



HDI

**facelift Social Share
in use at HDI ▶▶**

Increase social media reach with
Corporate Influencers



HDI

Haftpflichtverband der Deutschen Industrie (HDI) is an insurance company based in Germany that operates under the umbrella of the Talanx Group, Germany's third-largest insurance group.

Founded in 1903 in Germany and based in Hannover, HDI is known for providing personalized consulting and solutions in the areas of risk insurance and retirement planning. HDI also provides solutions for property insurance for private and corporate clients as well as for special solutions for freelancers, among other products and services within that range. HDI is the majority shareholder of the Talanx Group and has more than 22,000 employees as of 2020. To fully leverage the potential of sales partners as brand ambassadors, HDI Vertriebs AG developed and tested facelift Social Share within its sales teams over the course of a six-week joint pilot project with facelift.

“We developed the app together with our pilot project’s participants and Facelift. Our sales partners have described it as intuitive, user-friendly and timesaving. And that was precisely our goal - to create an app that offers our sales colleagues genuine added value tailored to their needs.”

Uwe Brüggemann,

Head of Digitization/Interface Management, Exclusive Sales

BRAND AMBASSADORS AT HDI ▶▶

In a labor market characterized by a shortage of skilled workers and the decreasing visibility of companies, their reach can have a positive effect on recruitment. The professional and systematic use of corporate influencers can positively affect popular perception of the employer brand through a well-conceived content strategy.

In the case of HDI and their initial focus on their sales partners, the use of corporate influencers brought about authenticity and generated brand awareness. As sales partners communicate increasingly via digital channels, especially social media, the challenge becomes that the planning, preparation, and corporate branding content itself consumes time and resources. Corporate influencer programs also require that a business find and standardize the right voice and tone.

In HDI's pilot program, Instagram in particular proved a challenge. This was because the platform requires a much stronger visual content creation element. It takes time and resources to find the right images, curate high-quality, effective text, and do proper hashtag research and implementation. When a company such as HDI goes to coordinate the joint efforts of potentially thousands of employees, streamlining these processes becomes of paramount importance, and it is in large scale employer branding campaigns that Social Share was proven to shine.

THE PILOT PROGRAM ▶▶

Together with facelift, HDI needed to determine the efficacy of Social Share in boosting their organic reach with the power of their greatest assets: their employees! The primary aim of this pilot project was to first optimize the app for use in sales before it was rolled out to HDI's branch offices and the rest of their workforce at their general agencies throughout Germany. Although the pilot was originally designed for use cases in exclusive sales, HDI quickly discovered that there was great interest in the expanded use of Social Share throughout the company's other departments. As the demand for the app grew among HDI's "corporate influencers", so did the effects of the highly successful pilot program.

- Focus on product oriented content
- HDI has certain trainings for the app, when someone wants to use it they contact someone about app onboarding

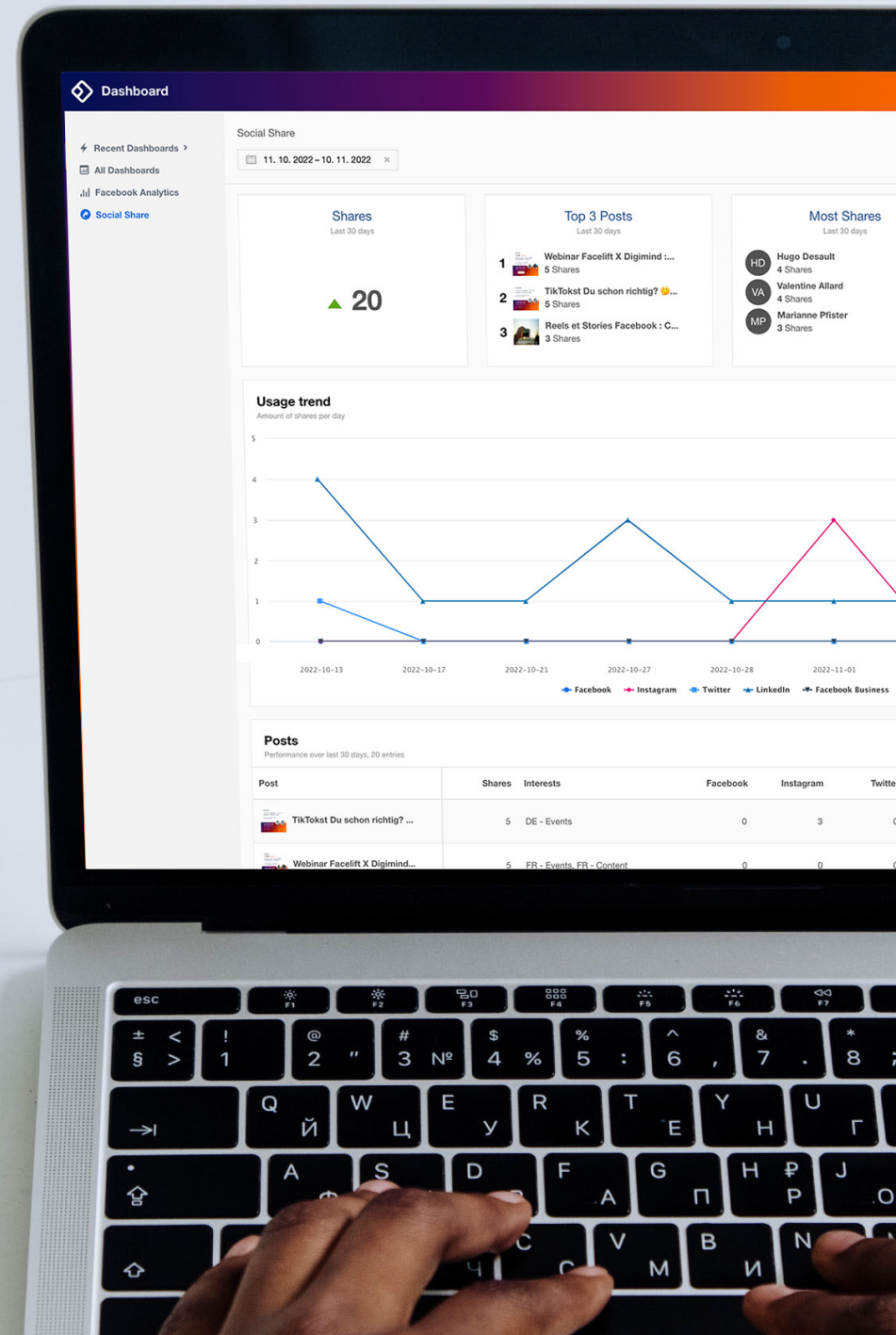
What are corporate influencers?

Quite simply put, corporate influencers are what a company's own employees become whenever they talk about their work - especially on social media. If people are satisfied with their employer and speak about the company in a positive way during personal conversations or publicly online, this can be regarded as word-of-mouth marketing. And if employees share such messages with the followers of their personal social media accounts, it can amplify the marketing effect.

Also known as brand ambassadors, corporate influencers can give brands a


personal face. They are one strong link between marketing and the end customer and can have a massive impact on an organization's organic reach on social media.

In the case of HDI, as an insurance company, it was necessary to build an enhanced profile on social media with a human touch. Because certain industries, especially those in B2B or whose products and services are less "glamorous", often rely on paid advertising for their reach, the ability to garner enhanced reach via their own employees at little added expense is highly appealing and effective.



What did HDI's pilot program users have to say about Social Share?

Social Share quickly exceeded expectations and demand for use of the app expanded beyond HDI's sales users. Here's what some users had to say:



"I would definitely recommend the app to others as it has cut the time I need for content promotion in half compared to before. The app is beneficial for all those who want to be proactive when it comes to sharing content on social platforms." - **Pilot project participant**

"The posts are tailored to individual social platforms, making the app an extremely easy way to post content quickly." - **Pilot project participant**

Norbert Eiskermann, HDI's head of exclusive/direct sales said of Social Share:

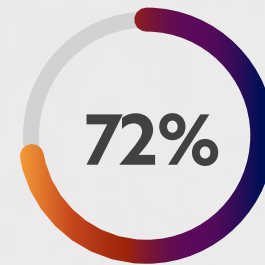
"By launching the facelift Social Share app, we are responding to the needs of exclusive sales and simultaneously spreading important corporate messages via decentralized social media channels. This will help us make our regional brand ambassadors more effective and thus strengthen the HDI brand as well."

Janette Wölwer, HDI's senior social media manager for digitization/interface management, exclusive sales adds:

"Social Share has proven to be extremely valuable, particularly during the ongoing coronavirus pandemic. The content that we upload from a central location to facelift is displayed to all the users of the Social Share app in a matter of seconds. This enabled us to make posts available quickly and directly to our colleagues concerning our new special insurance benefits in the context of the pandemic so that they could spread the message further."

FURTHER PILOT PROGRAM FINDINGS»»

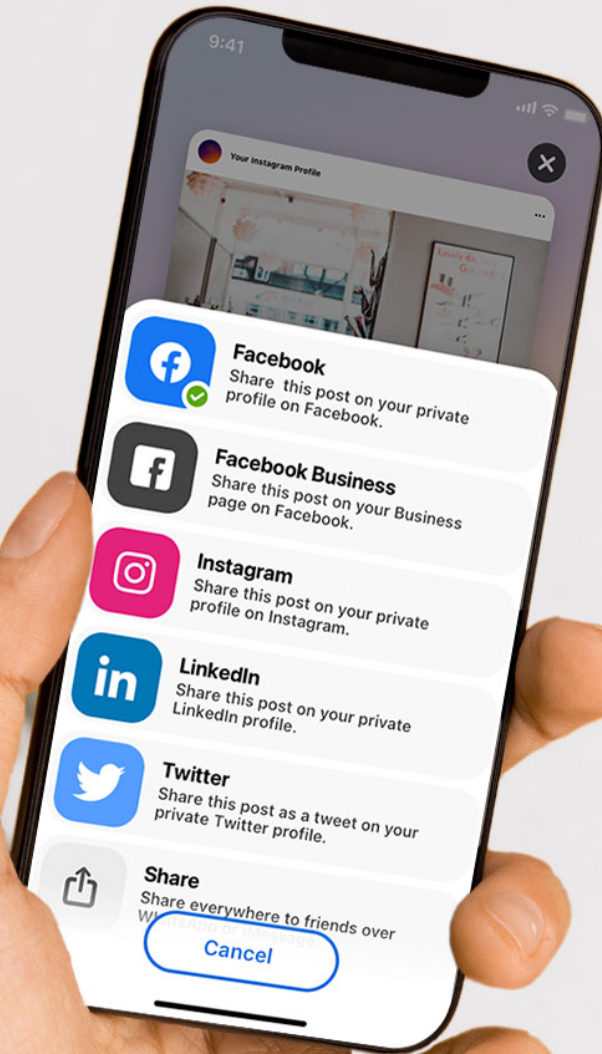
External guidance in the building of a social corporate influencer campaign was a key objective of the group's strategy and the Social Share pilot program. Over the pilot program's six-week duration, facelift's Social Share app was shown to offer an effective and efficient interface for this goal.



«« of the pilot project's participants do not believe the app needs any improvement



«« of the pilot project's participants would recommend it to others without hesitation



MORE ABOUT SOCIAL SHARE▶▶

With Social Share, employees can publish pre-selected social media posts selected and prepared by your company's facelift operators via their private social media profiles with just a few taps of their mobile devices.

Managers can easily specify which posts are ideal for specific topics, regions, or languages, and use push notifications to inform their organization's Social Share users that there is new content to share. Employees are provided with posts that suit their personal interests, which they can then share in their personal networks.

1

Because of its ease of use, Social Share is the ideal solution for large-scale corporate influencer campaigns and can create an enormous surge in organic reach.

2

With Facelift's Social Share app, you can now reach people who were not originally part of your target group. You decide how long you want to make certain posts available for private sharing. Coordinate all your corporate communication regarding events, product releases, or important news, and ensure a unified brand message that can be easily operated by any number of users.

3

Social Share provides a comprehensive overview of which of your employees have privately shared your posts and on which social networks they are doing so. The share history also supplies feedback on preferred topics. This gives you the opportunity to recruit employees as influencers for specific topics and reach even more people with your publications.

4

The content pushed to Social Share is created and optimized within facelift itself, meaning you can take advantage of facelift's content creation tools to create high-quality posts, ensuring in advance that formatting is correct, and design perfected.



THE LEADING ALL-IN-ONE SOCIAL MEDIA MARKETING SOLUTION»»

facelift is a multi-certified software solution featuring all components for professional social media marketing. This tool is ISO27001 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 Partner.

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