

# Bayer builds understanding, socially.

Fortune 500 health and life science company uses social channels to inform communities about scientific breakthroughs and build interest in technology.



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*Thomas Helfrich, Head of Social Media, Bayer*

## SOLUTION

Adobe Social solution within Adobe Marketing Cloud

## RESULTS

**50%**  
FASTER

**TIME TO MARKET**  
Accelerated content delivery with streamlined workflows

**95%**  
OF SOCIAL CONTENT

**PUBLISH**  
Centralized content developing and publishing on a single platform



**VISIBILITY**  
Enhanced insights into audience conversations and sentiments



**RICH CONTENT**  
Enabled written copy, engaging visuals, and video to be strategically deployed across major social channels

## Bayer A.G.

Established in 1863

Employees: 118,888

Leverkusen, Germany

[www.bayer.com](http://www.bayer.com)

### CHALLENGES

- Streamlining publishing for social teams with diverse expertise
- Transforming social conversations to be more dynamic and focused around the science behind products
- Improving understanding of social communities and engaging them with more relevant content

### Back to basics

In school, all students are taught that the world around them is comprised of Periodic Table elements and, in different combinations, those materials differ greatly. At the core of its businesses, Bayer takes those same building blocks to develop exciting new compounds that help advance humans, animals, and plants.

As scientists' knowledge expands, so does the complexity of new products, making it even harder to explain how things work to the general public. Social media adds another layer of complexity because opinions can often be confused with science. Equally challenging is that arguments for or against a new technology can be so compelling that the science at the heart of the conversation can be overshadowed.

To aid public understanding of innovations, Bayer wanted to share the science behind new research at universities, its laboratories, and with other groups directly on social media. "We are not trying to market new products on social media, but help build excitement around science and raise awareness for new breakthroughs," says Thomas Helfrich, Head of Social Media at Bayer. "Because we work within heavily regulated industries, we also need to be careful about how we present information in social channels."

With the accelerating speed of science and social media, Bayer needed the best tools to publish across social media channels. Additionally, the company wanted a single, simple solution to reach as many social channels as possible, including Facebook and Twitter.

### A two-way dialogue

Focused initially on advanced social publishing capabilities, Bayer started its search for a central platform with Adobe Social, part of Adobe Marketing Cloud. Digital marketers quickly saw the potential for bringing content teams together and quickly pushing new posts to major social networks to generate a consistent dialogue across channels and regions.

In addition to publishing, the company saw a significant opportunity in Adobe Social to listen to and moderate conversations initiated by marketers and customers. "Adobe Social enables us to better understand what our audiences are talking about, how they feel about topics, and if they are having issues," says Helfrich. "These insights allow us to better align communications as well as immediately direct customers to more appropriate channels if there are better avenues for support."

Compared to other platforms, Adobe Social enabled Bayer to tailor the solution to its needs, rather than having the company tailor workflows to the solution. By customizing what marketers can measure and analyze, the company can understand exactly how customers interact with content, while meeting regulatory requirements. Additionally, Adobe Social offered an easy-to-use platform so marketers and others throughout the organization could adopt the software quickly.



## SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Social solution. Capabilities used include:
  - Management and governance
  - Listening and moderation
  - Publishing and ads
  - Social analytics
  - Social campaigns

### For more information

[www.adobe.com/solutions/digital-marketing.html](http://www.adobe.com/solutions/digital-marketing.html)



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“Rich visualizations enabled by Adobe Social allow us to share insights across teams and with executives,” says Helfrich. “It’s dramatically improved how we communicate and the value of what we do. We can easily gain executive support for important social campaigns.” Helfrich also noted that the platform helps to monetize its social fan base, further demonstrating the value of the company’s social campaigns.

## Building a positive social presence

With Adobe Social, Bayer digital marketers now have a solution that significantly streamlines publishing workflows, incorporating elements from specialized creative professionals—including copywriters, graphic designers, animators, and more—all in a single workflow. The result was higher-quality content being developed up to 50% faster by a small team of five social staffers.

“Adobe Social enables specialized team members to work independently and focus on their area of expertise, and then contribute their work without the technology getting in the way,” says Helfrich. “We also have the ability to work collaboratively and continually refine what we do using the insights we get from the Adobe solution. It’s a wonderful balance.”

In addition to delivering content faster, Bayer can better leverage creative to engage audiences across the major social platforms. Today, 95% of content on social platforms is created using Adobe Social, with content being repurposed to engage audiences across platforms. Additionally, the company can deliver specialty content for each platform, such as for live events featured on Twitter or an ongoing article series on Facebook.

With the Adobe solution, Bayer has the toolkit to experiment with new social strategies to engage audiences, as well as the capacity to measure their successes. For example, the company experimented with cartoon animations on its Facebook page to spread insight into recent scientific discoveries. Based on the rapid growing interest in these posts, including more than 65,000 YouTube views and over 87,000 Facebook views in one month, the company decided to build a fully animated series. During the upcoming summer, the series will appear daily to provide a steady stream of engagement.

Bayer’s dynamic social strategy and advanced engagement tools are shifting digital conversations with customers from support issues to having more complete conversations. The result is a new view of social channels across Bayer teams and how those channels create new opportunities for the company.