

STIHL

customer story

How STIHL managed the content distribution of their resellers

Who is STIHL?

The STIHL Group develops, produces, and sells motorized machines for forestry, agriculture, and garden maintenance. Their products are **distributed exclusively** through the service-providing specialist trade.

STIHL®



41

Sales and Marketing offices



120

And more importers



54K

Resellers worldwide



160

Countries

How was **Ambassify** able to help **STIHL**?

Phase 1

Facilitating content creation

The first and main reason why STIHL's Marketing Manager decided to implement an advocacy platform is to **help their resellers deal with the enormous challenge of content creation:**

before

They **used to contact dealers by email** and ask them to create content to advertise STIHL with their customers.



problem

The main **pain point** was that dealers and resellers had to come up with content, visuals and messaging.



outcome

For this reason, these early advocacy efforts did **not yield the results** they had hoped.

solution

To make advocacy work, to make it effective and still relevant for the company, STIHL needed a solution, a tool that would automate the entire process and at the same time **solve the issue of content creation.**

The natural consequence for STIHL was to look for advocacy software that would **automate the process of interaction** with their ambassadors, offer content creation and distribution solutions, and ultimately maximize their advocacy efforts.



How was **Ambassify** able to help **STIHL**?



Thanks to the Ambassify platform, STIHL is **now able to become the content creator and provider**. Ambassify is for STIHL a place and a tool where they can reunite all the resellers, and streamline the process of content creation and distribution. The resellers' only task is to share the ready-made content on their social media channels.

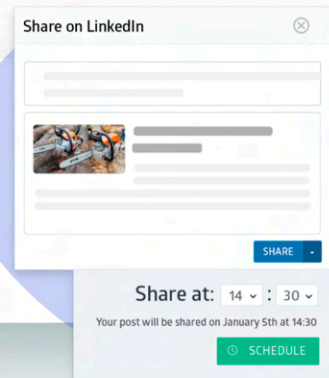


1

They can orchestrate the advocacy efforts of the dealers and **manage all content output** with a centralized tool.

2

They make sure that their **product is advertised regularly** and with approved, spot-on content.



3

11 Shares

Member	Shared on	Verified

They can **track the activity of each reseller**, how much of their content is shared, and its reach.

How was **Ambassify** able to help **STIHL**?

Phase 2

Increasing engagement among resellers and partners.

The main objective is to increase the engagement of the resellers and the partners by planning and launching initiatives that can bring the entire force of resellers together.



They want to create **events and awards to recognize their dealers' efforts** and participation in STIHL's challenges and campaigns on Ambassify.

They want to get feedback, ideas, visuals, and creations from the community members and **integrate their input into their content output.**

10
What would you like to see more of in our community?

STIHL

URL
https://

Image

Suggestion

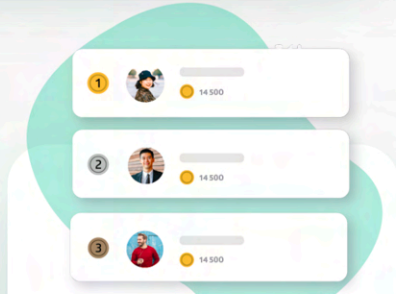
Submit

How **STIHL** and its resellers are using Ambassify

STIHL named the Ambassify community for its employees and resellers the “**STIHL Together community**” (Benelux).



Campaigns in **Dutch** and **French**



Leaderboard scores



The community hasn't implemented a reward system for the ambassadors. However, they decided to implement the **leaderboard**, which they use to see which members are scoring the best and thus interacting with the campaigns more and more.

STIHL provides default images and copy for campaigns. The resellers can further personalize them as they see fit.

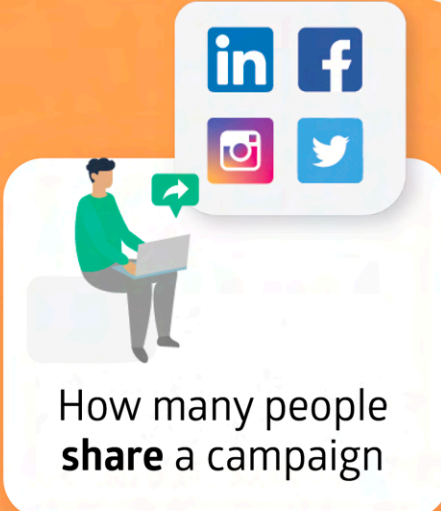


For promotional campaigns, product launches, tips & tricks, events, competitions, etc, **STIHL provides content that resellers (and employees) can easily share** on LinkedIn, Facebook, Twitter, Whatsapp, or via email.

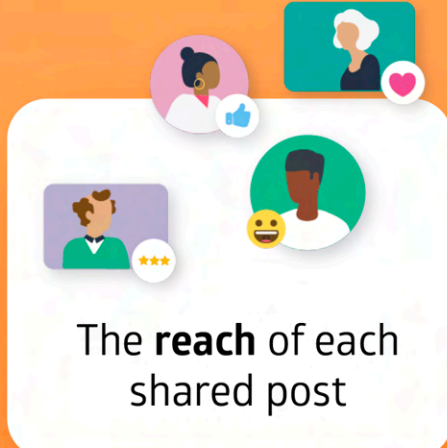


How **STIHL** and its resellers are using Ambassify

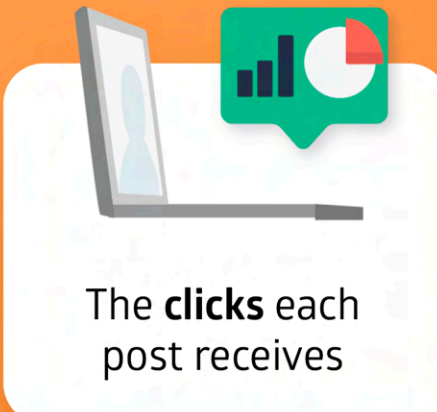
Thanks to the Ambassify platform, STIHL is able to **track specific metrics**, and control their preferred KPI's.



How many people **share** a campaign



The **reach** of each shared post



The **clicks** each post receives



Did you know?

STIHL's most used campaigns are Social Share & Share Facebook Post

What data did **STIHL** use to rate the success of their campaigns?

Social Share

61%

STIHL was able to measure a **conversion rate of 61%**, and a total of **15936 clicks** generated by Social Share.

Share Facebook Post

STIHL determined that the campaign that generated the most clicks was the **Share Facebook Post** campaign.

9886
clicks

Share a Link

1870
shares

The **Share a Link** campaign generated **1870 shares** and a total of **4632 clicks**.



What's coming up for STIHL?

First, they want to enlarge the community, investing more and more in promoting it among the dealers to recruit more ambassadors.

Second, they want to provide more content variation around the same product – creating downloadables, PDFs, images, and ready-made social media posts for the dealers to share and use with their own networks.