



Sara Walraven
Employer Branding
Business Partner



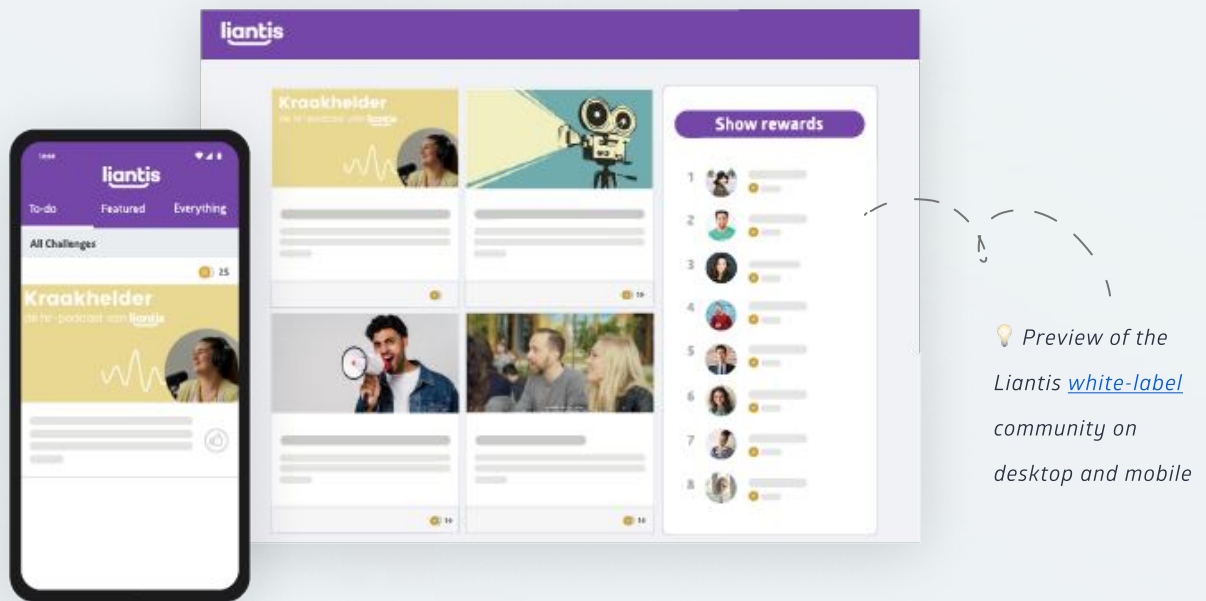
customer story

How Liantis strengthens advocacy through community building, recognition & employer branding



Who is Liantis?

Liantis is an HR business player. They are active in Belgium with over 60 offices, and support employers, business owners, and freelancers. Liantis' goal is to ensure that those people can focus on what they do best while they take care of their HR needs.



Why Ambassify: taking advocacy to the next level

Before becoming an Ambassify customer, Liantis used another tool to fulfill their advocacy needs. When that solution quickly became too limited for them to continue the collaboration they decided to switch to Ambassify to expand their program and focus on multiple goals at the same time.



Sara Walraven, Employer Branding Business Partner: “Before using Ambassify, we used another tool, but it only ticked one box – that of using your employees' network. To us, it felt a bit limited, and that's why we decided to switch to Ambassify”

Setting goals

When starting a new program with Ambassify, Liantis set three main goals:



Raise awareness about their brand. They wanted to enhance their employer brand and make it more appealing to attract more talent and become a top-of-mind brand in the HR sector.



Increase the number of job applications. As a big company with over 2.000 employees, filling open vacancies is very important for them, so they focused their efforts on talent attraction.



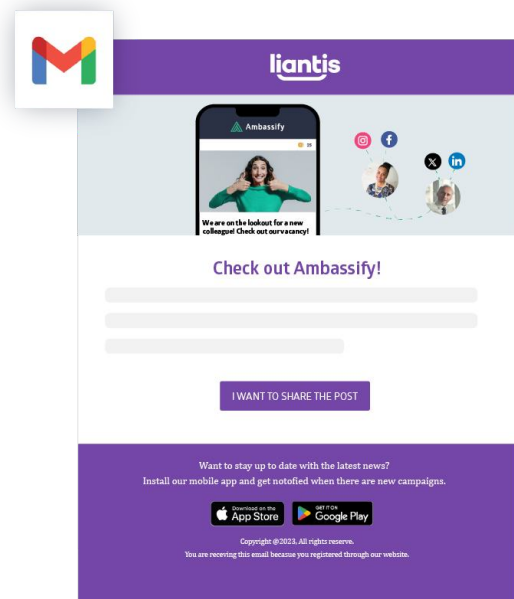
Community building and engagement. They wanted to build a strong employee community to make people feel connected and engaged.

Creating internal buzz to launch the program

To spread the word about the program, they took advantage of tools like their internal newsletter. Employees receive the newsletter every week, and most of them read it every week, too.

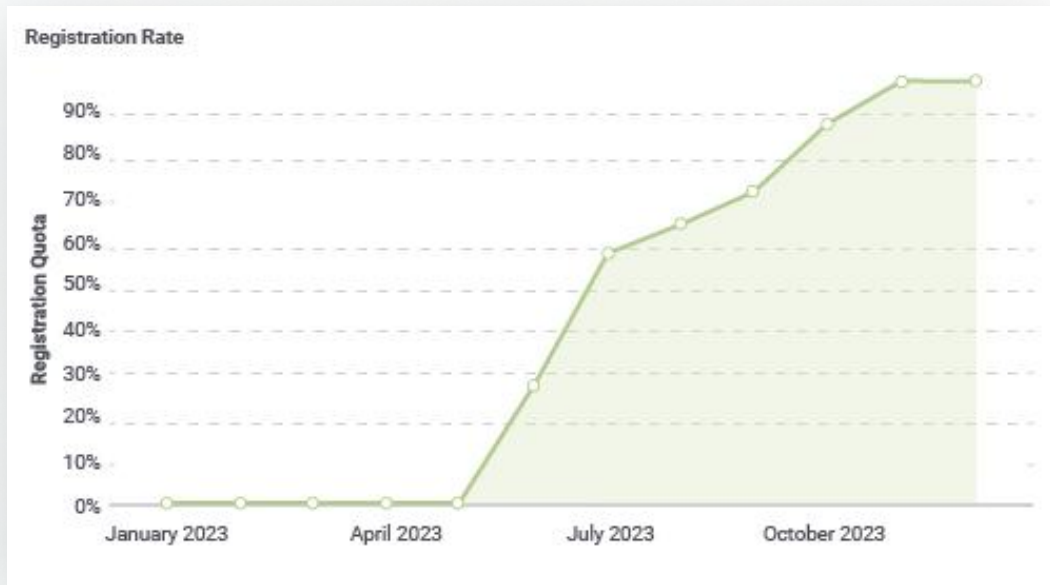
They made the first big announcement in the newsletter to make sure that everyone knew what Ambassify was. They specifically talked about ambassadorship rather than the tool itself and **explained what the program was about and how people could sign up to become Liantis ambassadors.**

They also made physical posters to hang across the various offices.



Spreading the word and expanding the program

Liantis started with a license for 300 seats and then expanded to 400 after six months of implementation. The program went **from 230 to 360 members in the first year, with around 6.000 interactions.**



- **To gain more ambassadors, they continuously advertise the program in the newsletter,** connecting an Ambassify campaign to each initiative. That way new people can quickly sign up for the program.
- They **reach out to the inactive ambassadors** and encourage them to be more active, recommending new campaigns for them.
- They also **integrate Ambassify in relevant meetings** to keep the program at the forefront of their minds .



Sara Walraven, Employer Branding Business Partner: *“If we have something to share that is relevant for the whole company but also for the external world, we make an announcement in the newsletter, and we immediately put the Ambassify campaign next to it so that people can directly click the link, go to Ambassify to share the news.”*

Integrating Ambassify live in company events

When Liantis hosted an internal Sales and Marketing day, Ambassify was smartly integrated into the daily schedule to get more Marketing and Sales people on board.

- 1. They started the day with a short presentation on Ambassify**, how they use it, why it's important for them to use it as ambassadors, and what's in it for them should they decide to sign up.
- 2. They showed a slide with a QR code** to download the app and sign up directly to the platform. They asked all the people in the room to download the app to complete campaigns on during the day.
- 3. They also showed different QR codes linked to simple Ambassify campaigns.**
 - a. Some campaigns were linked to a speaker who had just given a presentation
 - b. Another campaign asked people to leave any questions about the day in the form below etc.
 - c. Others asked members to connect with a speaker on LinkedIn
 - d. They took a group picture of the day and asked ambassadors to share it on social media

Overall, the day was a success because many sales and Marketing people are now registered on the platform and are actively using it.



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](#)


Finding the right balance between **push and pull** campaigns

Liantis focuses on maintaining a nice balance between share campaigns and interactive and ideation campaigns.



Sara Walraven, Employer Branding Business Partner: *What has worked for us is making the platform a pleasant and interactive place for employees to hang out on. We have created a positive community feeling so employees find it nice to see and share their content, engage with other colleagues outside of their office, and claim rewards."*

- **For example**, when creating a promotional employer branding video, they asked their employees if they wanted to be involved. All they had to do to apply was fill in a form.

🌟 10


Wanna play a role in the new promo video for Liantis? Sign up!!

Have you always wanted to star in a commercial? Then this is your chance!

Next week, we are going to shoot the new commercial for Liantis in our office in Gent. If you'd like to be part of it, then sign up with the form below and join us!

Name

Department

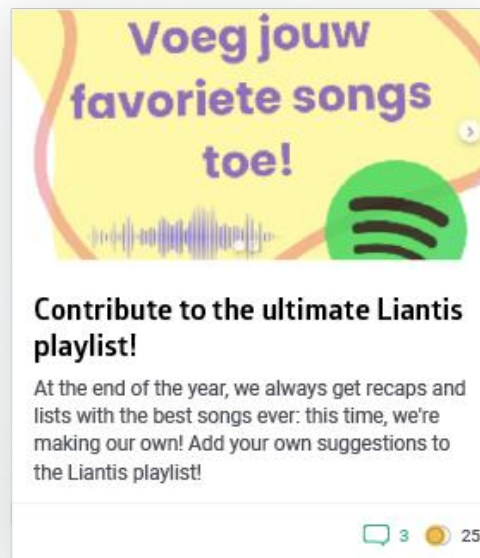
Gender

Man

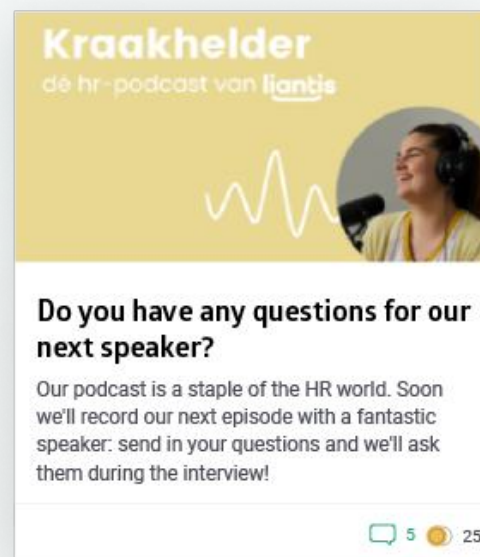
Woman

Other

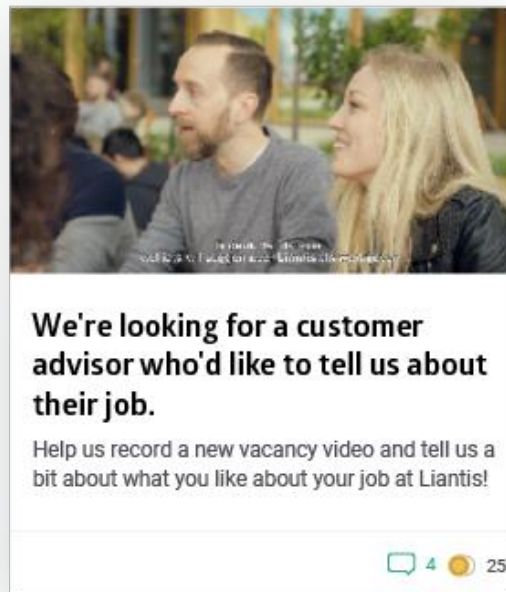
- They have also been focusing on **community-building campaigns**. During the holiday period, they created a Spotify playlist with all their favorite end-of-year songs and asked ambassadors to enter their own suggestions, too.



- Liantis also has a podcast and created a campaign to **ask employees for speaker recommendations**. Before recording the episode, they also asked employees to send in any questions they would like to ask guests and then integrated them into the conversation.



- They, of course, also **share vacancies** through Ambassify to boost their recruitment efforts.



Stimulating engagement and increasing activation

To make sure the platform is interesting and engaging, they have followed these best practices:



Make it visually appealing. To make the campaigns more dynamic and engaging, they use colorful visuals, emojis, GIFs, and catchy titles.



Offer at least three alternative copies in sharing campaigns. By suggesting three copies, employees can keep it more diverse and get inspired to write their own text.

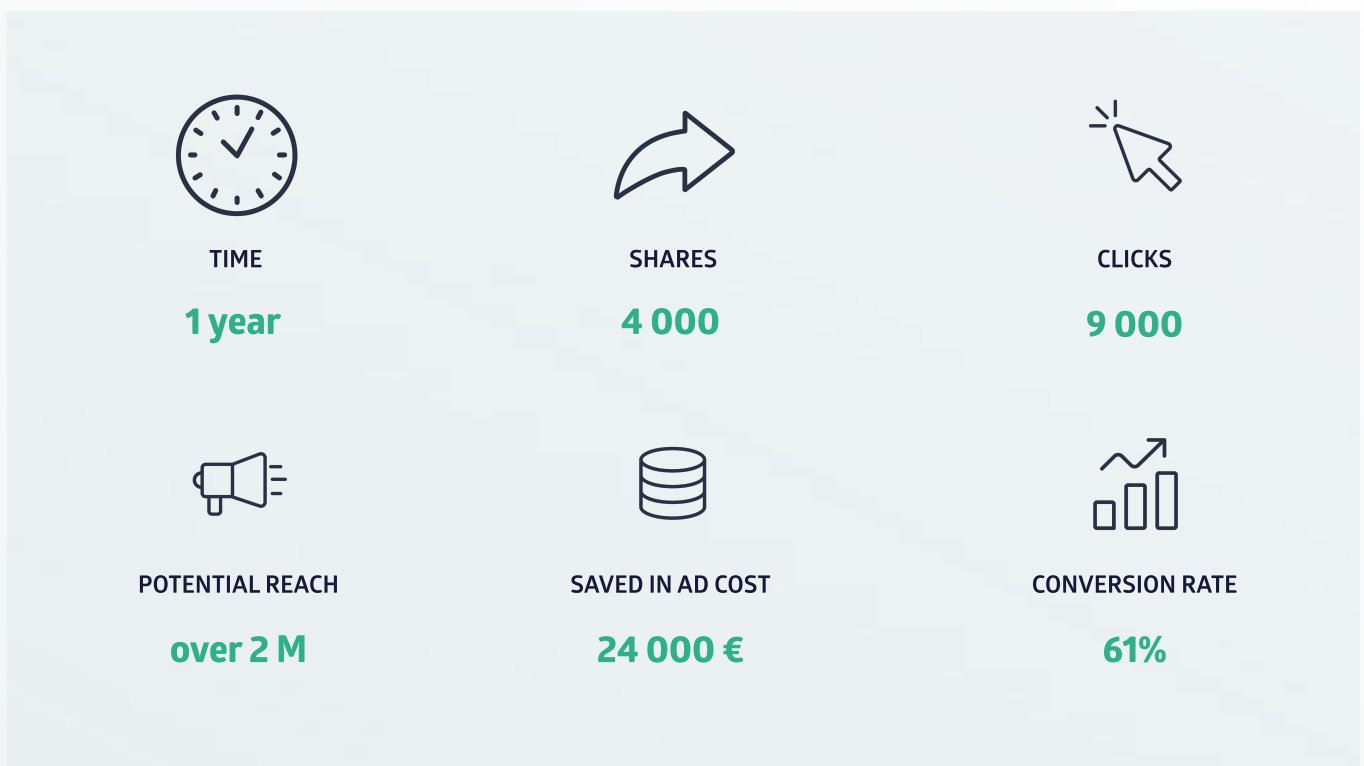


Focus on community building and employer branding just as much as social sharing.

1-year achievements: concrete results

The most used channel for Liantis is by far, LinkedIn, followed by Facebook and Instagram.

In 1 year they have gained a total of 4K shares, almost 9K clicks, and a potential reach of over 2M, and 24K saved in advertising cost – which is even more impressive when thinking that these are employee-generated results.

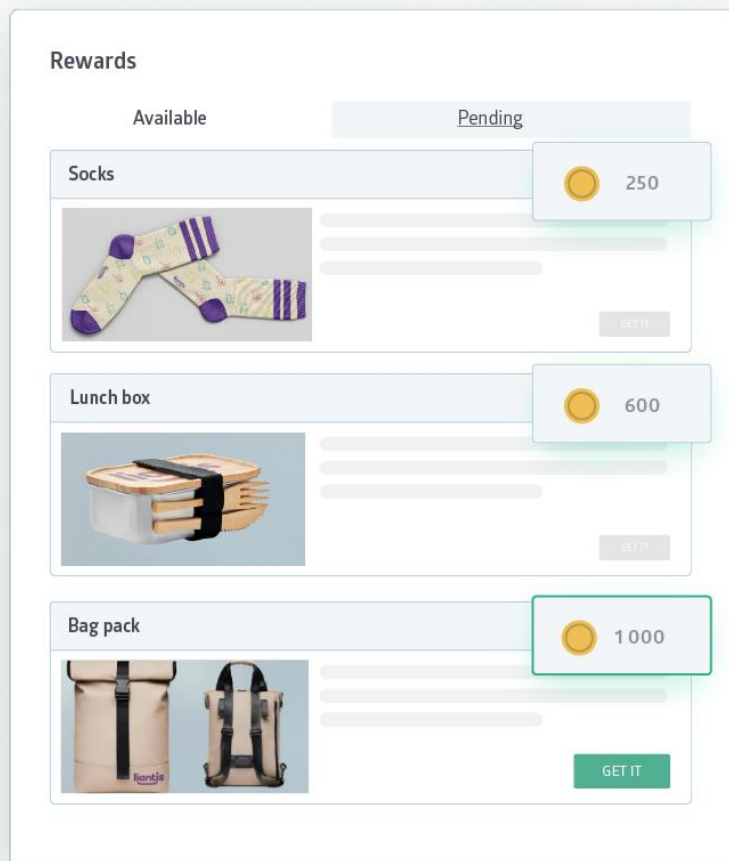


Sara Walraven, Employer Branding Business Partner: *“It’s unbelievable. If you think about it, our employees have done this. So it’s super authentic. For the moment, we are super happy with it and it’s really fun to work with Ambassify.”*

Implementing a reward system: showing appreciation and recognition

Shortly after launching the program, Liantis decided to get started with gamification and rewards:

- They started by offering the merch they already had in stock, such as Liantis socks and mugs.
- Then, they gradually added more prizes, like lunchboxes, bike bags, bike covers, etc.



Customers who are growing their brands with Ambassify



V O L V O



Request a demo [here](#)

Visit the website [here](#)