

Tool Time

*Mehr Effizienz für Mercedes-Benz in der
globalen Social Media Markensteuerung*

#FaceliftSummit

Facelift at a glance



1.200+ satisfied clients

- Brands and agencies
- Mid market to **global enterprise**
- **Fastest growing** solution



EMEA's leading solution

- Integrated **All-in-One** platform
- Worldwide **unique feature set**
- Highest data **security**



200+ passionate experts

- Only **senior staff**, no interns
- Over **15 nationalities**
- **Worldwide support** possible

A truly unique **all-in-one** solution

*facelift*cloud



Dashboard



Benchmarking



Moderation



Trendwatch



Publishing



Engagement



Media Library



Content Base



Reports



Advertising



- The largest **module** set
- The most **scalable** tool
- **Tailor-made** for every user
- Full stack and **truly integrated**
- **Independent** and open
- **Optimised** for enterprises
- **Compliant** for all data policies
- Attractive **licensing model**
- Still focused on **innovation**

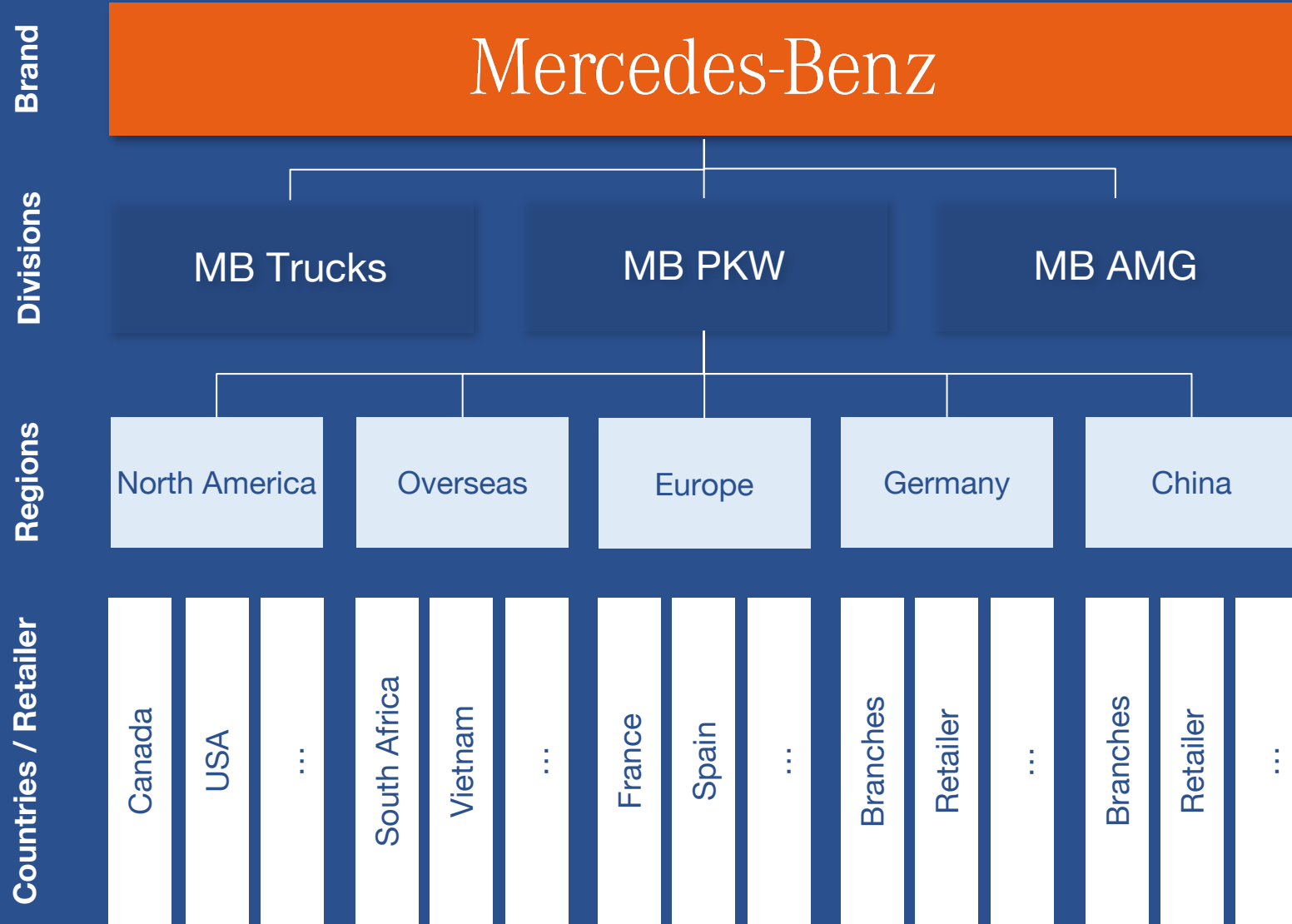


Showcase

Maximum value add for all company divisions including external systems



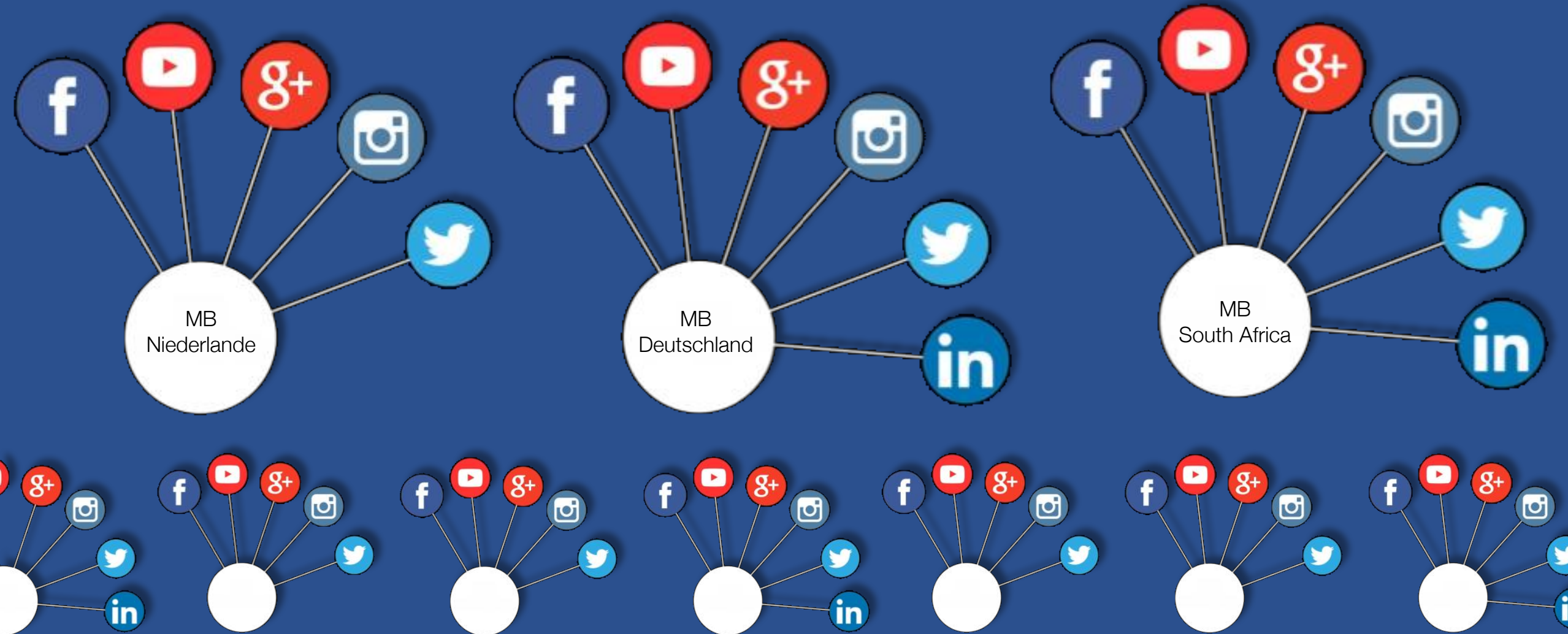
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Headquarter / International

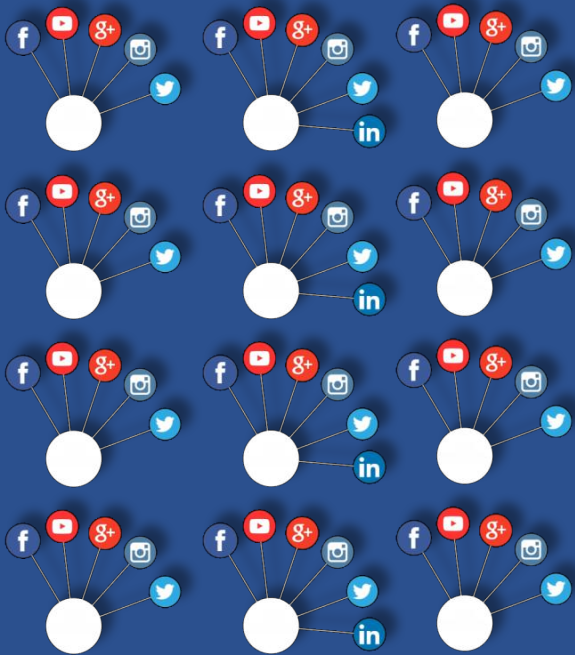


Markets / National

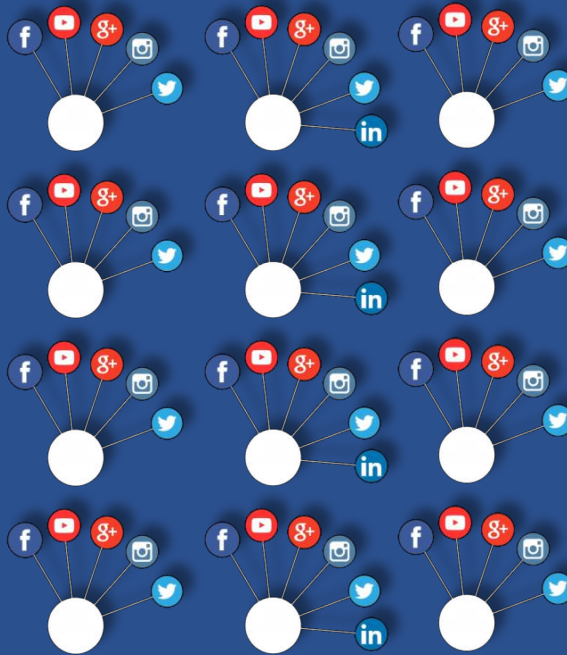


Regions

Europa



Overseas



Deutschland

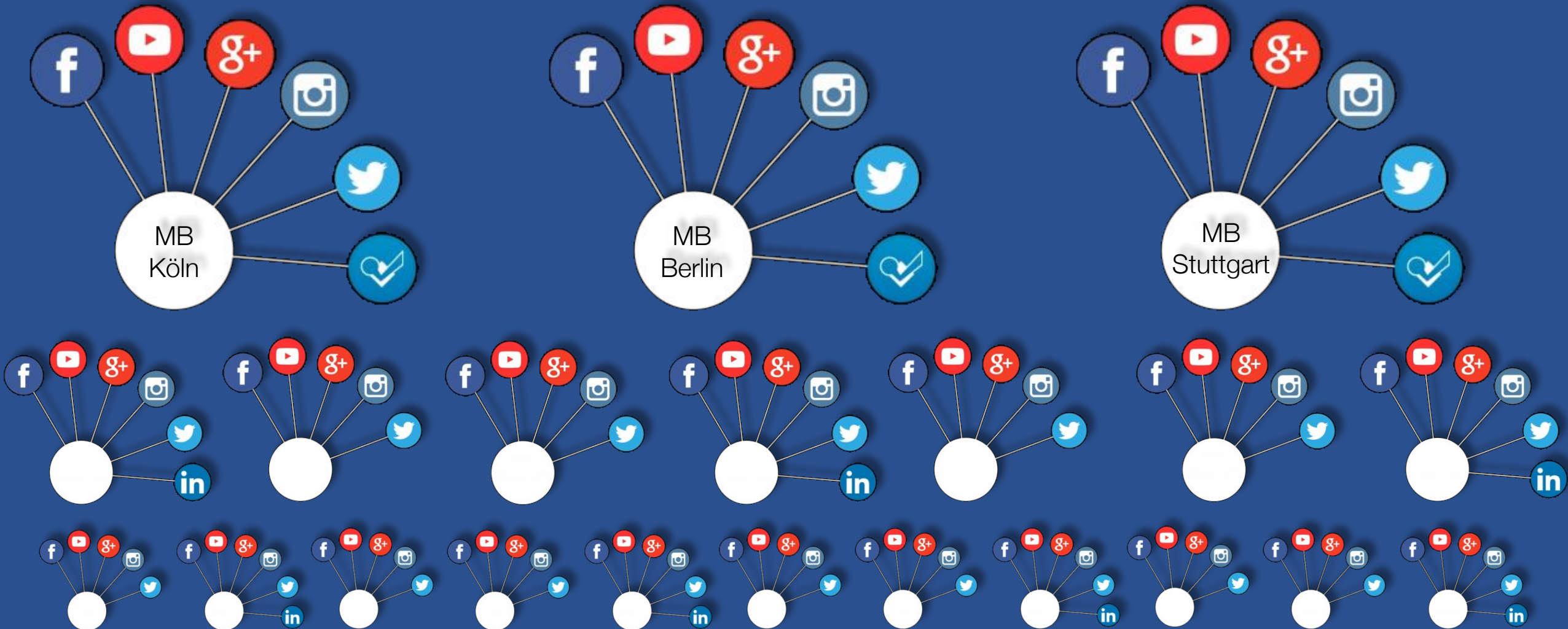


Nordamerika



China

Retail / Local



The result: Brand Inconsistency

19. Januar · 🌐

Der treue Begleiter bei Minusgraden!

Der Mercedes-Benz Scheibenenteisler für gute Sicht: Außen durch die hervorragende Abtauwirkung und den Schutz vor Wiedervereisen, innen durch die vorbeugende Antibeschlagwirkung.

Preis inkl. MwSt.: 10,90 €... [Mehr anzeigen](#)



👍 Gefällt mir 💬 Kommentieren ➦ Teilen

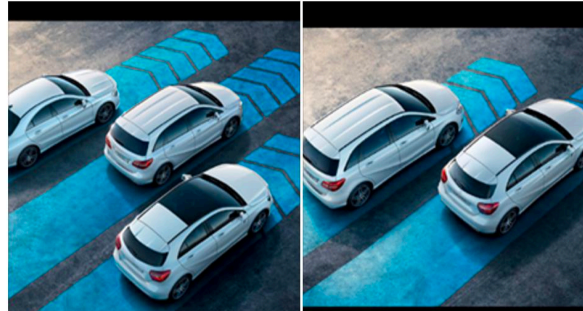
hat 2 neue

Fotos hinzugefügt.

8. Februar um 10:23 · 🌐

Zeit für ein Upgrade! 😊

Hier ein Angebot zu der A-Klasse und B-Klasse.



Zeit für ein Upgrade.

Sie sich eine attraktive Prämie für Ihren Gebrauchten, respekt beim Kauf einer A-Klasse, B-Klasse oder einer CLA.

Umsatzprämie
Febuar sicher:
5.000 €

besonders günstig umsteigen:
A-Klasse, B-Klasse oder CLA.

Modell	Preis	Leistung	CO ₂
A 180	169 €	100 kW (136 PS)	109 g/km
A 180 4MATIC	179 €	100 kW (136 PS)	119 g/km
A 200	189 €	125 kW (170 PS)	119 g/km
A 200 4MATIC	199 €	125 kW (170 PS)	129 g/km
A 250	209 €	155 kW (211 PS)	139 g/km
A 250 4MATIC	219 €	155 kW (211 PS)	149 g/km
A 300	229 €	180 kW (245 PS)	159 g/km
A 300 4MATIC	239 €	180 kW (245 PS)	169 g/km
A 350	249 €	200 kW (272 PS)	179 g/km
A 350 4MATIC	259 €	200 kW (272 PS)	189 g/km
A 450	269 €	225 kW (306 PS)	199 g/km
A 450 4MATIC	279 €	225 kW (306 PS)	209 g/km
A 63	289 €	250 kW (340 PS)	219 g/km
A 63 4MATIC	299 €	250 kW (340 PS)	229 g/km


B-Klasse

Modell	Preis	Leistung	CO ₂
B 180	179 €	100 kW (136 PS)	109 g/km
B 180 4MATIC	189 €	100 kW (136 PS)	119 g/km
B 200	199 €	125 kW (170 PS)	119 g/km
B 200 4MATIC	209 €	125 kW (170 PS)	129 g/km
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Mercedes-Benz

👍 Gefällt mir 💬 Kommentieren ➦ Teilen


Mercedes-Benz




Mercedes-Benz



Mercedes-Benz



Mercedes-Benz



Mercedes-Benz

Client Initiative #1: Social Media Competence Center



2016 in Zahlen

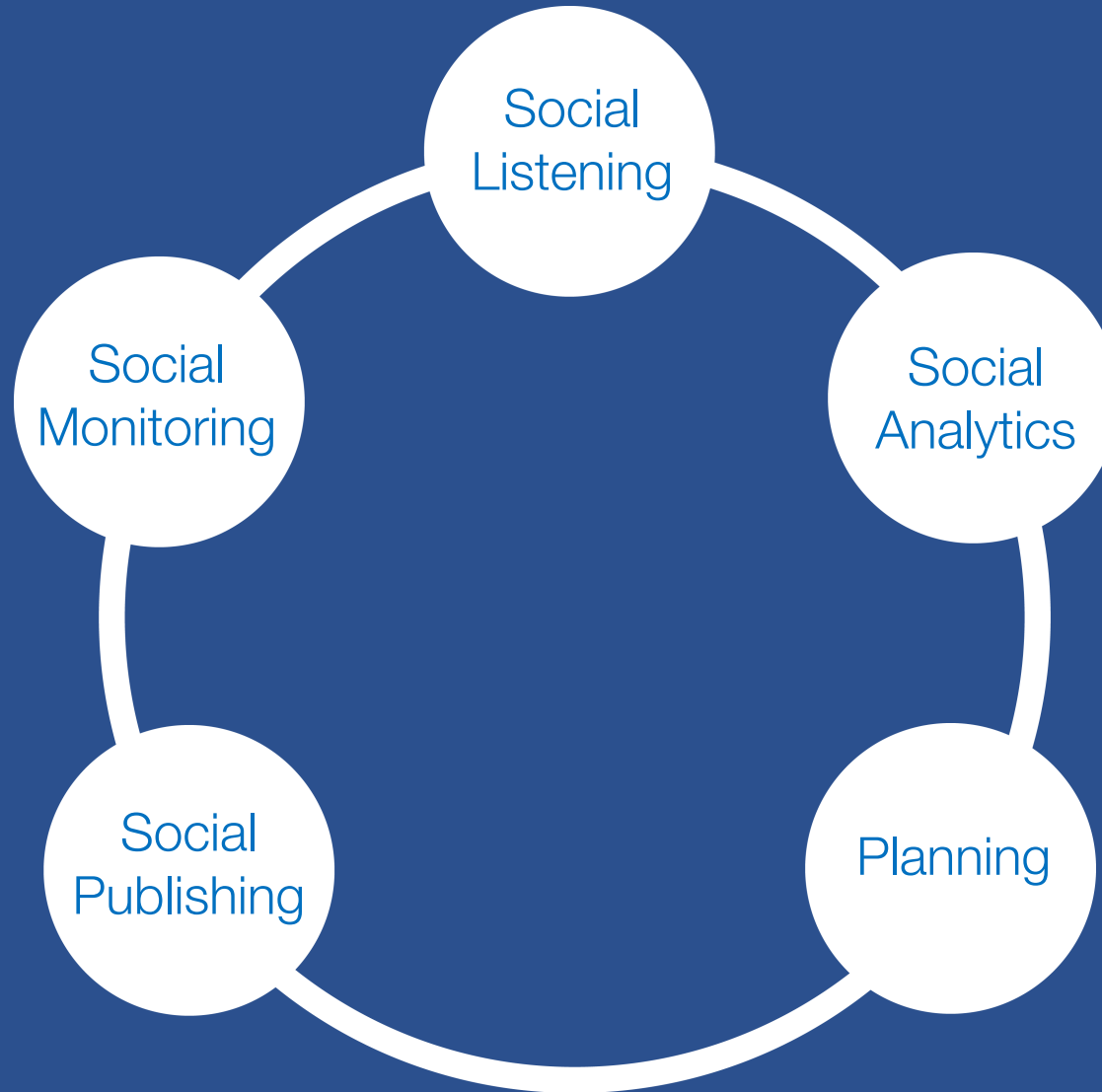
8.200 Postings

4,5 Milliarden Reichweite

228 Millionen Interaktionen

152 Millionen Views

Client Initiative #2: Centralized Tool Landscape



Challenge #1: Different users with diversified requirements

Digital Marketing Department HQ

	<p>Thorsten Neumann</p> <p>Head of Digital Marketing</p> <p>Success Monitoring</p>		<p>Julia Friedrich</p> <p>Outbound Marketing Manager</p> <p>Commerce & Sales</p>		<p>Maxima Becker</p> <p>Manager Content Creation</p> <p>Content Marketing</p>		<p>Karla Wegner</p> <p>Community Manager</p> <p>Customer Service</p>
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External Divisions for certain Markets/Countries

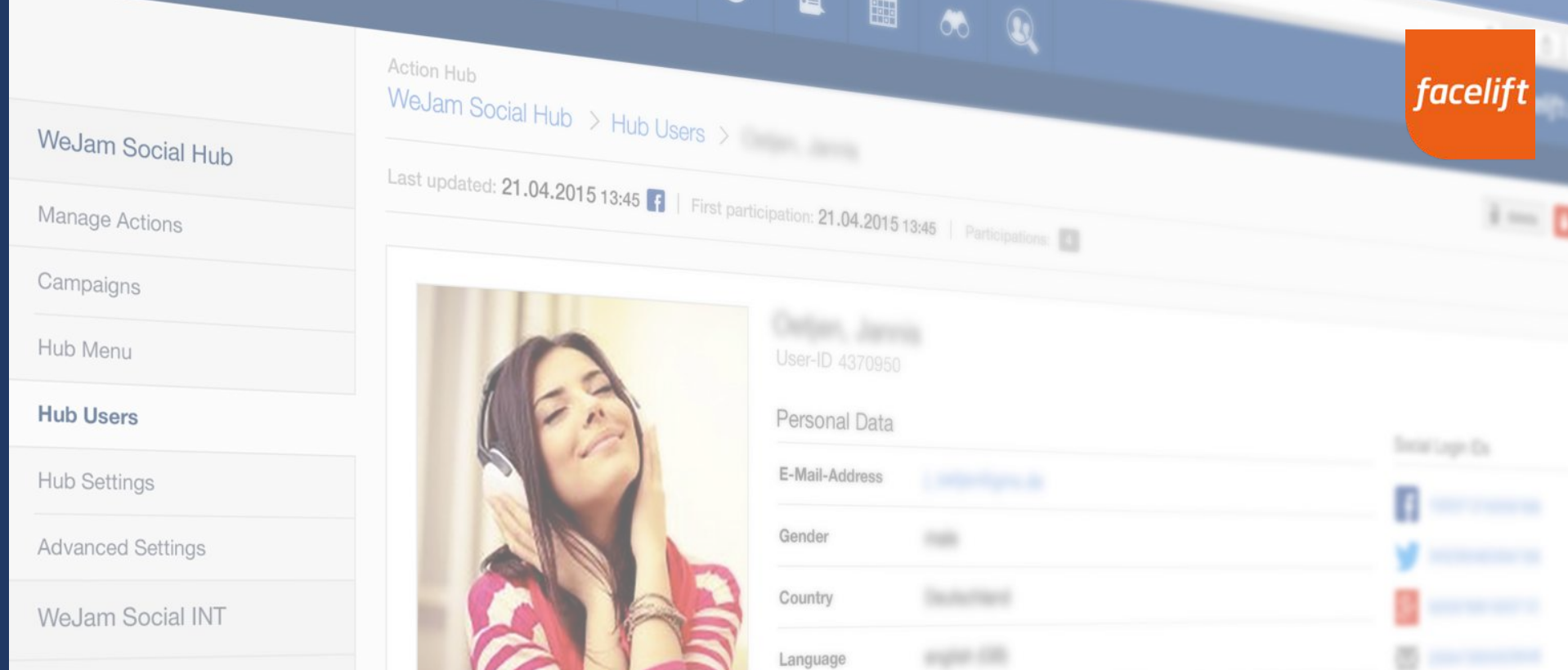
	<p>Lana Probst</p> <p>Country Marketing Manager</p> <p>Media Distribution</p>		<p>Tim Becker</p> <p>Local Marketing Manager</p> <p>Local Storytelling</p>		<p>Diana Hertel</p> <p>Senior Data Analyst</p> <p>Analytics & Monitoring</p>
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Thorsten Neumann

Head of Digital Marketing

Is responsible for the digital brand appearance and social media strategy. Is single point of contact. Reports directly to the board.



Requirements:

- Customized overview on all team activities
- Automated reports for current ad campaigns
- Competitor watch and comparison in real-time



Dashboard



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Publishing



Benchmarking



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Advertising



Media Library



Trendwatch



Julia Friedrich

Outbound Marketing Manager

Responsible for all operational social media activities in certain countries and regions. Among others, Julia provides global social media content.

Requirements:

- Boosting sales via right targeted content on different channels
- Easy-to-use campaign builder for landing pages and corresponding social media ads
- Real-time campaign monitoring incl. data from external tools e.g. Google Analytics



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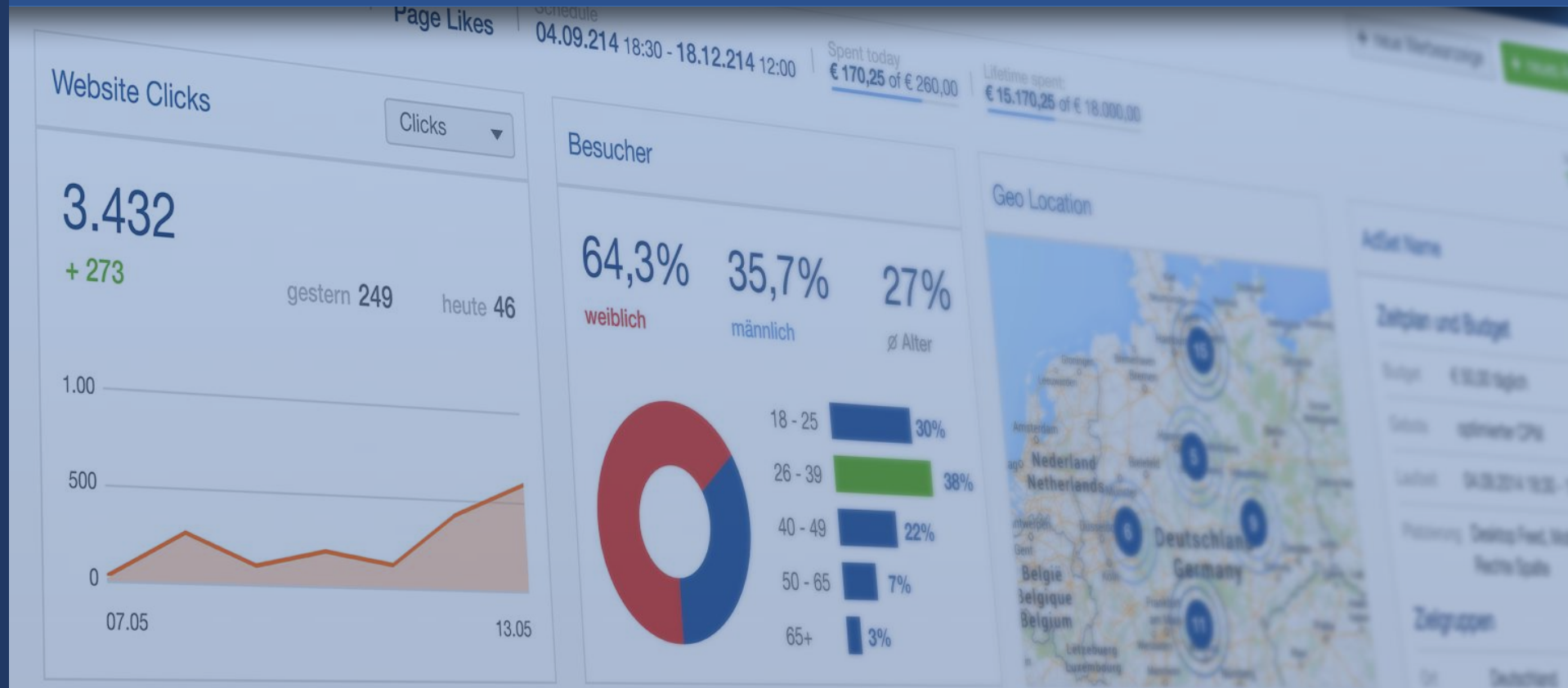


Media Library



Trendwatch

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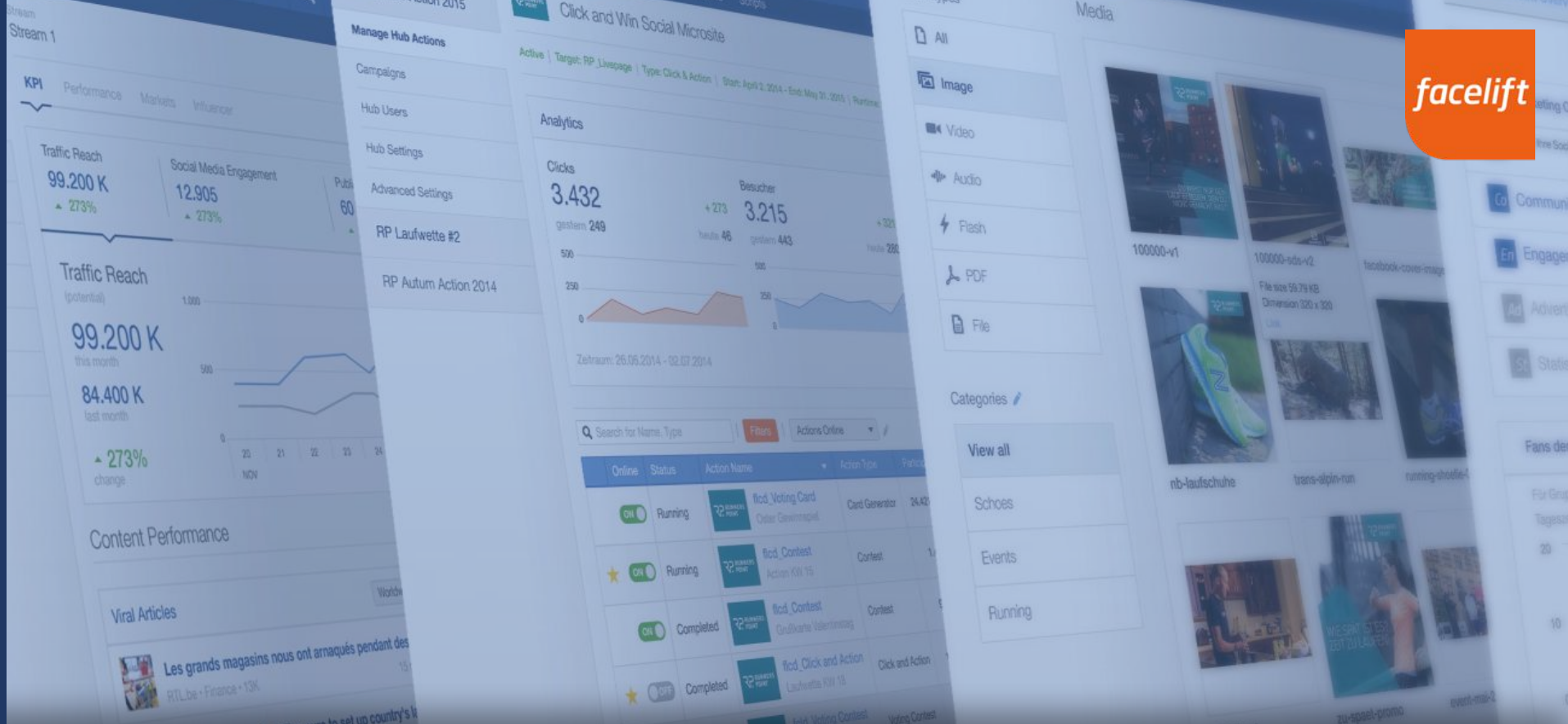




Maxima Becker

Manager Content Creation

Responsible for product communication on all global channels and the content creation. Needs rapid feedback on content usage and content performance.



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Requirements:

- Creating, planning and publishing content for all relevant networks
- Editorial calendar with different filter options for content types, campaigns and brands
- Content templates for different brands, regions and markets



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Karla Wegner

Community Manager

Responsible for the user dialogue on social media. Is the real internal expert and has a strong affinity to new channels.

Requirements:

- Unified inbox for all incomings posts, comments, messages and reviews
- Intelligent tagging and alert function for critical keywords
- Task assignment for teams incl. ticketing system

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Lana Probst

Country Marketing Manager

Responsible for the country specific content, media and campaign adaptation as well as the distribution to the retail.



Requirements

- Global content pool for region specific media and templates
- Approval processes for content adoption via local translating agencies
- Reports about content usage and content performance



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Diana Hertel

Senior Data Analyst

Responsible for web and social media analysis. Needs a centralized view on all relevant data in real-time.

Requirements

- Social listening and real-time monitoring
- Social KPIs benchmarking with competitors
- Custom report creation with automatic send-out function

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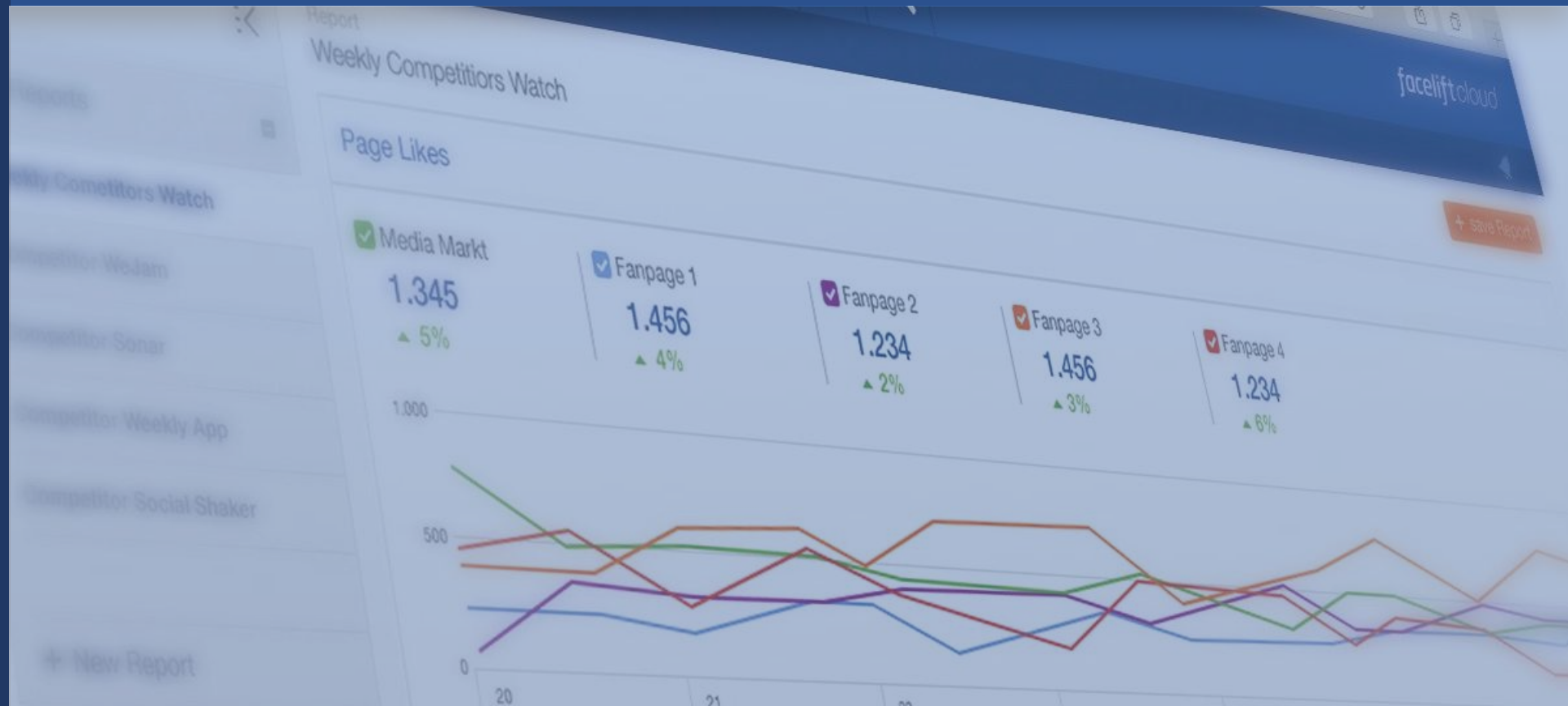
Advertising



Media Library



Trendwatch

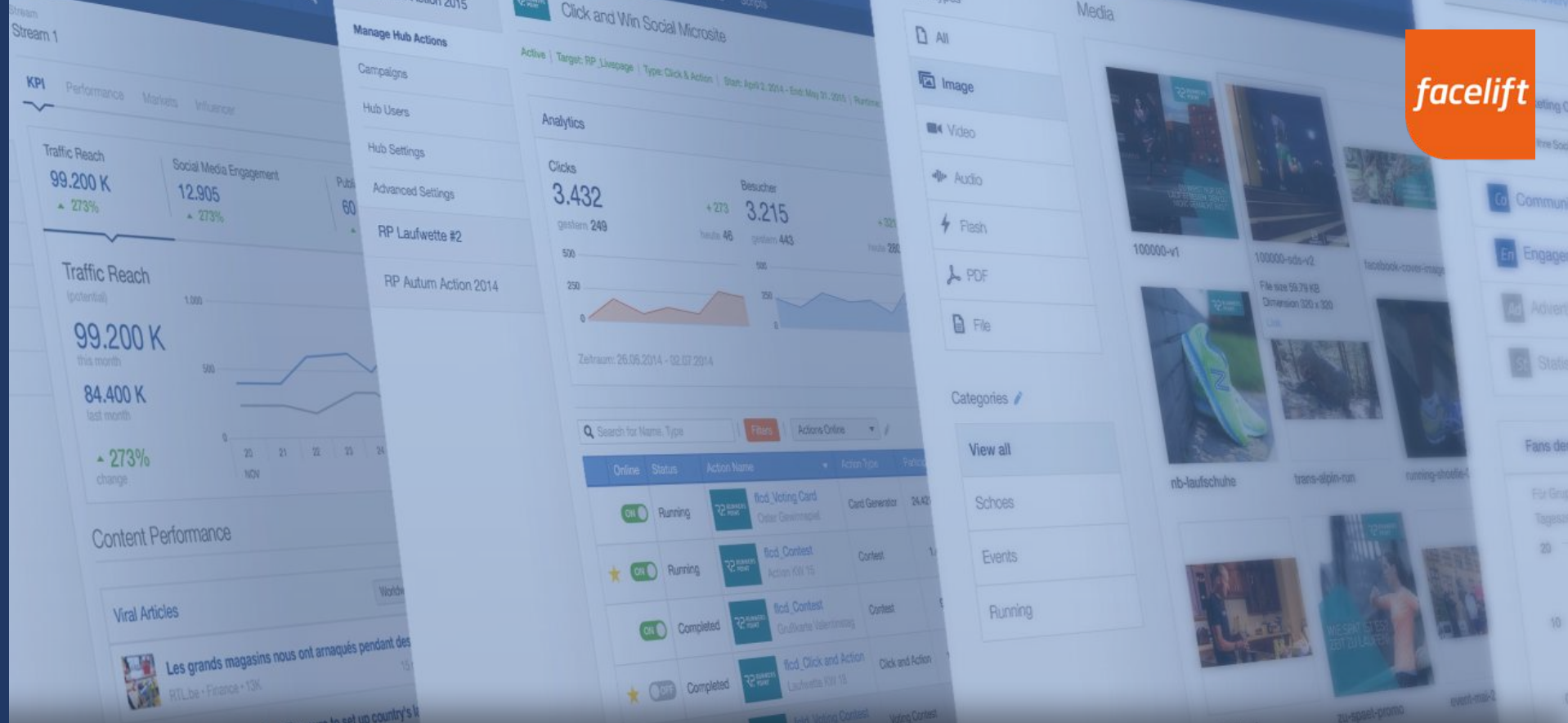




Tim Becker

Local Marketing Manager

Responsible for retail marketing activities. Requires well-prepared content, media and campaign assets.



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Requirements

- Easy to use templates from the headquarter
- Automatically planed content from the headquarter with opt-out function
- Up to date media library to promote own local campaigns within a few minutes



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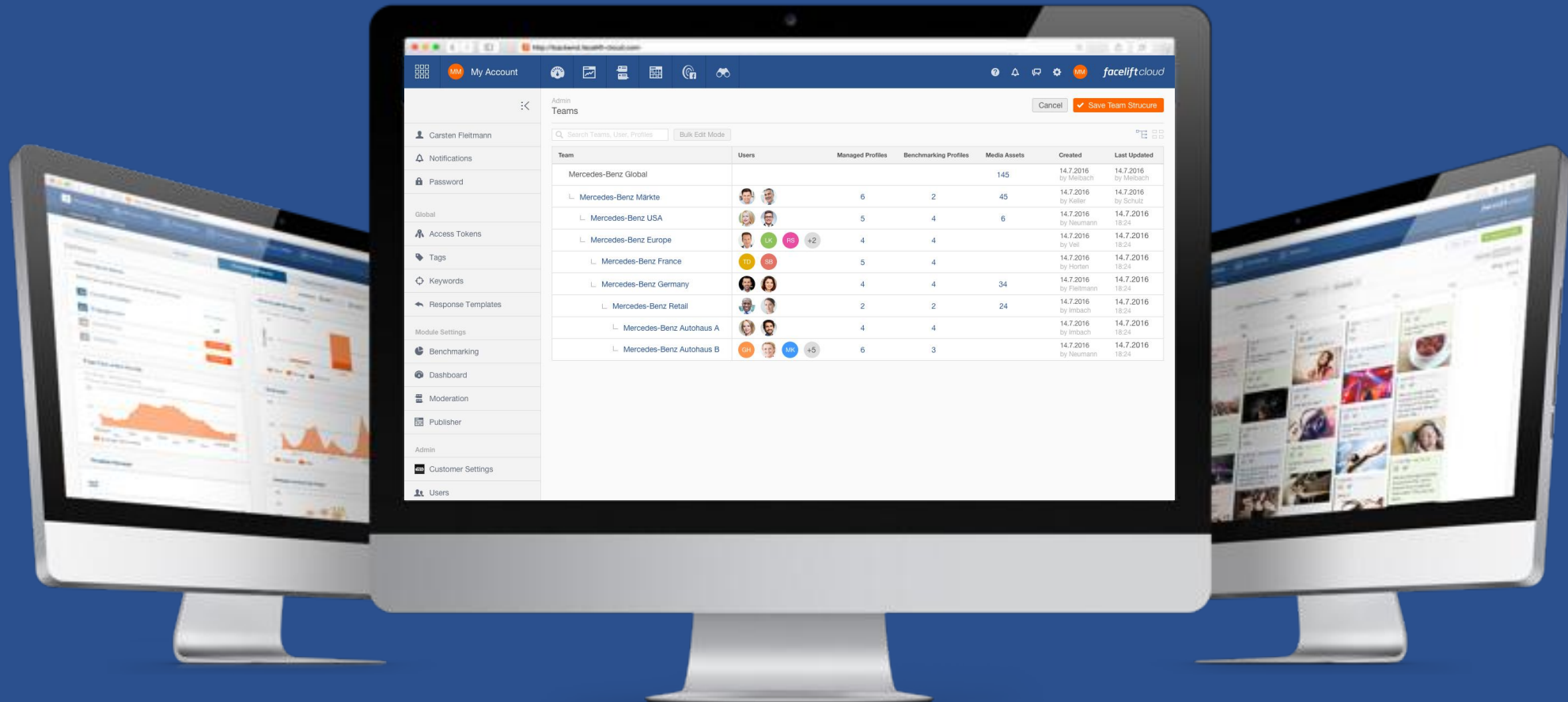
Media Library



Trendwatch



Challenge #2: Individual roles and rights for each user in the company's hierarchy



1:1 Setup based on the company's hierarchy

MM

My Account

🔍

📊

📅

📆

🔗

👁️

?

🔔

💬

⚙️

MM

faceliftcloud

⋮

Admin

Teams

Cancel

















✓ Save Team Structure

🔍 Search Teams, User, Profiles

Bulk Edit Mode

🔍

📄

Team	Users	Managed Profiles	Benchmarking Profiles	Media Assets	Created	Last Updated
Mercedes-Benz Global				145	14.7.2016 by Meibach	14.7.2016 by Meibach
↳ Mercedes-Benz Märkte	 	6	2	45	14.7.2016 by Keller	14.7.2016 by Schulz
↳ Mercedes-Benz USA	 	5	4	6	14.7.2016 by Neumann	14.7.2016 18:24
↳ Mercedes-Benz Europe	  LK RS +2	4	4		14.7.2016 by Veil	14.7.2016 18:24
↳ Mercedes-Benz France	  TD SB	5	4		14.7.2016 by Horten	14.7.2016 18:24
↳ Mercedes-Benz Germany	 	4	4	34	14.7.2016 by Fleitmann	14.7.2016 18:24
↳ Mercedes-Benz Retail	 	2	2	24	14.7.2016 by Imbach	14.7.2016 18:24
↳ Mercedes-Benz Autohaus A	 	4	4		14.7.2016 by Imbach	14.7.2016 18:24
↳ Mercedes-Benz Autohaus B	  GH MK +5	6	3		14.7.2016 by Neumann	14.7.2016 18:24

Carsten Fleitmann

Notifications

Password

Global

Access Tokens

Tags

Keywords

Response Templates

Module Settings

Benchmarking

Dashboard

Moderation

Publisher

Interdisciplinary Content Creation and Publishing Process



Example: Global Content Pool for Mercedes-Benz

Publisher

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Post Plan

Content Pool

Trending Content


Content Pool

Filter by
Select pages or page groups
All ▼




New Mercedes CLS 500

Strength, durability, rationality. After more than a century of building cars guided by such forthright German principles, Mercedes-Benz has lately become enamored with another, slightly more Italian idea: loveliness.




The new GLE

High efficiency and outstanding handling both on the road and in terrain are among the strengths of the revised best-seller in the SUV segment.




The GLE 43 4MATIC

Mercedes-AMG is extending its offering of AMG sports models. The Mercedes-AMG GLE 43 4MATIC is the third vehicle in this new line.




Mercedes-Benz G-Class

A car like a building: Ever since, the imposing stature of the G-Class has been appealing with its beholders.




S-Class Coupé

Mercedes-Benz is extending its range of exclusive special models now with the S-Class Coupé: the "Night Edition" will enter the European market in April 2017, with a US launch following in August 2017.




The new generation A-Class

With the new generation of the A-Class, Mercedes-Benz reconciles the conflicting aims of sportiness and comfort. With the new generation of the A-Class, Mercedes-Benz reconciles the conflicting aims of sportiness and enhanced comfort.



Mercedes-AMG GT R

The Mercedes-AMG GT R wins Innovation Award. Intelligent material mix is the key to lightweight design. While the chassis and body are made from a variety of aluminium alloys, the boot lid is of steel and the front deck of magnesium.



The V-Class AMG Line

At this year's International Motor Show in Frankfurt, Mercedes-Benz is presenting the V-Class with new appointments. These are designed to create additional, individual highlights and make the MPV attractive to further target groups. From the end of 2015 the model will be available with the AMG Line equipment package.

Example: Content Templates and Approval Process

Publisher

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Post Plan > Post Plan

- Post Plan
- Content Pool
- Trending Content

Content Pool: In progress | Post Owner: Vincent Imbusch

Peter Keller ▾
Get approval
Publish
Save

Content Presets

Master Story Mode

Use the Master Story Mode if you like to publish to multiple channels.

Publish date

Post owner

Tags

Enable link shortener

Select a date

Vincent Imbusch ▾
The post will also be assigned to the owner in the feed view.

Add tag

Shorten all provided links in all available channels.

Briefing

Add briefing

Additional files

Add files

Facebook
+

Post content

Status
 Photo / Video
 Link

Mercedes-Benz

a few seconds ago

The Mercedes-AMG GT R wins Innovation Award. Intelligent material mix is the key to lightweight design. While the chassis and body are made from a variety of aluminium alloys, the boot lid is of steel and the front deck of magnesium.

Post Distribution

☐ Dark Post (unpublished and unscheduled)

Add Distribution Template ▾

Save as Distribution Template
Remove all

Challenge #3: Global On-boarding Processes and Trainings





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Key benefits for **Markets & Retail**

- **Collaboration** across all channels and users
- Central approval processes and **performance tracking**
- **Access** to consolidated and comprehensive reports
- **Ease of use** due to personal success management

Key benefits for **HQ**

- **Scalable** for SMB and global enterprise structures
- Added value for teams with two or **up to hundreds of users**
- **Flexible licensing model** for successive roll-out scenarios
- **Highest security** guaranteed by ISO 27001



Let's talk