

Fortune Global 500 Company Henkel Deploys Socialbakers to Maximize Return on Integrated Social Media Campaigns



Founded in 1876, **Henkel AG & Co. KGaA**, an international company, makes branded products for laundry and home care (Persil, Purex, Pril), cosmetics and toiletries (Schwarzkopf, Fa, Dial), and adhesives (Loctite, Ceresit, Teroson). Most of Henkel's operations are centered in Europe, although its ownership of The Dial Corporation gives it access to the US market. Henkel serves customers in more than 125 countries from offices extending nearly everywhere but Greenland and Australia.

Challenge

Henkel is serious about its social media initiative. With **10 Twitter accounts**, **45 Facebook pages** and **8 YouTube channels**, not to mention **Flickr**, **LinkedIn** and several other networks and blogs, the company has a substantial investment in social networks to engage with customers. Henkel also has been diligent about integrating all of these social media accounts for each of its brands for consistent branding.

The company's Laundry & Homecare Business unit sought to understand into how each of its brands were performing on social networks—not only looking at analytics for its own pages but also how the brands and the business unit is performing against competitors.

Solution

Henkel's Laundry & Homecare business unit will use Socialbakers Engagement Analytics Pro to monitor and track all Facebook brand pages.

Benefits

- ✓ Track and monitor Facebook performance to identify trends for informed decision-making.
- ✓ Analyze how competitors or other leading brands are performing.
- ✓ Identify top fans and how many interactions they have with Henkel's Facebook pages.
- ✓ Find the most engaging content with in-depth analysis of Henkel's and competitor content.
- ✓ Monitor what Henkel's brand fans are saying to determine what they like or dislike.
- ✓ Generate customized PDF reports to distribute internally.



*"Social Media is another tool in any marketers kit for expanding brand awareness and for driving campaigns. It makes logical sense that we need to track and analyze how these programs are performing through Facebook, Twitter, etc. **Socialbakers has developed an application that makes it easy for us to get sophisticated metrics on our performance through Facebook.** I think any company with a social media initiative needs to look at Socialbakers if they have not already."*

Contact Social Media Experts
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