



**STIHL®**

customer story

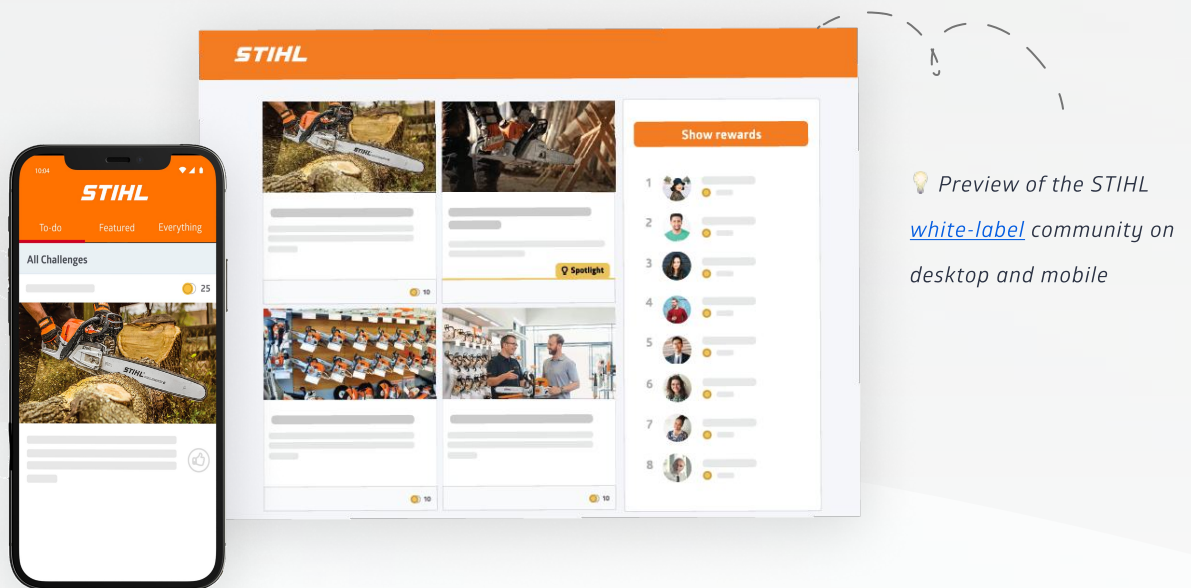
# How STIHL engages and distributes content to its resellers



Ambassify

## Who is STIHL?

The [STIHL](#) Group develops, produces, and sells motorized machines for forestry, agriculture, and garden maintenance. The products are distributed exclusively through the service-providing specialist trade. STIHL has its own sales and marketing offices, more than 120 importers, and approximately 45,000 specialized resellers worldwide, spread over 160 countries.



💡 Preview of the STIHL [white-label](#) community on desktop and mobile

## The need for advocacy & the choice of a solution

### Before advocacy

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

#### before

Before Ambassify, STIHL used to contact dealers by email and ask them to create content to advertise STIHL to their customers;

#### problem

The main pain point was that they had to come up with content, visuals, and messaging for each post.

#### outcome

And that's why their early advocacy efforts did not yield the results they had hoped.

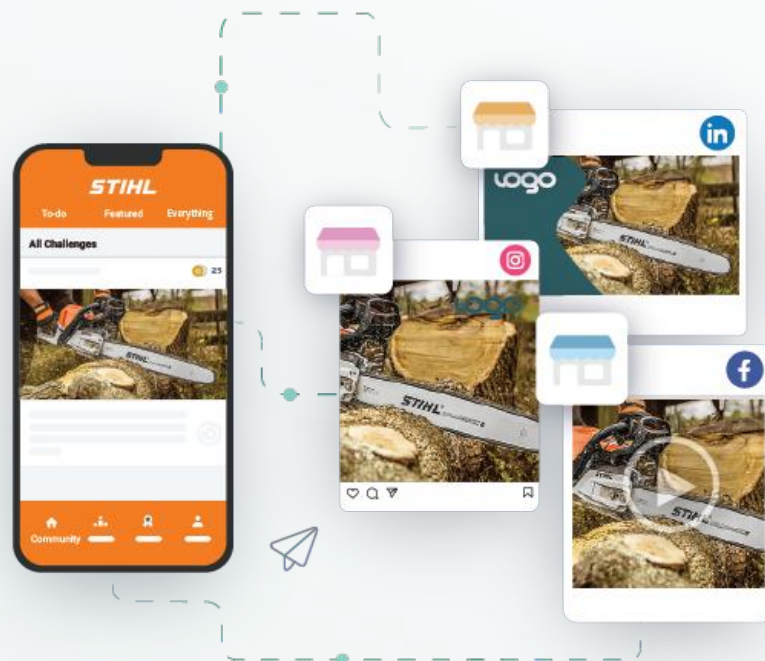
### solution

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

## After advocacy

Thanks to the Ambassify platform, STIHL is now able to create and provide content. 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.

STIHL is able to **provide customized content beforehand to all its resellers**, making sure that messaging remains consistent and diverse. The resellers' task is only to share the ready-made content on their social media channels.



**Download The Ultimate Guide to Dealer Advocacy. Discover all the ins and outs of dealer advocacy, its value and the benefits for both dealers and brand owners!**

[Download ebook](#)

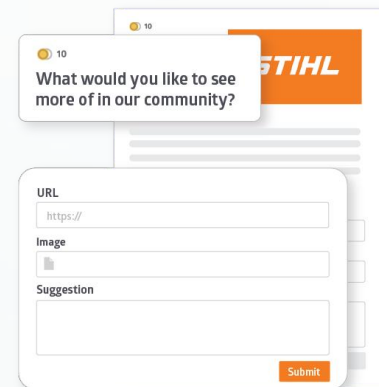


The second phase of the STIHL implementation of Ambassify entails **increasing the engagement of the resellers** and the partners by planning and launching initiatives that can bring the entire force of resellers together:



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

2. They want to **incorporate community members' feedback**, ideas, visuals, and creations into their content output.



The screenshot shows a digital form with the STIHL logo at the top. It includes a header question: "What would you like to see more of in our community?". Below this, there are input fields for "URL" (with "https://" pre-filled), "Image" (with a small image icon), and "Suggestion". A "Submit" button is located at the bottom right of the form.

## Main benefits for STIHL



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

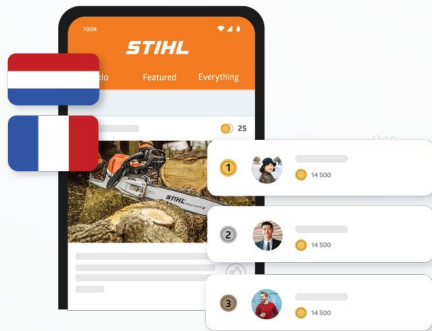


They make sure that their product is advertised regularly and with approved, spot-on content with consistent messaging.



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

# STIHL's implementation of Ambassify



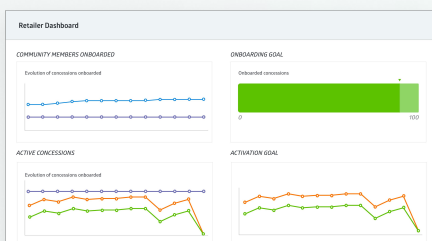
**1. STIHL's online community for its employees and resellers** was named STIHL Together community (Benelux):

- Every reseller is shown the campaigns in their own language.
- They are ranked on a leaderboard based on the number of points they gain with their interactions. STIHL uses this leaderboard to see which members are scoring the best and thus interacting with their content.



**2. STIHL provides campaigns with images and a default copy for ambassadors to share**, but the resellers can further personalize the text:

- For example, for promotional campaigns, product launches, tips & tricks, events, competitions, etc., they provide content that resellers (and employees) can easily share on LinkedIn, Facebook, Twitter, WhatsApp, or via email.



**3. They can then track how many resellers share a campaign**, the reach of each shared post, and the clicks it receives.


## Successful and inspirational campaigns

STIHL provides **branded visuals and messaging** to the reseller network so they can share them on their own social media pages.


Dealers can choose an existing caption for the posts or personalize them to make them their own. STIHL is not always mentioned in the copies, so as to **leave resellers more freedom in promoting their own channels**.

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Garden Tip: how to maintain your lawn in the fall




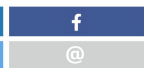

Wat wil je delen?



WWW.STIHL.NL

**STIHL garden tips: how to maintain your lawn in the fall**


Your lawn is stronger than you think, but it's still important to use the right equipment to maintain it! Read out garden tips to find out how to maintain during fall and winter – you can find all the right tools in our store!

Done

Share on Facebook

Your lawn is stronger than you think, but it's still important to use the right equipment to maintain it! Read out garden tips to find out how to maintain during fall and winter – you can find all the right tools in our store!



WWW.STIHL.NL


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SHARE NOW SMART SCHEDULE


10

STIHL Fans



Share Eddy's story and inspire your network!

What are you sharing






WWW.STIHL.NL

**BUITENGEWONE VERHALEN**

EDDY HOUDT HET GRAS GROEN BIJ KRC GENK


EDDY HOUDT HET GRAS GROEN BIJ KRC GENK

Done

Share on Facebook

Thanks to Eddy is the football field of KRC Genk always green. How does he do it? With STIHL tools of course – find them in our shop!



WWW.STIHL.NL

**KRC Gent**

Thanks to Eddy is the football field of KRC Genk always green. How does he do it? With STIHL tools of course – find them in our shop!

SHARE NOW SMART SCHEDULE

## Results after one year



CONVERSION RATE EMPLOYEES

**74%**



CONVERSION RATE RESELLERS

**71%**



MEMBERS

**229**



CLICKS GENERATED

**15 936**



POTENTIAL REACH

**967 861**



FACEBOOK RESULTS

**931 shares  
& 9 886 clicks**



### 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.

[Read more](#)

Customers who are growing their brands with dealer advocacy



V O L V O

