

Content, connections and community

How Italy's leading consumer lending company created a thriving digital community in response to the pandemic and is now looking into the future



Agospartner

Location:
Milan, Italy

No. of Employees:
1,001 – 5,000

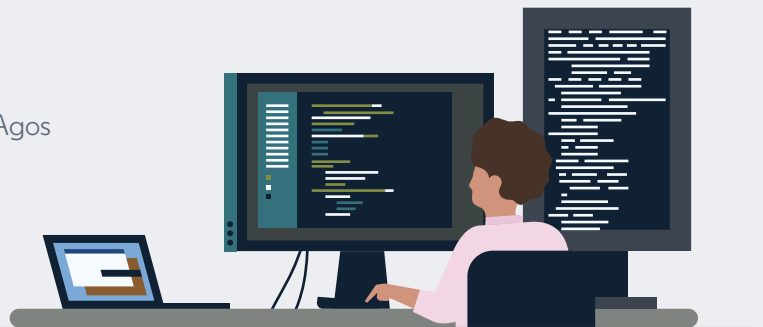
Industry:
Financial Services



We created Agos Partner as a way to rebalance the human contact that was lost as a result of the pandemic. Our goal is to keep our partners engaged, reinforce our brand and stay close to the market. With LinkedIn being the natural gathering place for B2B professionals, it makes sense to nurture our digital community there.



Alessio Cacciatori
Head of Trade Marketing, Agos



The Brand

Agos is a leading consumer lending company in Italy. Operating on a B2C and B2B2C model, it offers financial solutions to consumers through a wide network of branches and partner companies. This includes agreements, often exclusive, with over 20,000 selling points and important commercial brands like IKEA and Mondo Convenienza in home furnishings, Unieuro in consumer electronics as well as Suzuki, Honda and Piaggio in the automotive industry.

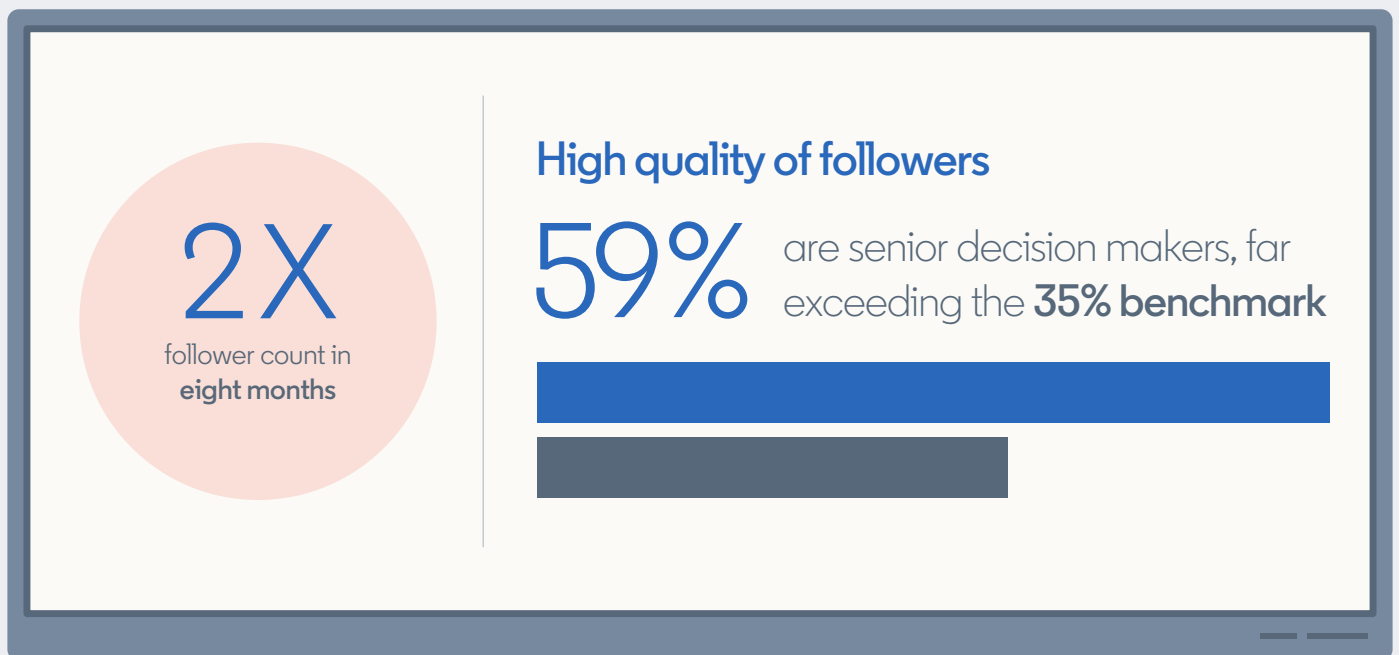
Its salesforce traditionally engaged these partner companies, in person, at face-to-face meetings. When the COVID-19 pandemic made this impossible, the company responded with impressive speed by creating Agos Partner — a digital-first, content-driven B2B communications channel.

Speeding ahead with digitisation

By March 2020, Agos had launched a dedicated Agos Partner website, which serves as its main content hub, as well as a LinkedIn Showcase Page to share content and engage its community. The Agos Partner Showcase Page is the first in the Italian consumer credit market dedicated to the B2B automotive, retail and furniture sectors.

The first order of business was to build the Agos Partner community. With a clear target audience defined by both industry and seniority, Alessio Cacciatori, Head of Trade Marketing and his team worked with LinkedIn Marketing Solutions to develop a digital marketing strategy that synergised both organic and paid media opportunities on the platform. Their goal was to acquire 4,000 followers for Agos Partner by December 2021. They achieved this in two-thirds of the time, effectively doubling their follower count by August 2021.

The Results



Based on follower demographics in July 2021



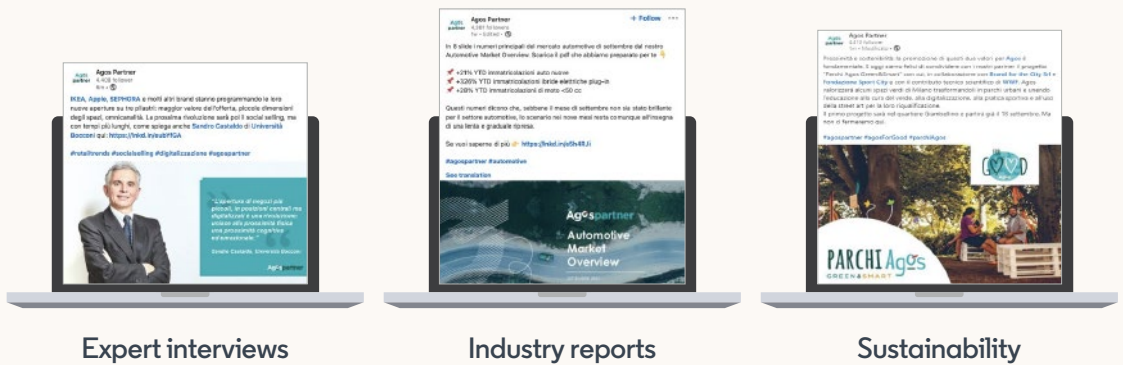
Developing a cohesive digital strategy

Prior to Agos Partner, the company did not have a direct digital touchpoint for B2B communications. Now, the channel has become a key digital asset that supports the Agos brand and reinforces its positioning as a market leader. This was possible because Agos was able to rapidly develop a cohesive digital strategy with the support of LinkedIn Marketing Solutions and with the involvement of all internal stakeholders, particularly its B2B sales network. Three elements of their strategy stand out:



1 Delivering value through content

Agos Partner focuses on sharing relevant and timely insights of interest to its community, using industry trend analysis, survey reports, case studies and interviews to attract and hold interest. But there's more: Agos Partner has developed its own data platform site for the automotive world, called Automotive Market Overview, which is promoted through LinkedIn. All this high-value content is delivered using a mix of images, videos, articles and documents.



Expert interviews

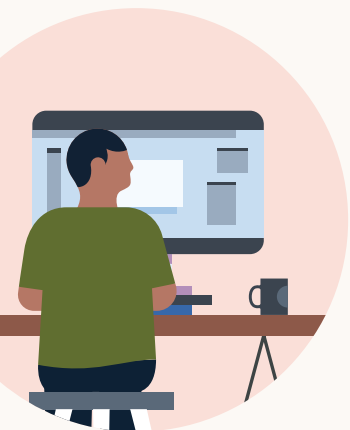
Industry reports

Sustainability



2 Committing to an always-on approach

The Agos Partner Trade team maintains an editorial calendar that maps out their content plan and posting schedule. This ensures that followers are consistently engaged with new content. To reach a wider audience and acquire new followers, high-performing organic posts are turned into Sponsored Content on the platform and previews of Agos Partner's most significant content are inserted into company's e-newsletter to drive traffic to its LinkedIn Showcase Page.



3 Continuously testing, learning and optimising

While it appears that Agos Partner has landed on a winning marketing strategy, Alessio points out that they are constantly monitoring, measuring and making refinements with support from LinkedIn Marketing Solutions. This includes testing different targeting combinations to reach the right audience and adjusting bids and budgets to optimise spend along the way.

Taking Agos Partner into the future

While Agos Partner was the result of a quick pivot due to the pandemic, its success has earned it a permanent place in the company's larger marketing strategy.



We are getting very good feedback from our salesforce. They're making new connections within the Agos Partner community and using the content as a single source of truth to facilitate their sales interactions. This ensures that our messages are delivered consistently at every touchpoint.



Alessio Cacciatori
Head of Trade Marketing, Agos

For these reasons, Agos will continue on its digital journey with LinkedIn with strong determination, also exploring new ways to further expand its community and create synergies with its partners, following its '100% digital, 100% human' strategy.

