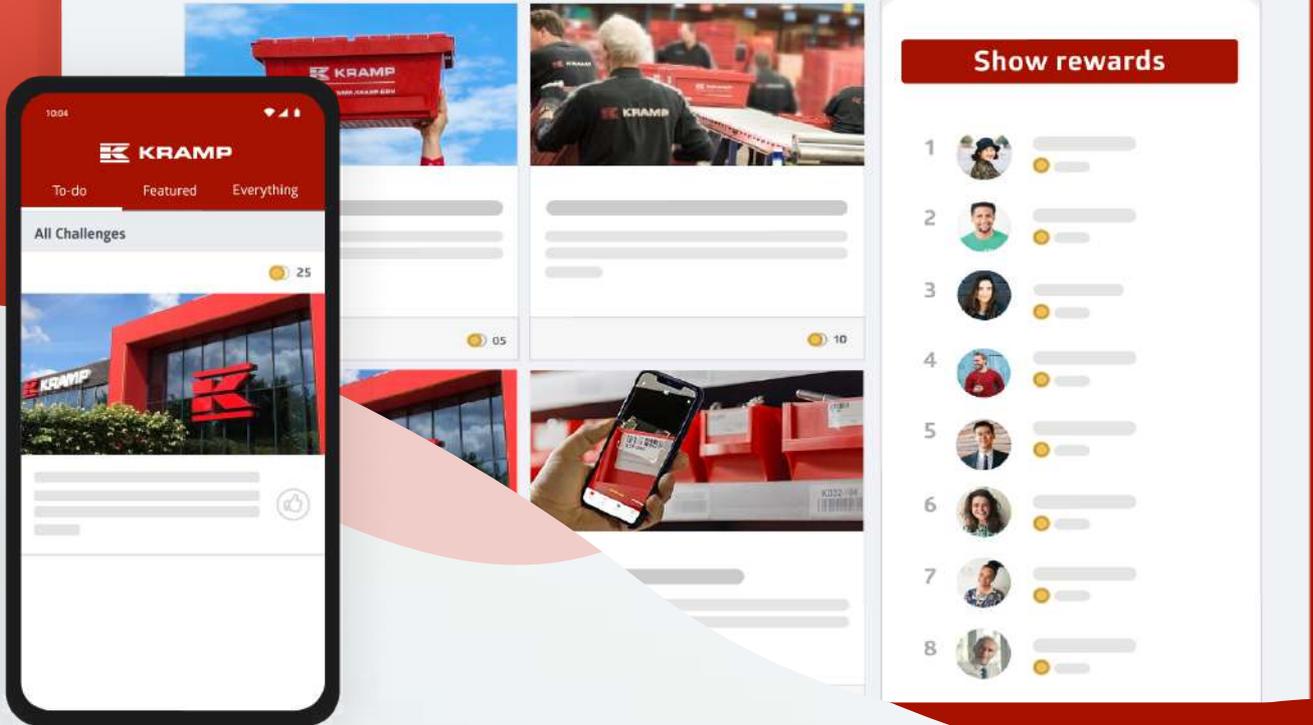


 KRAMP



 KRAMP

customer story

How KRAMP Unifies Branding and Messaging through Dealer Advocacy

 Ambassify

Who is KRAMP?

[Kramp](#) is one of the biggest suppliers of parts and accessories for Europe's agricultural sector. Since they were founded in 1951, they have consistently pursued a single goal: making work as easy as possible for their customers. Whether you work in agriculture, landscaping and forestry, civil engineering or mechanical engineering (OEM), Kramp will ensure that your work never comes to a standstill.



How is Ambassify a good fit for KRAMP?

KRAMP's Marketing Specialist Kim Flossy learned about Ambassify through a dealer of theirs. She was browsing her social media pages and noticed that she was posting regularly about STIHL, so she asked her about it – why she was posting about them but not about KRAMP.

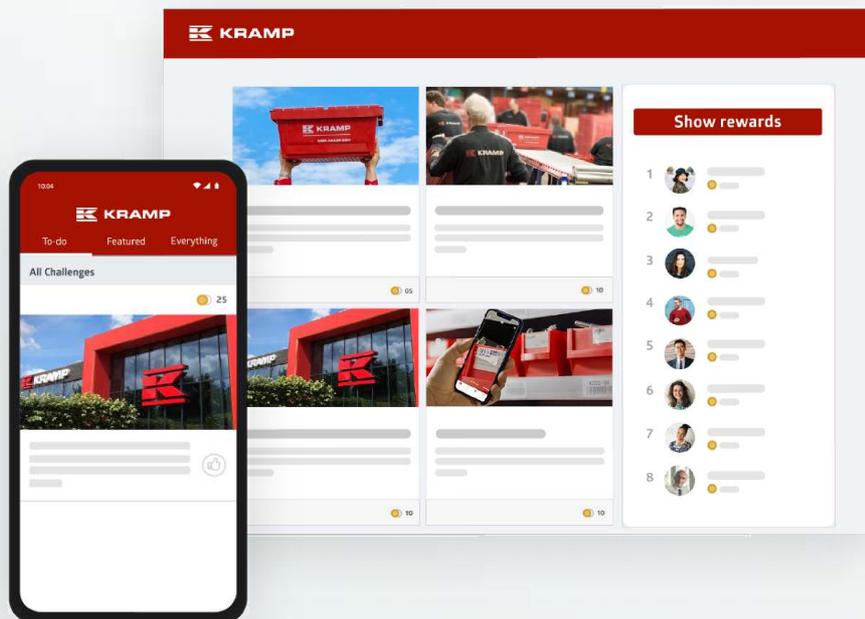
💡 She said that [STIHL made her life much easier](#): through Ambassify, they would send her an email every week with two or three **fully prepared campaigns to post content on social media with branded visuals and messages**, and all she had to do was click on a few buttons and the post was live. She didn't have to give it a second thought because it was already all prepared for her to use.

Contrarily, in order to post content about KRAMP, she'd have to think about what message to write, how to write it, where to share it, etc., and it was really hard to find the time and the creativity to do so on a weekly basis.

That's when Kim found out about Ambassify – because it was the tool that STIHL also uses to deliver that kind of content. Knowing that was exactly the kind of tool KRAMP needed, Kim reached out.

The decision-making process

They compared Ambassify with other competitors, and after evaluating and comparing the tools, Ambassify came out the strongest. In their point of view, **Ambassify was the most straightforward and easy to use, with an intuitive user interface**, which is why, in the end, the decision was made to choose Ambassify as a tool to engage with the dealers.



Platform onboarding to different target groups

The onboarding process was neat and smooth for KRAMP and was divided into two phases:

- For the **account managers**, they organized some **internal sessions, where they would share information about the product**, explain in detail why they chose to launch such a program, and what their role in it was and could be.

These info sessions also helped them get more familiar with the platform and easily understand how it all works. Because they are used to working with social media on a daily basis, it was not that difficult to convince them to use it and be active users.

- To persuade our **Powered by KRAMP shops** to work with Ambassify, Kim went to [visit them personally](#) in their shops and **showed the platform to them directly** and how to create an account, log in, connect to and use the platform so they could see immediately how easy it was.

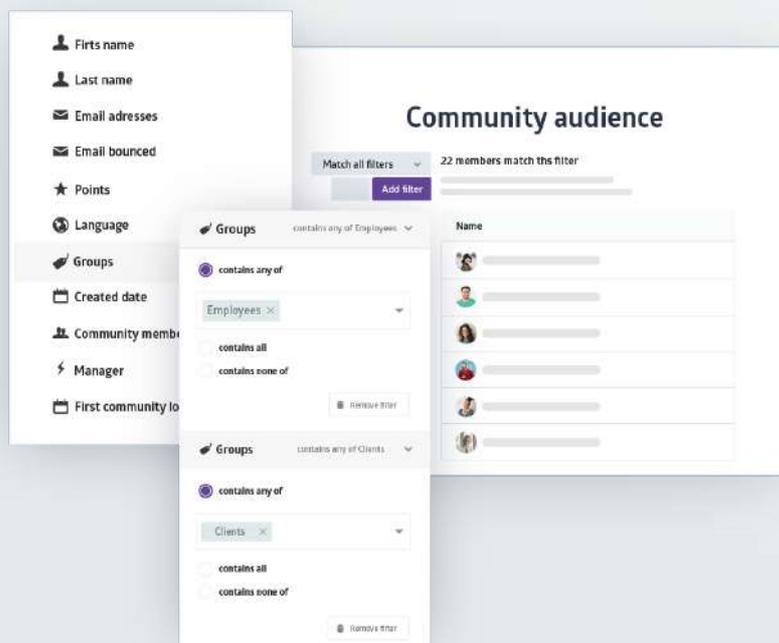


Kim Flossy, Marketing Specialist at KRAMP: *“It was easier to explain the platform to show them how it works, how easy it is to use, and how [they can share content in a few clicks](#). I went there to explain the system’s value to them, and in that way, they were more convinced.”*

Most used features

One of the most used and appreciated features of KRAMP’s is the **segmentation options**.

This Ambassify feature allows community admins and managers who create content on the platform to segment the audience of a specific campaign. **This makes it possible to show certain types of content to certain people and thus tailor each campaign to each user or user group.**





Kim Flossy, Marketing Specialist at KRAMP: *“Another positive thing about Ambassify is the help I get from the help desk – if I put in a question in the chat or I send an email, I get an answer within a few minutes, it’s always very clearly explained so that’s a really nice feature. Well done, Ambassify!”*

Read more reviews about Ambassify on G2

[Find out more](#)

Successful Campaign Example

With this campaign, KRAMP is streamlining to all its dealer groups the branded visuals and messaging for the promotion of their new winter catalog.

All dealers and powered by Kramp shops are thus able to share the promotion with the chosen messaging to their social media pages without hustle, directly from the platform.

