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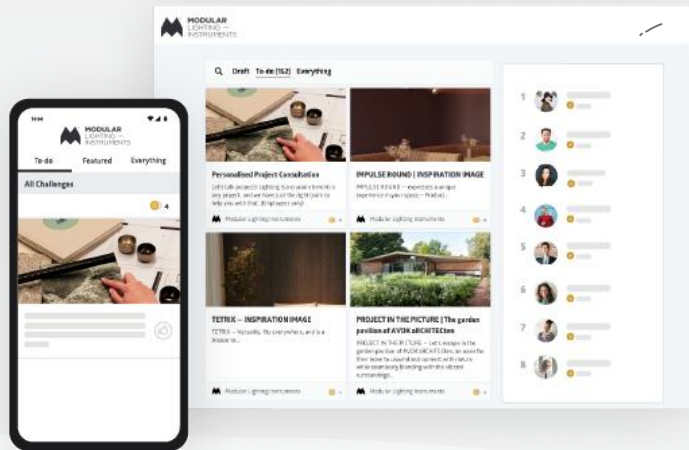
customer story


How Modular Lighting Instruments grows brand awareness with dealer advocacy



Who is **Modular Lighting Instruments**?

[Modular Lighting Instruments](#) has specialized in architectural lighting design and manufacturing since 1980. They are a high-end brand with an eye for detail, focusing on interior projects with beautiful architectural lighting, bringing to life the designs of interior professionals worldwide.



 *Preview of the Modular Lighting Instruments [white-label](#) community on desktop and mobile*

Involving and collaborating with partners: the need for dealer advocacy.

Since Modular Lighting Instruments works with a lot of partners, they want to **make sure they are always up to date with their news and products**. The partners themselves would often ask for content about Modular and wanted to be kept up to date with new product launches and content.

They used to have an online library with content – including media like visuals and videos – they could use, and a spreadsheet with a copy for each visual. With that system, however, partners still had to retrieve each file, combine it with the right copy, and then create all the posts by themselves, which would take a lot of time.

That's why Modular wanted to start looking for a tool that would make it easy for the partners to keep up with all that, easily allow them to **share content in a few clicks**, and help them **maintain their social media accounts**. With Ambassify, everything is premade, and they just have to click a few times.



Mathijs Vandendriessche, Digital Marketing Expert: “We’d often have partners ask us for images, visuals, updates, news, and all kinds of things to post on their social media accounts, but it was always a lot of work for them to retrieve everything. Some of them also wanted an easy way to post their content on social media because they have no time to create it themselves. So we wanted to find a tool that would make that whole process a lot easier for them.”

Choosing flexibility and diversity: **Why Ambassify?**

Before making the final choice, Ambassify was compared to a couple of local competitors. The reasons why Modular Lighting Instruments decided to go Ambassify are four:



Larger variety of social media channels to share on. Ambassify integrates seamlessly with all major social media platforms: LinkedIn, Instagram, Facebook, Pinterest, X, WhatsApp, WeChat, etc.



Easy and intuitive setup and straightforward interface for the end users. It’s really simple for the end users to work with it, which saves them a lot of time and makes the whole process less cumbersome.



Mobile app. Downloading the mobile app allows end users to receive push notifications whenever there’s new content, which they can then share with two clicks.



Easy and quick translation. Modular is an international company working with partners all over the world, which means that its content needs to be published in different languages at the same time. With Ambassify, Modular can easily publish its content in six different languages – English, Dutch, French, German, Spanish, and Italian.



Fien De Clercq, Marketeer: *“For us, Ambassify is the most efficient way to help partners without taking up much of their time. With three clicks, content is published on Facebook or Instagram. It’s flexible and simple.”*

Creating buzz and **onboarding partners**

The first step of the onboarding process was introducing the platform to the employees. They first **created some internal buzz** by talking about the program and the platform at the office, then presented it and invited all employees to join on a voluntary basis. To familiarize people with it, the community managers prepared and shared a short video tutorial about how to use the tool and set up one’s account.

The second step was inviting the partners to join. Together with the Sales team, they selected the most suitable partners based on their interest in the program. They included partners from different countries and invited everyone to join with an invitation email and **initially onboarded about 120 partners**.

After the initial onboarding en masse, every time a new partner joins their network, Modular presents the program to them (in collaboration with the Sales team) with a more **personalized approach**. They are invited to join the community if they are interested in the tool. They are now steadily growing their numbers and are currently at **160 partner members, distributed across 10 countries**.



Mathijs Vandendriessche, Digital Marketing Expert: *“We consider Ambassify to be an exclusive tool that we offer to our best partners. We select our partners based on a number of criteria, including the size and relevance of their network, as well as their level of activity on social media. Off course, they must also be willing to post our content regularly. We keep an eye on the activities of partners that have access and in the event that they fail to use Ambassify regularly, their access will be revoked.”*

Establishing goals for the program

Modular's dealer advocacy program is focused on three main goals:



Brand awareness. They want to increase brand visibility and increase awareness across all channels, which is why they are leveraging their partners' presence in their local markets to do so. The partners' presence at the local level has already proved extremely beneficial for them, **providing contacts and leads in areas they wouldn't have normally reached with traditional marketing** (for example, in Japan, thanks to a local partner).



Lead generation. Along with awareness, they are also working toward boosting their lead generation efforts. Naturally, if partners share their content on their channels, people will be directed to Modular's website as well, thus increasing the chances of them becoming a lead.



Partner growth. Modular wants to support its partners and provide them with the tools to **increase local growth and boost their own lead-gen efforts**. They do that by providing content for them to establish thought leadership and expertise.

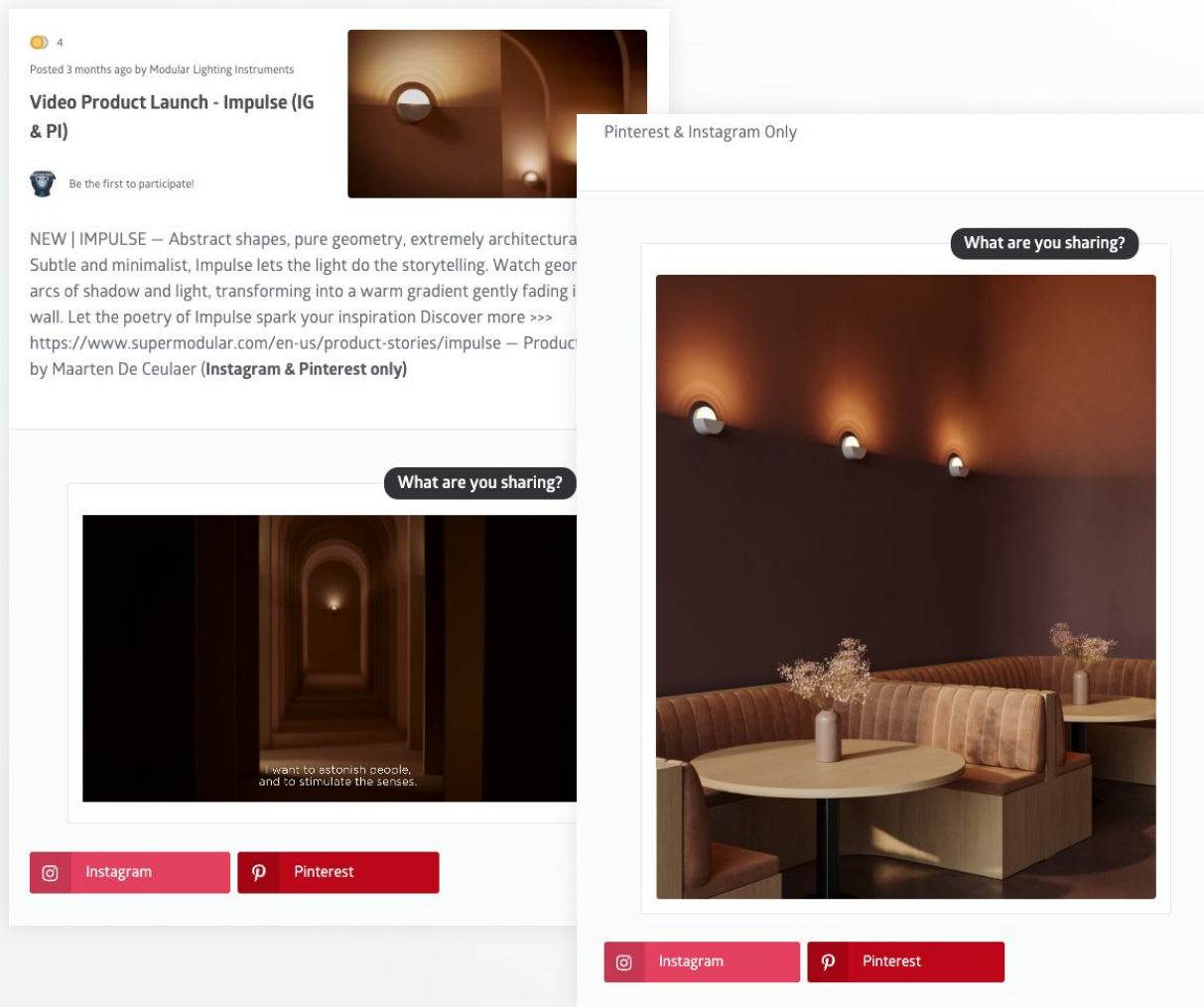
Outstanding growth in the first year: concrete results



Fien De Clercq, Marketeer: *"We are definitely gaining more visibility. We see that some of our colleagues who are regularly on LinkedIn and Instagram are generating a lot of buzz. As a result, we see more followers, impressions and in general more growth."*

One year in, Modular Lighting Instruments is already seeing **a huge uptake in brand visibility**: the members who use the platform regularly are seeing remarkable **growth in terms of followers, impressions, and visibility**. Both partners and employees using it are growing their follower base on social media, and on the Ambassify platform they can see that their potential reach has increased, too, because of it. And that is making others curious about the tool.

For Modular, the main social media channels are **Instagram** (responsible for 35% of engagement), LinkedIn (25%), Pinterest (10%), and Facebook. Thanks to their partners on the program, they generated more than **1M impressions** collectively on these platforms.



When they started the program in September, they counted less than 180 shares on an average post; in February, they reached 500 (**5x interactions**) and achieved **278K in potential reach** with the initial subset of active users.

Community favorites: showing off internal pride

Product launches are among the most successful Modular Lighting Instruments community campaigns. Partners and employees are always eager to share new product visuals, new videos, and any kind of content for new models launching.

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Posted 23 days ago by Modular Lighting Instruments

VIDEO | GEOMETRY

DLN VD and 19 others participated

GEOMETRY – A light by design and engineering. The goal was to make the frame of Geometry as light as possible. It also needed to be firm enough for the panel to move. From a technical perspective, the result is quite refined. Learn more about the engineering process behind Geometry

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Fien De Clercq, Marketeer: “Our partners really like sharing news and updates about the new products we launch. Our partners from Australia, for example, even told us how excited they were about using the tool. The more active they are, the more satisfied they become with the tool.”

Current results



PARTNER MEMBERS WORLDWIDE

160 partners



CONTENT PUBLISHED IN

6 languages



POTENTIAL REACH

178 K



AVG. INTERACTIONS ON SOCIAL MEDIA POST

5 X more interactions



IMPRESSIONS ON MAIN SOCIAL PLATFORMS

1 M



Discover more unique Customer Stories

and how Ambassify is helping them tap into the trusted network of their employees and leverage their authentic voice to amplify their efforts.

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Customers who are growing their brands with dealer advocacy

