



*Inge Govaerts*

*Director of Corporate  
Communication & Events*



**BARCO**

customer story

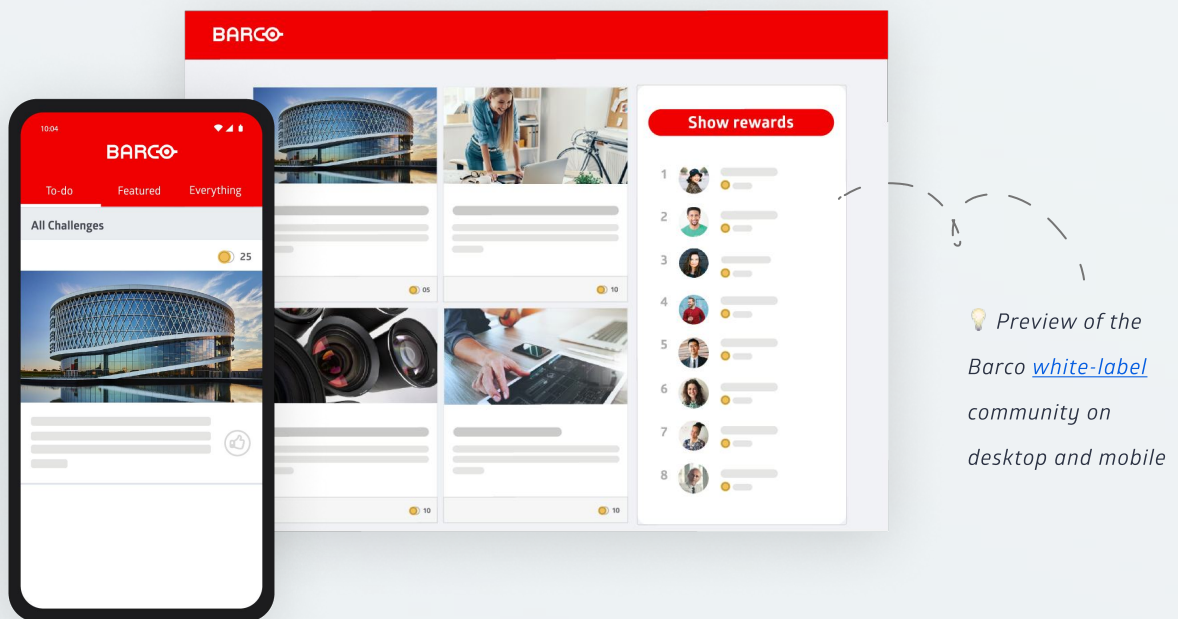
# How Barco automates content distribution



Ambassify

## Who is Barco?

[Barco](#) is a Belgian technology company specializing in digital projection and imaging technology. It is now focused on three core markets: entertainment, enterprise, and healthcare. Barco employs 3 600 employees located in 90 countries and is headquartered in Kortrijk, Belgium.



## Before implementing employee advocacy

before

Barco had no experience with any sort of advocacy platform before implementing Ambassify.

before

Their usual modus operandi was reaching out to employees via email or their internal comm systems and asking them to share their content on their social media profiles, but nothing formal was in place.

outcome

This is why they slowly started to research potential solutions to automate and formalize these efforts.

## Launching advocacy: the need for content distribution

The company's primary need was to **spread its original content on as many channels as possible**. Barco produces a lot of content used in newsletters, downloadables, and websites: they wanted to **leverage the network of their employees to spread the word** and the content they were most interested in.



**Inge Govaerts, Director of Corporate Communications and Corporate Events:** *"We looked at ways to spread the content on different channels outside our own website, and that's when we found out about peer-to-peer marketing and employee advocacy. And it immediately seemed to us the best way to do so."*

## Choosing Ambassify:

A group of different platforms were considered as potential partners, but in the end, there were two main reasons that tipped the scale in Ambassify's favor:



**Best price-quality ratio.** Ambassify offers a larger, more varied, and flexible set of features and options for Barco.



**Automation.** Ambassify set up a series of tailor-made automations to completely automate Barco's advocacy journey, making the program low-effort for them, as desired.

**Find out why Ambassify is the leading employee advocacy platform, and learn what makes us different from other platforms.**

[Read more](#)

## Setting goals for the program

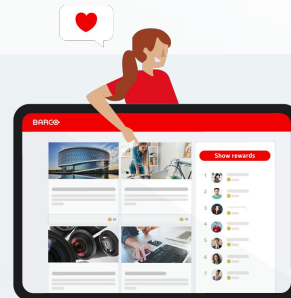
On launching its advocacy program, Barco's goals were clear and straightforward. They mainly involved enhancing and perfecting the already existing practice of Barco's employees to share company content on social media:



### Driving awareness and traffic to their website to get more views on the blog content.

Significant steps toward achieving this goal were already made in the first year of implementation when Ambassify alone became the 7th major driver of the Barco website.

Spreading the word and amplifying their brand more authentically and organically on social media through a system that would require minimum effort from both admins and advocates.

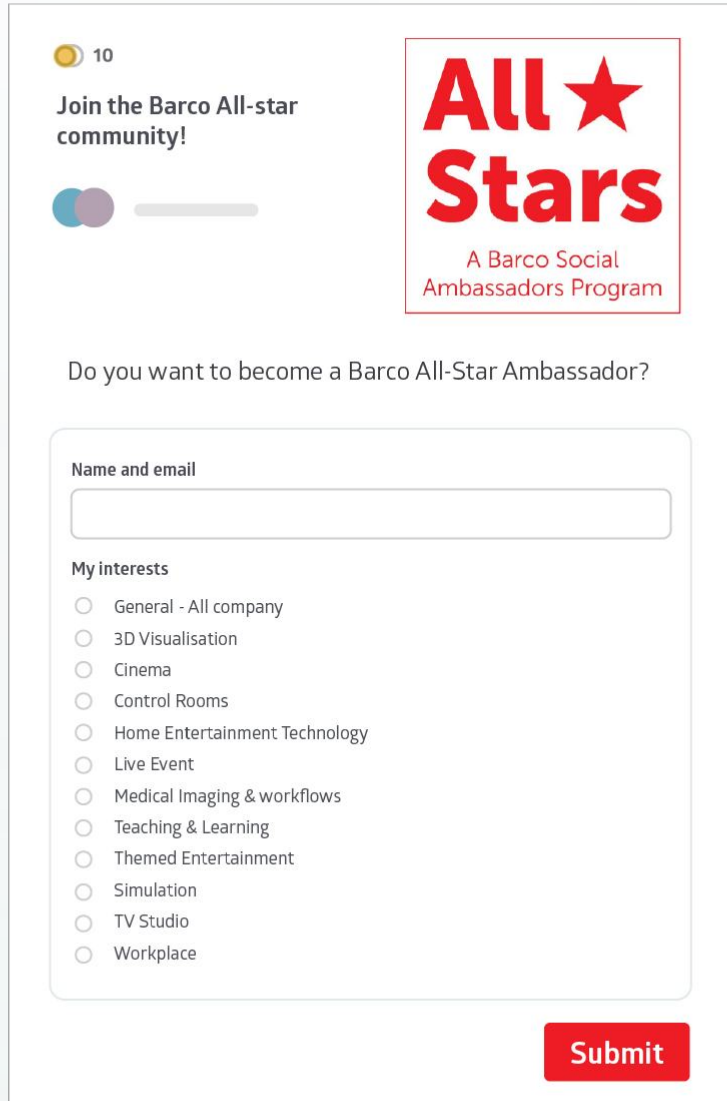


## Turning employees into brand ambassadors

Barco's recruitment of ambassadors was very linear:

- They created a **recruitment form** to send out to all employees across the different departments;
- In it, they asked employees to **choose their main interests** among a series of options;
- And that way, they'd receive **personalized content** directly in their inboxes.

More than 200 members registered for the program and were active from the start. Barco is now trying to recruit more ambassadors to join the program, promoting it to team leads and across different departments.

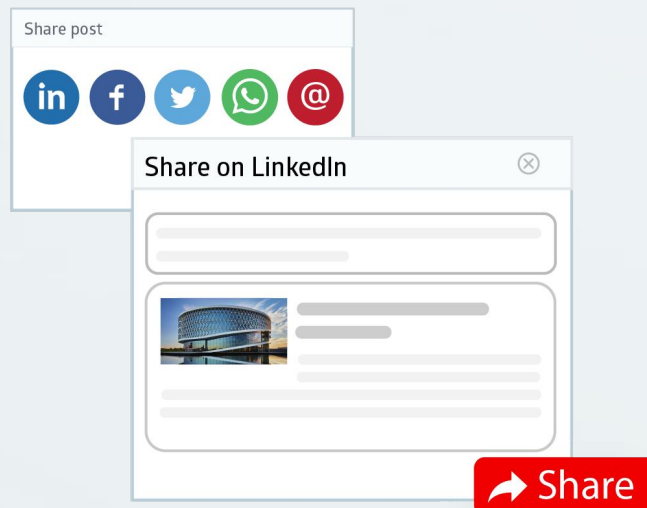


The screenshot shows a registration form for the 'Barco All-star community'. At the top left, there is a gold coin icon with the number '10' next to it. Below this is the text 'Join the Barco All-star community!'. To the right of this text is a progress bar with two colored circles (blue and purple) and a grey line. Further right is a red box containing the text 'All Stars' in large white letters, with a red star above the 'i' in 'Stars'. Below this, in smaller white text, it says 'A Barco Social Ambassadors Program'. Below the progress bar and the red box, the question 'Do you want to become a Barco All-Star Ambassador?' is displayed. Underneath this question is a form with a label 'Name and email' and a text input field. Below the input field is a section titled 'My interests' with a list of radio button options: General - All company, 3D Visualisation, Cinema, Control Rooms, Home Entertainment Technology, Live Event, Medical Imaging & workflows, Teaching & Learning, Themed Entertainment, Simulation, TV Studio, and Workplace. At the bottom right of the form is a red 'Submit' button.

## Automating content distribution: Barco's implementation

In the first 12 months of their implementation, **Barco's program was entirely automated and wholly email-based**. They provide a very efficient system that requires a very low effort from Barco's ambassadors and admins alike but delivers impressive results nonetheless:

- Those who registered for the advocacy program via the recruitment form became members of the **“Barco All-Stars” program**
- They’d get to **choose their main interests** from a list of different options
- An **RSS feed** was set up, feeding Barco’s blog content directly to Ambassify
- Ambassadors automatically receive content based on their interest in their inbox in the form of **social share campaigns**.
- **They can share that content with one click** directly on their social media profiles.



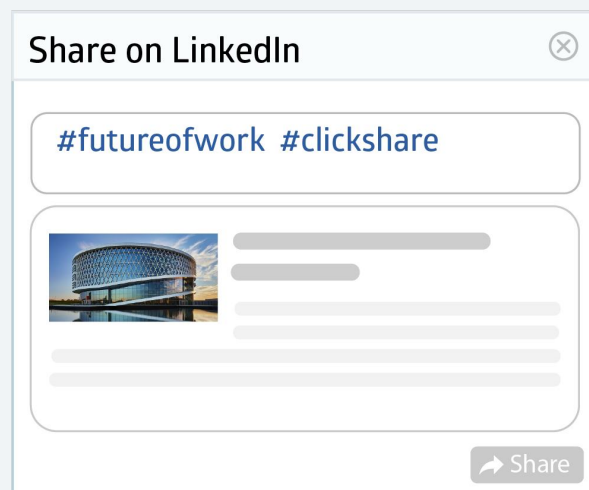
**Inge Govaerts, Director of Corporate Communications and Corporate Events:** *“What we wanted was a solution that would allow us to recycle and repurpose most of that content to make as big an impact as possible, as we are big believers in this.”*

In the second phase of their program, they started to create some campaigns manually. Other elements of this second phase include:



## 1. Branded hashtags in the sharing copy.

Thanks to Ambassify's Development team, **Barco can directly include branded company hashtags in the RSS feed and in the sharing copy of the social share campaigns.** This means that the hashtags are automatically added to the content shared by the ambassadors on social media.



## 2. Community of power users.

- With the help of Ambassify's Customer Success team Barco selected a group of **power users** in the program and invited them to join the online community.
- They are also **launching the mobile app**, which is even more helpful for members because they receive push notifications.
- The users' feedback is very promising, and Barco's initiative to have a virtual community is working well.
- With time, they hope to gradually expand this project to more and more users.

## Tracking results

Barco monitors the progress of the program and the results via the Ambassify platform. In fact, the Barco All-Stars community can measure conversion rates for newsletters, downloads, etc., which assures them of the program's success.

Primarily, they track their conversion rate: **a big part of the traffic going to their website comes from the Ambassadors themselves.**

After a year of Ambassify implementation, these were the results of the Barco All-Stars community:



NUMBER OF AMBASSADORS

**506**



SAVED IN MEDIA SPENT

**€ 105 K**



GENERATED TRAFFIC

**18 K**



IMPRESSIONS ON SOCIAL MEDIA

**+ 25%**



ENGAGEMENT ON SOCIAL MEDIA

**+ 35%**



ENGAGEMENT PER POST ON SOCIALS

**+ 29%**



ROI

**X 19**



ESTIMATED REACH

**15.3 M**



TOTAL INTERACTIONS

**4 285**



## User reception

The employees received the program's launch very positively from the very start. The **automation features make it extremely easy to use and user-friendly**, and even more so with the mobile app.

The email notifications from the platform are also completely Barco-branded —with a lot of attention to cyber-security, Barco needed to make these emails very recognizable and on-brand.

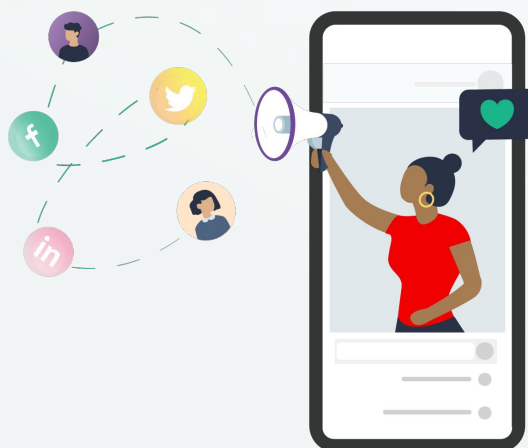


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## Motivating employees to be active on the platform

Barco ambassadors remain incredibly active on the platform, sharing a lot of content on their social media profiles, even without physical incentives such as rewards.

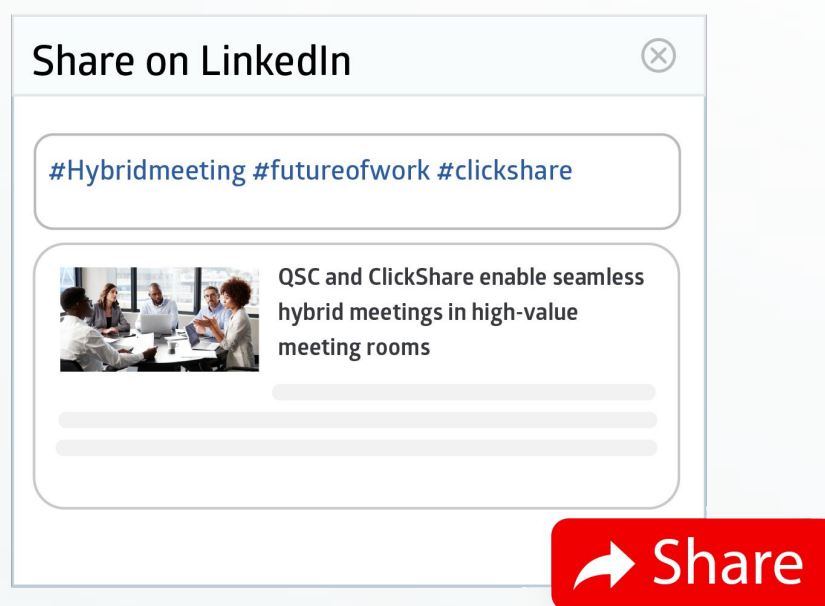
**The critical element of their implementation is that the content released to the ambassadors is tailored to their interests.** This means that it will most likely resonate with them, and they'll be eager to share it and spread the word about it.



## Most used campaigns

### Social Share campaign:

- They use branded hashtags
- An RSS feed connects Barco's blog to Ambassify
- **They have an average of 43 interactions per advocate**



This campaign was created via the automated **RSS feed connecting the Barco newsroom to the Ambassify platform**. The RSS feed now delivers branded hashtags, too, including them in the post's description, thus making posts more recognizable on Social Media. Ambassadors who received this in their inbox only had to click on share to natively share the article on their profiles.

Customers who are growing their brands with Ambassify



V O L V O

