

# Lemonade

**LOCATION**

New York, New York

**NO. OF EMPLOYEES**

125

**INDUSTRY**

Insurance

## Lemonade Finds Its Sweet Spot by Developing a Community on LinkedIn

### Challenge:

Lemonade prides itself on being a very different kind of insurance company. Through machine learning and AI, the licensed carrier offers a simple quote and claims process by replacing brokers with bots and paperwork with algorithms. They also take a flat fee and don't profit by denying claims, removing the conflict of interest that has sewn consumer distrust.

Lemonade takes pride in their social initiatives, giving back to nonprofits as a Certified B-Corp. But getting their message out, in an industry occupied by several entrenched global corporations, isn't easy. This innovative business needed innovative marketing methods, so they turned to LinkedIn.

*“Professionals are humans, first and foremost, so our content has to be valuable to them and tap into their personal interests.”*



**Yael Wissner-Levy**

Head of Communications and Content, Lemonade

## Solution:

The team at Lemonade knew their product was having the desired impact when they started seeing more and more customers writing about their experiences with it on social media. Seeing this, Lemonade made a commitment to interact with these people – as well as non-policyholders – and foster genuine online conversations. “We were surprised by the good karma that we were getting from people - who thought insurance would be such a social media worthy subject- and that kind of led us to engage with them even more so,” says Yael Wissner-Levy, Head of Communications and Content. This strategy goes beyond the Lemonade brand itself; the company’s CEO and cofounder Daniel Schreiber, and cofounder and COO Shai Wininger, engage with members and share thought leadership content from their personal profile, which expands organic reach and adds a distinct human element.

*“We aim to answer everyone that writes to us on LinkedIn, and love to watch and participate in the conversations that develop around us.”*



**Yael Wissner-Levy**  
Head of Communications and Content, Lemonade

## Results:

Customers + Employees + Company Values = Growth

Lemonade has quickly grown its presence on LinkedIn by carving out a unique niche and staying true to it. Rather than aligning with the traditional “all business” context often associated with the platform, the disruptive tech-driven insurance provider moves in the opposite direction by orienting content toward customers, employees, and company values. “Professionals want to read stuff that goes beyond another productivity hack,” asserts Wissner-Levy. “LinkedIn is a community of humans that want to connect to each other through stories, and people connect through all kinds of stories.” One of Lemonade’s most successful campaigns is called “The Transparency Chronicles,” in which they share very candid, behind-the-scenes stories about their business, reflecting on missteps rather than running away from them. As Lemonade has learned, this kind of content can really stand out and gain traction in feeds full of corporate messaging, especially when contrasted against many competitors in the insurance industry.

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