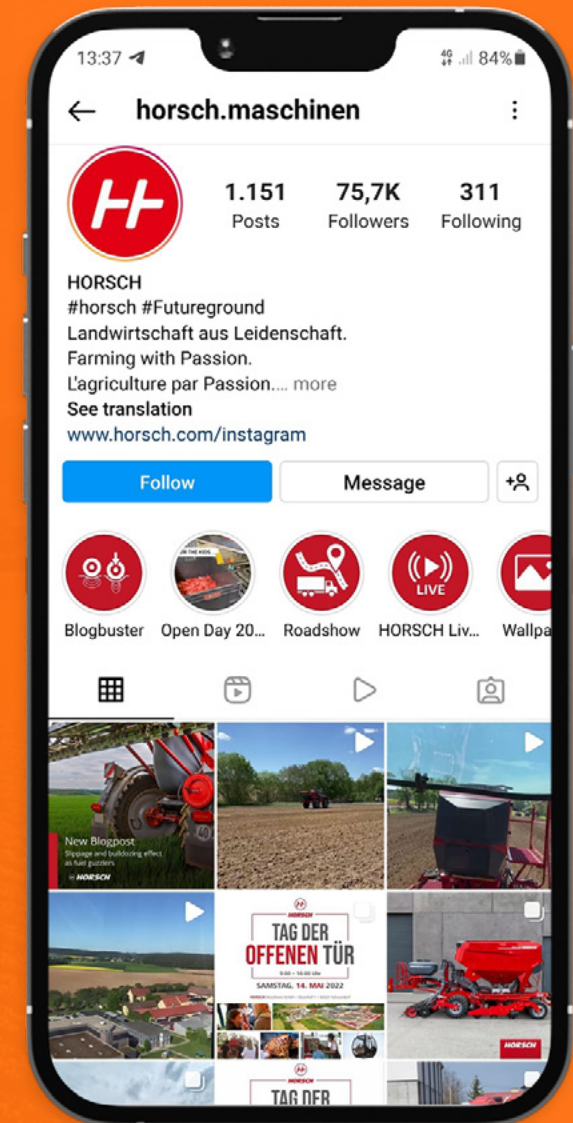






## HORSCH CONVEYS KNOWLEDGE ON SOCIAL MEDIA, THUS REINFORCING THE BRAND

HORSCH Maschinen GmbH aims to utilize its **social media management** to share **its ideas and expertise**. Its strategy concentrates on creating added value rather than simply posting images. In addition to its machinery and agricultural content, its social media posts also provide explanations and share insights. The company supplies its target audience with information, tackling questions like “How should I cultivate my land?” and “How can I look after my soil during a dry summer?” **Brand building** forms the core of the company’s social media strategy.

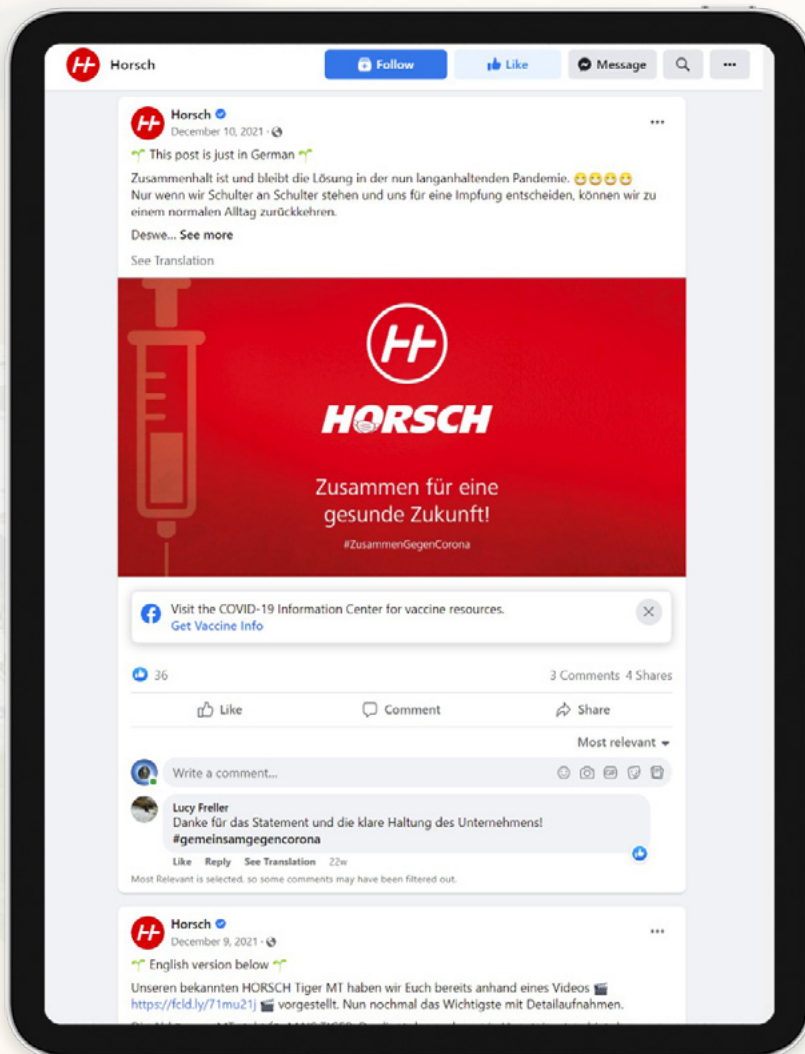


*HORSCH's Instagram profile*

## REACHING FUTURE BUYERS IN DIFFERENT COUNTRIES

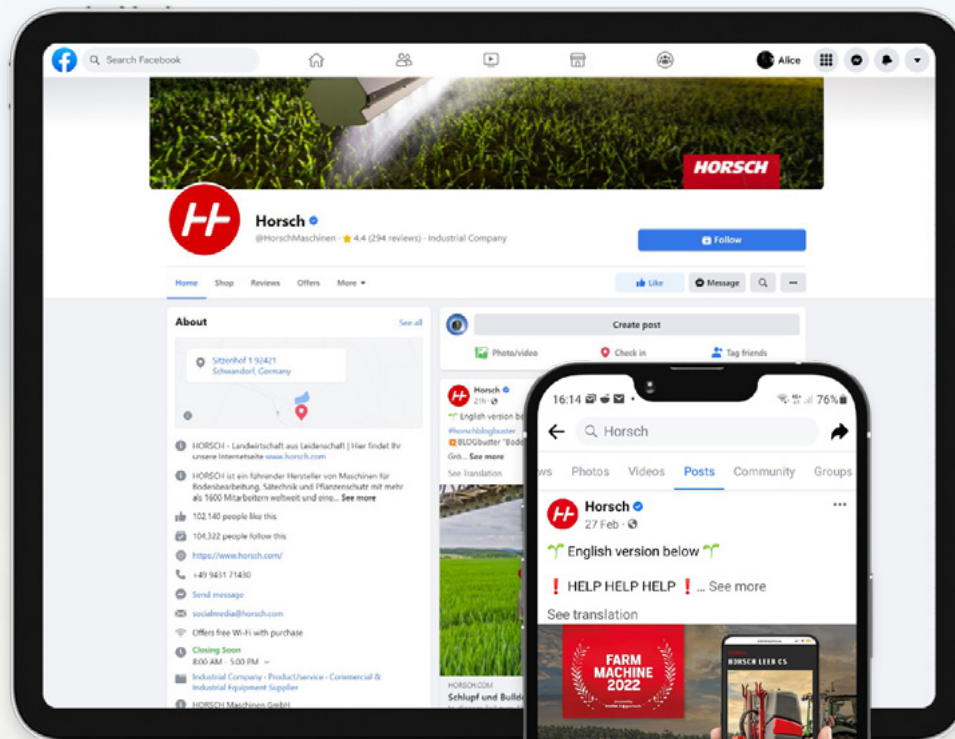
The core target group for HORSCH machinery is middle-aged farmers, yet social media platforms primarily address the younger age segment. **As a result, the company primarily addresses future customers and successors to farming enterprises here. Of course, target audiences differ from platform to platform.** On Instagram and Facebook, for example, the company aims to address customers directly. By contrast, it primarily uses XING and LinkedIn for employer branding purposes. Its use of Twitter is country-specific, as the platform is used by numerous investors who have large-scale enterprises and regard the platform as a source of information about working methods and outcomes.

As a German company, HORSCH has a strong focus on the DACH region. In addition, the Horsch family has roots in France, which explains the company's strong sales there. It is also enjoying strong growth at present in the Scandinavian countries, as well as in Brazil and Eastern Europe.

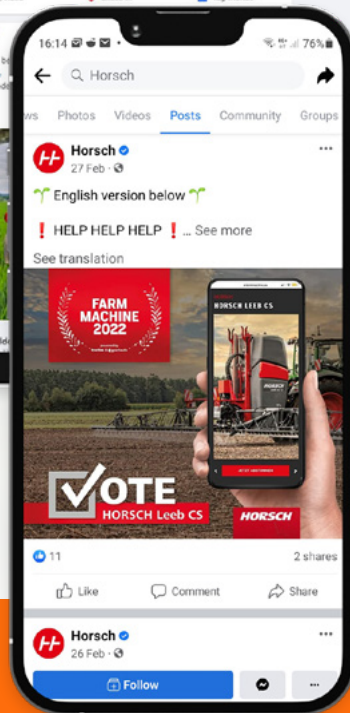


*A visual initiative launched by the company on its Facebook profile in an effort to combat the coronavirus pandemic*





The HORSCH Facebook feed



100,000  
FOLLOWERS

## TRANSNATIONAL STORY-TELLING AND BUILDING A STRONG COMMUNITY

A cross-media strategy integrates the company's blog, website and social media by using cross-linking. This creates a various opportunities and enables HORSCH to leverage synergies effectively. **Storytelling follows a transnational approach, with central content development in Germany.**

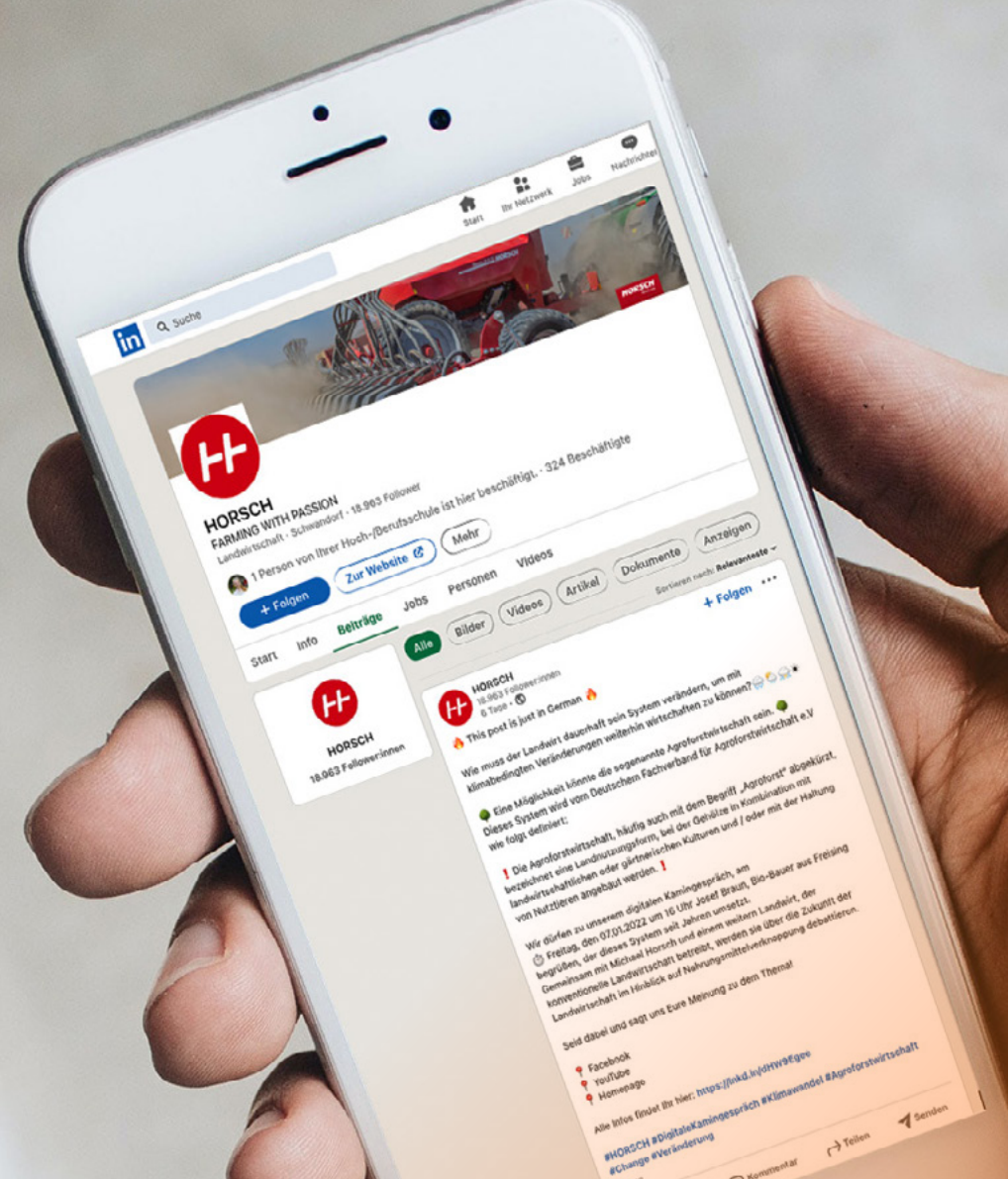
On Facebook, the company has created a strong community with 100,000 followers, which has led it to focus on this platform alongside Instagram. Its aim is to further extend its reach and continue expanding its range of content. The company's Instagram profile follows suit, as emotional formats are particularly effective on this platform.

# THE CHALLENGE: MASTERING **COMMUNICATION** ACROSS **MARKETS**

The **core problem** is the international structure and wide range of **knowledge and expertise levels in relation to social media**. There is only one dedicated social media manager with an overview of all topics and control over access to the company's profiles. However, HORSCH also employs several staff in (international) marketing. Their duties predominantly focus on conventional marketing rather than on social media. Many employees bring with them **different degrees of knowledge, capacity and motivation in relation to social media management, which can sometimes lead to widely varying methods and practices**. It is important to organize these parameters effectively and analyze them. A consistent presence across all channels and interdepartmental collaboration are absolutely essential for HORSCH.

The ability to manage rights in the Facelift Cloud is a vital approach to solving this problem. Challenging circumstances and a previous cyberattack highlighted not only the vulnerability of the existing system at HORSCH but also the value of its various accounts on various networks.

Another **challenge** is the **varying range of machinery the company offers in different countries**. Staff posting on social media need an overview across all departments and locations in different countries to provide added transparency. This way, **all teams can share their latest insights and updates can be communicated more swiftly**. Overcoming this challenge meant implementing the Facelift Cloud and integrating product managers from individual countries. Naturally, communication and efficiency are top priorities for the company.



1. International structure
2. Different assortment
3. Different level of knowledge

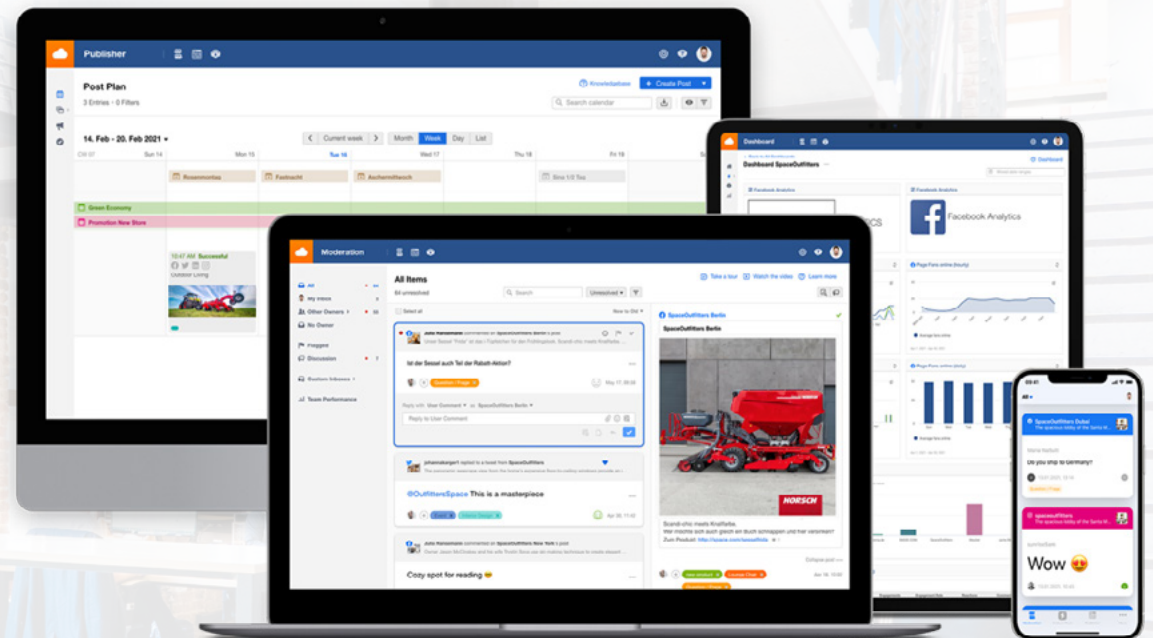
HORSCH's LinkedIn profile



# FACELIFT CLOUD IMPRESSES WITH A CLEAR RIGHTS SYSTEM AND EFFICIENT CONTENT SHARING

HORSCH Maschinen GmbH has been working with Facelift Cloud since 2018. To begin with, it managed all rights through the platform itself. Back then, there was no single business ID as the editor had distributed the access rights. Now, however, over 25 HORSCH staff members use Facelift Cloud to gain access.

The linchpin in HORSCH's social media management is **central content creation and community management**, with one inbox for all channels – thanks to Facelift Cloud. This saves a great deal of time and effort, especially when it comes to producing numerous similar posts for different channels and markets. The integrated calendar in the publisher provides both inspiration and a single, standardized overview for everyone involved.



*“The US market is a prime example. Our product range in the US includes very different types of tractors and machinery than we have in Europe. Meanwhile, the Eastern European market has some machinery that is not permitted in Germany because different sized vehicles are allowed on the roads. There’s a simple lesson here: we need a software solution that integrates all platforms and all employees. There needs to be one contact person and one software solution that covers everything. Facelift Cloud ticks all these boxes for HORSCH Maschinen GmbH and adapts to meet our needs.”*

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## THE LEADING **ALL-IN-ONE** SOCIAL MEDIA MARKETING SOLUTION

Facelift Cloud is a multi-certified software solution featuring all components for professional social media marketing. This tool is ISO 27001 certified and thus meets the highest IT security standards.

With over 250 employees and more than 2000 global customers, Facelift offers the world's leading technology for social media marketing from Europe.

Facelift is an official Meta Business, Instagram and Pinterest Partner as well as WhatsApp for Business solution provider.

[Learn more](#)

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