

BARCO

customer story

How Barco organically amplified its original content through automated distribution

Barco NV 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

Barco employs 3 600 employees located in 90 countries but is headquartered in Kortrijk, Belgium.



506

Members of Barco's All Star



4.7M

Estimated Social Media reach



115.1K

in Paid Advertising Spend saved

What was the situation before implementing **Ambassify**?

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

before

They reached out to employees via email or via their internal communication systems.

problem

They asked them to share their content on their own Social Media profile with no automation.

outcome

They slowly started to **research potential solutions to automate and formalize these efforts.**

Their research was guided and informed by trainers and consultants holding workshops and trainings for Barco's employees on Social Media interaction and Social Selling, and more specific LinkedIn trainings.



Why did they decide to launch an advocacy program?



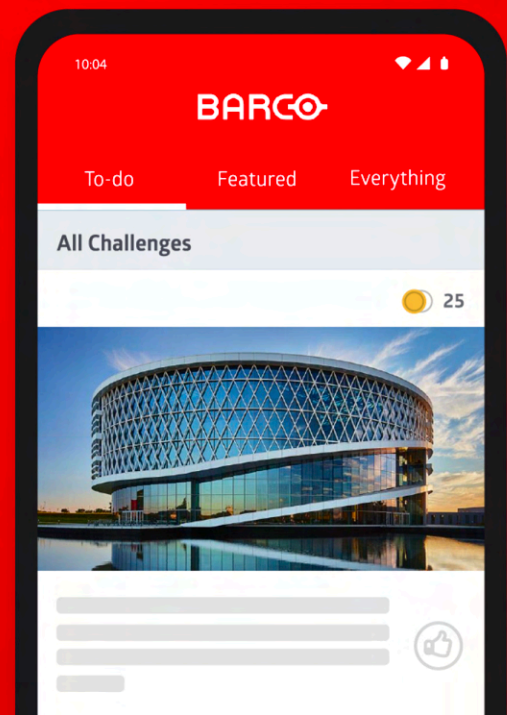
*“What we wanted was a solution that would allow us to **recycle and repurpose most of that content to make as big an impact as possible**, as we are big believers in this.”*

The company’s primary need for which advocacy offered the best solution is to **spread their original content on as many channels as possible.**



“We looked at ways to spread the content on channels different from our own website, and that’s when we were informed about peer-to-peer marketing and advocacy, which seemed to us like the best way to do so”

*Barco produces a lot of content used in newsletters, downloadables, and websites. But for them, that wasn’t enough: **they wanted to use the network of their employees to spread the word and the content they were most interested in.***



How did they choose **Ambassify**?

One of Ambassify's contacts — Mic Adams — identified Barco as a potential customer, indicating their **interest in launching advocacy company-wide**. Other competitors were already in the picture at the time, but thanks to his personal referral Ambassify was able to put forward their pitch.

In the end, what tipped the scale in Ambassify's favor was:

Higher price-quality ratio

40+

Submit

Share

Vote



Ambassify may have been the more expensive option for Barco but with a **larger, more varied, and flexible offer**.

Automations

Ambassify set up a series of automations to make Barco's advocacy journey completely automated, leaving the program highly low-effort to them, as desired.



What are Barco's primary goals?

Barco's goal mainly involved enhancing and perfecting the already existing practice of Barco's employees to share company content on Social Media.

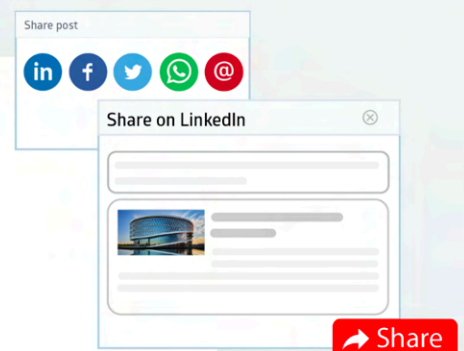
Drive awareness and traffic to the website



The goal is to **get more eyes on the high-end content of their blog** - significant steps in this direction were done already in the first year of implementation when Ambassify alone became the 7th major driver to the Barco website.

Spreading the word on Social Media

Spreading the word and **amplifying their brand more authentically and organically on Social Media** via a system that would require minimum effort from both admins and Ambassadors.



How was Barco's onboarding of its advocates?

Barco's recruitment of ambassadors was very linear:

form

They created a **recruitment form** to send out to all employees across the different departments.



questions

In it, they asked employees to **choose their main interests** between a series of options.



outcome

And that way, they'd receive **personalized content** directly in their inboxes.

The screenshot shows a registration form for the 'All-Star' program. At the top left, there is a gold coin icon with the number '10' and the text 'Join the Barco All-star community!'. To the right is a logo for 'All★ Stars' with the subtitle 'A Barco Social Ambassadors Program'. Below this, a question asks 'Do you want to become a Barco All-Star Ambassador?'. There is a text input field for 'Name and email'. Under 'My interests', there is 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. A red 'Submit' button is at the bottom right.

More than 200 members registered for the program and were very active from the early start.

Barco is now trying to recruit more and more Ambassadors to join the program, promoting it to team leads and across different departments.

How's **Barco's** implementation orchestrated?

Phase 1

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.

form

Those who registered for the advocacy program via the recruitment form became members of the **"Barco All-Stars"** program.



questions

They'd get to choose their main interests from a list of different options.



outcome

An RSS feed was set up, feeding Ambassify content directly from Barco's blog.



outcome

Members would **automatically receive content based on their interest** in their inbox in the form of Social Share campaigns.



outcome

With only one click, they'd be able to share it directly on their Social Media profiles.

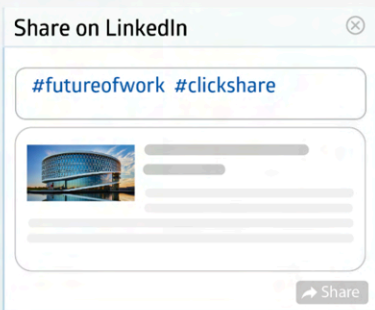
How's Barco's implementation orchestrated?

Phase 2

In this second phase of their program, they are slowly starting to create a few campaigns manually.

Other elements of this second phase include:

Branded hashtags in the sharing copy



Thanks to Ambassify's Development team, **Barco can directly include branded company hashtags in the RSS feed.**

This transfers them also in the sharing copy of the Social Share campaigns so that they are automatically added to the content shared by the Ambassadors on Social Media.

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.

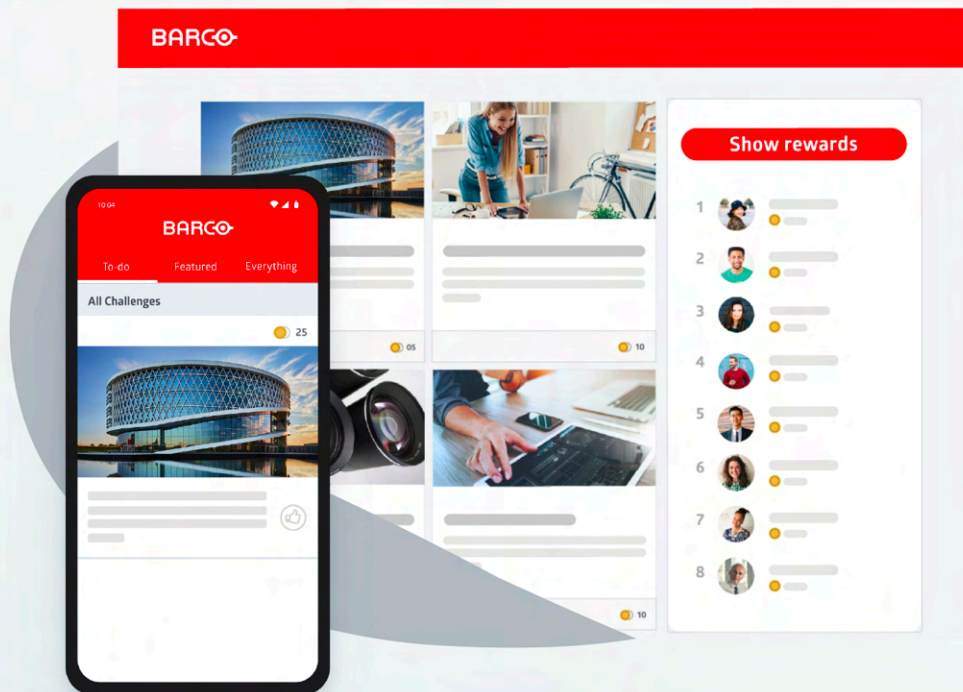


Did you know?

Barco is also launching a mobile app.

How do they measure the performance of the program?

They monitor what they do via the Ambassify platform. In fact, **via Barco All-Stars, they could measure conversion rates** for newsletters, downloads, where to buy, etc., which assures them of the program's success.



Primarily, they track their conversion rate. They have seen and tracked that a big part of the traffic going to their website comes from the Ambassadors, from the Ambassify people.



How did the end-users receive it?

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

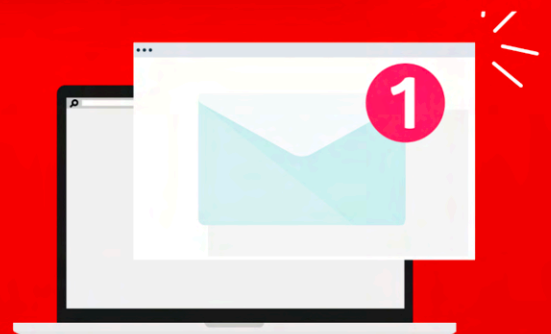


BARCO



“We decided to introduce employees to Ambassify as part of the onboarding process, it’s not mandatory to join, of course, but we want to give them the choice right from the start.”

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



How do they motivate members to be active?

Barco hasn't installed any gamification features on the platform, and they don't work with rewards. Nevertheless, **its Ambassadors remain incredibly active on the platform**, sharing a lot of content on their social media profiles.



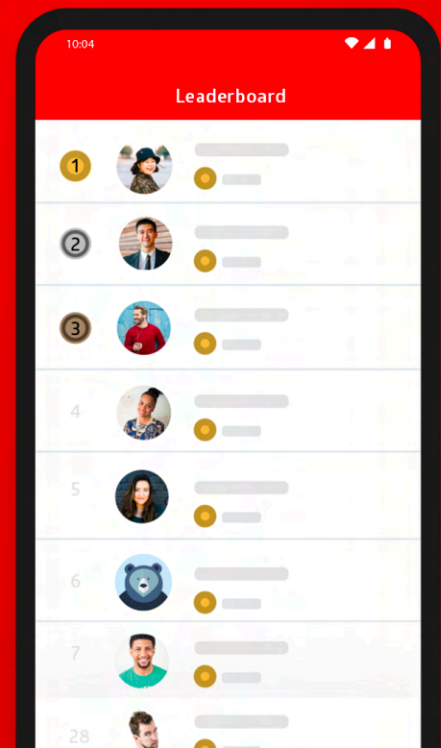
"The critical element of our implementation is the fact that the content that is released to the Ambassadors is tailored to their interests, which means that it will most likely resonate with them, and they'll be eager to share it and spread the word about it, no monetary incentive or reward needed."



Did you know?

*With Ambassify, **you can opt in or out of the gamification** and rewards options to customize your program and community to your company's culture and identity.*

Barco's choice stems from the fact that they didn't have the means and resources to dedicate a lot of effort and time to the platform's management and remain in line with their company culture.



Most used campaign

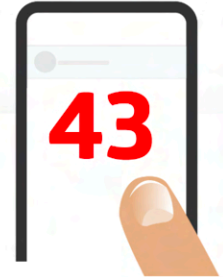
Social Share



Branded Hashtags



RSS feed to connect Barco's website to Ambassify



Average of 43 interactions per Ambassador

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 description of the post**, thus making posts more recognizable on Social Media.

