



Kjell Coel

*Content Marketing &
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customer story

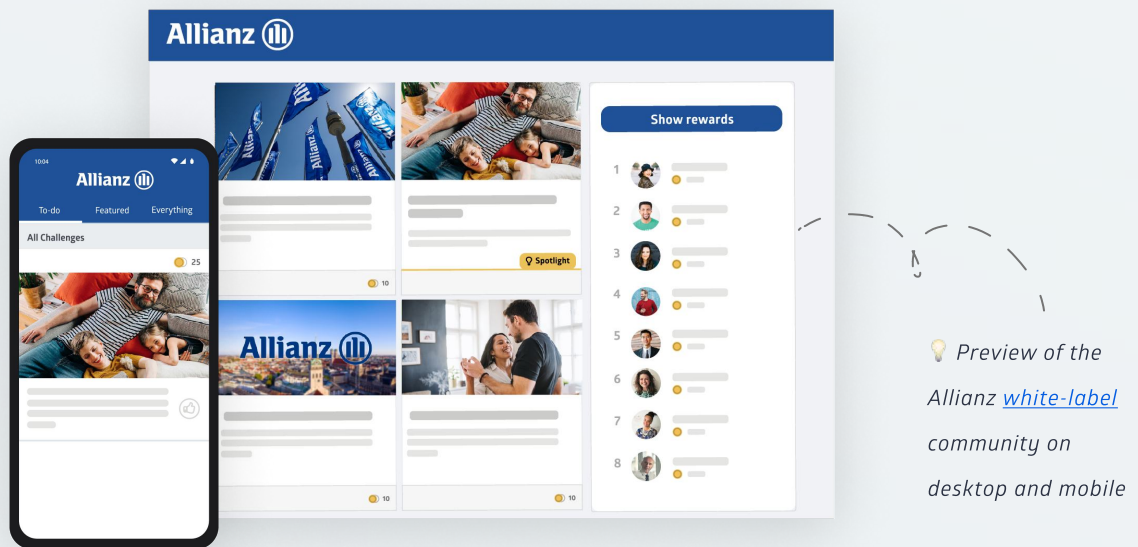
How Allianz leverages pride and connectivity to enhance corporate branding



Ambassify

Who is Allianz?

[The Allianz Group](#) is one of the world's leading insurers and asset managers with more than 100 million private and corporate customers. With around 150 000 employees worldwide, Allianz is active in more than 70 countries, is the leading insurance company in the German market, and has a solid international presence.



The need for a formal employee advocacy program

Before implementing Ambassify, **there was no formal advocacy program in place**. Some sporadic advocacy efforts were prompted by employees who showed particular interest in sharing Allianz's news and asked for content to share.

There are three main reasons why Allianz decided to launch a formal advocacy program:

- Allianz's main goal was to reach the top **30 global brands** for Interbrand worldwide title. They were previously ranked at number 34 on Interbrand, being the first insurance brand in the list.
- They wanted to **unify and strengthen branding, look, and messaging** to make it consistent and on point across all channels.

- Both the Sales and Marketing departments at Allianz wanted to build up and **improve thought leadership on social media**. To achieve this goal, they first offered a social selling course to improve people's LinkedIn profiles, make new important connections, and profile themselves as thought leaders to improve their social selling efforts. Yet, they felt like they needed a more professional tool to handle and reach this goal in a more orchestrated way.



Kjell Coel, Content Marketing & Social Media Lead: "We started looking at a number of possibilities and quite some platforms, but then Ambassify actually came out as the best because it has a lot of advantages in the system itself and just the connection was pretty quick from the start."

Choosing Ambassify

Allianz started researching platforms that would enable employee enable employee advocacy, and **Ambassify turned out to be the best option**. It offered a lot more than other platforms, including:



The **variety of social selling-related campaigns**



The possibility to provide advocates with **customized copy suggestions and multiple visuals**



The possibility to **share articles and links as well as branded images**

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

[Read more](#)

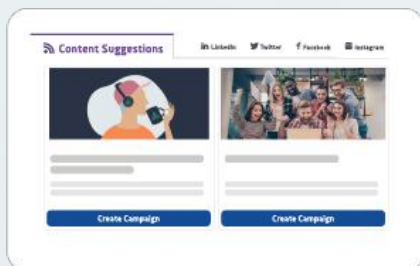
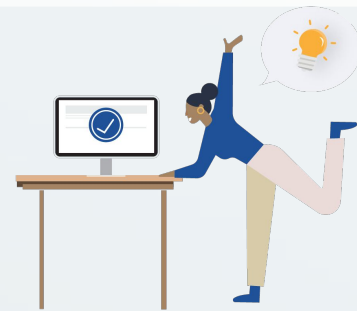
Favorite features and biggest advantages

According to Kjell, the biggest advantages of Ambassify are three:



The product itself helped Allianz **claim the visibility** they were after. It helped Allianz forge partnerships with Belgium's athletics federation and the watersports federation in The Netherlands. The tool also helped **bring employees together** and share their knowledge with them.

The outstanding support and service that goes along with the product. There is always a team of people ready to help, guide, and examine any issue at hand. They make it easier and stress-free to introduce new employees to the program, onboard them, and get them acquainted with the platform



The possibility to **import content from any chosen external source** and then turn that content into campaigns is interesting for Allianz because it reminds them that thought leadership doesn't reside only in Allianz, on their blog, and in-house; it also comes from the outside.

Setting goals

The initial goals of the Ambassify implementation were three:



Social selling. Give proper and formal training on social selling, formalize these efforts through a tool that would not only enable but also facilitate them, and, of course, be able to measure its impact.



Thought leadership. Since Allianz already finds itself at the top of the market, it has a lot of specialized knowledge in-house. Its goal is to share that knowledge to showcase those specific competencies and thus position itself as the top insurer on the market.



Gather input from salespeople and agents. Through Ambassify, they are looking to capture and gather feedback from those who work with the customer firsthand and then convert this input and content into new content.



Download our ebook to learn how to stimulate Thought Leadership with Ambassify

[Download it here](#)

Achievements after one year

After one year of using Ambassify, **Allianz has become a worldwide partner for the Olympics and Paralympics**. They partnered up with the athletics federation and Van Damme Memorial in Belgium and with the watersports federation in the Netherlands. Ambassify has been an enormous help in marketing the two partnerships:

- Through their advocates, they generated some buzz in their network of agents and customers
- Employees all over the company were **proud to see Allianz's logo connected to prominent athletes** and were excited and eager to share it on social media.
- Thanks to the platform, they could bring this news across the digital space and into people's homes via multiple social networks.
- Due to the pandemic, Allianz employees have been working remotely for a long time, but the platform has helped them **rebuild connections and stimulate engagement** when people are physically distant.



Kjell Coel, Content Marketing & Social Media Lead: *"The product itself has helped us to get the visibility that we wanted to claim for ourselves on a larger scale. We announced two partnerships so far, and we've gotten enormous visibility thanks to Ambassify."*

Introducing the platform to employees

Allianz led several initiatives to stimulate interest among employee advocates:

- **They organized training sessions for employees on social selling.** The employees were very excited about the new training, but they were also worried that they'd have to create content themselves and come up with copies and visuals that aligned with Allianz's general messaging.
- They explained that Allianz would offer them a professional tool that'd help them with their social selling efforts. With Ambassify, they are provided with **customized, ready-made content and challenges to share**. Through the platform, they can also suggest their own ideas for content and see their input integrated into new content.
- Then, they reached out to employees via their **intranet**, and Kjell gave short **info sessions at the end of every team meeting to introduce the tool to his colleagues**. He'd give some information about how the platform works but would focus more on why the program was so important for Allianz and how each employee could help. Afterward, he would directly invite those who were interested in the initiative.



Kjell Coel, Content Marketing & Social Media Lead: *"There is also a team always ready if I have questions or if I am struggling with something. I can always get in touch very quickly with Ambassify, and they are always super fast in finding a solution. [...] If you have a question, Ambassify is ready to help."*

User reception


Users received the implementation and onboarding very positively. They were relieved and excited to find a **ready-made library of content at their disposal** that they could easily access with a few clicks.


The automated and formalized advocacy program via Ambassify allowed employees who wanted to share company- or industry-related content to do so with a few clicks and without having to worry about having suitable visuals, customizing the post, and getting the messaging in line with Allianz's storytelling.


Inspirational campaigns

One of the most inspiring campaigns Allianz launched in its community is the Social Share campaign they set up to spread the word about the new partnerships with the Olympic and Paralympics Games and the watersports association in the Netherlands.

To show how their support is now also present at a local level, **they asked members to share a video on their social media showing their pride in the partnership** and provided a default message for the Ambassadors to use.

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Share our video!




We have to share this new video and there's no better way to do it than via social media! Let's share it on as many platforms as possible.

You can use this copy below as your caption!


"Allianz supports the Paralympic Team Belgium. Allianz has been supporting the international Paralympic movement since 2006 and is now doing so locally as well. Together with our ambassador Peter Genyn we want to further develop G-Athletics in Belgium.
#behindyouforwhatsahead"









Done!

To gather ideas and input from the ambassadors, Allianz created a Suggest campaign: Allianz's goal was to have employees contribute to the content creation process. This idea ties in with Allianz's employee advocacy and engagement strategy.

They asked members to submit ideas or links to interesting articles, infographics, and other relevant content that could inspire the content creator to create a new piece of content.

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Make a suggestion!




Do you have an interesting article to show us? An insightful whitepaper or a cool infographic? A LinkedIn post?

Share it with us!

If you think it's a must-read, fill in the link below so that our content creator can take inspiration from it!

Suggestion

URL

[Send your suggestion](#)

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