

Headquarters: Munich, Germany | No. of Employees: 10,000+ | Industry: Insurance

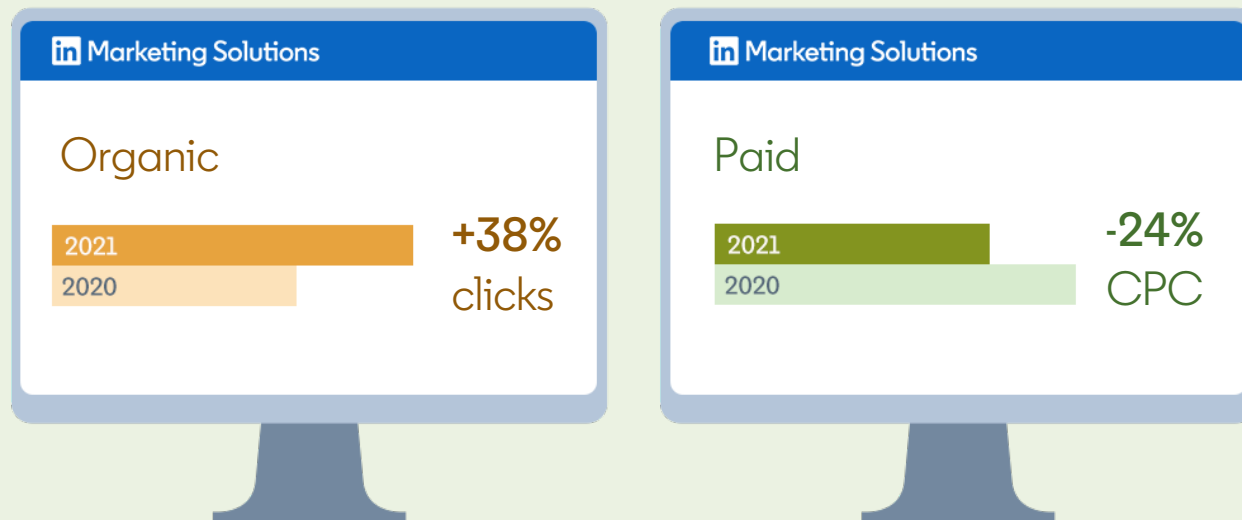
## Challenge

- To deepen engagement with its core business audiences, establish itself as a thought leader in emerging business areas like cybersecurity and sustainability, and drive leads among niche audience segments

## Solution

- Unified its LinkedIn presence into a single Group-level Page
- Implemented a global social media strategy to guide always-on organic marketing
- Built on organic engagement with paid media, targeting broadly for awareness campaigns and deploying demand generation campaigns for niche audiences

## Results



“ We’re now in a stronger position to grow brand awareness and thought leadership in key topics through organic activity.”



Hanna Liebgen | Social Media Manager, Munich Re Group

“We’re observing a causal relationship between company engagement on LinkedIn and how fast our sales conversations progress.”



Maximilian Heinrich | Digital Communications Consultant, Munich Re Group