

HOOTSUITE CASE STUDY

Alès



COMPANY

Alès Group is a French cosmetics company with subsidiaries in Europe, North America, and Asia. Its cosmetics and fragrance brands include Liérac, Phyto, Jowaé, and Caron.

LOCATION

Paris, France

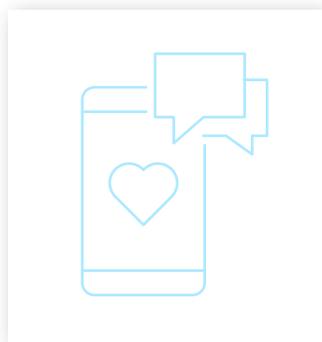
INDUSTRY

Cosmetics



How Alès Group Uses Social Media to Win More Followers—and Sales

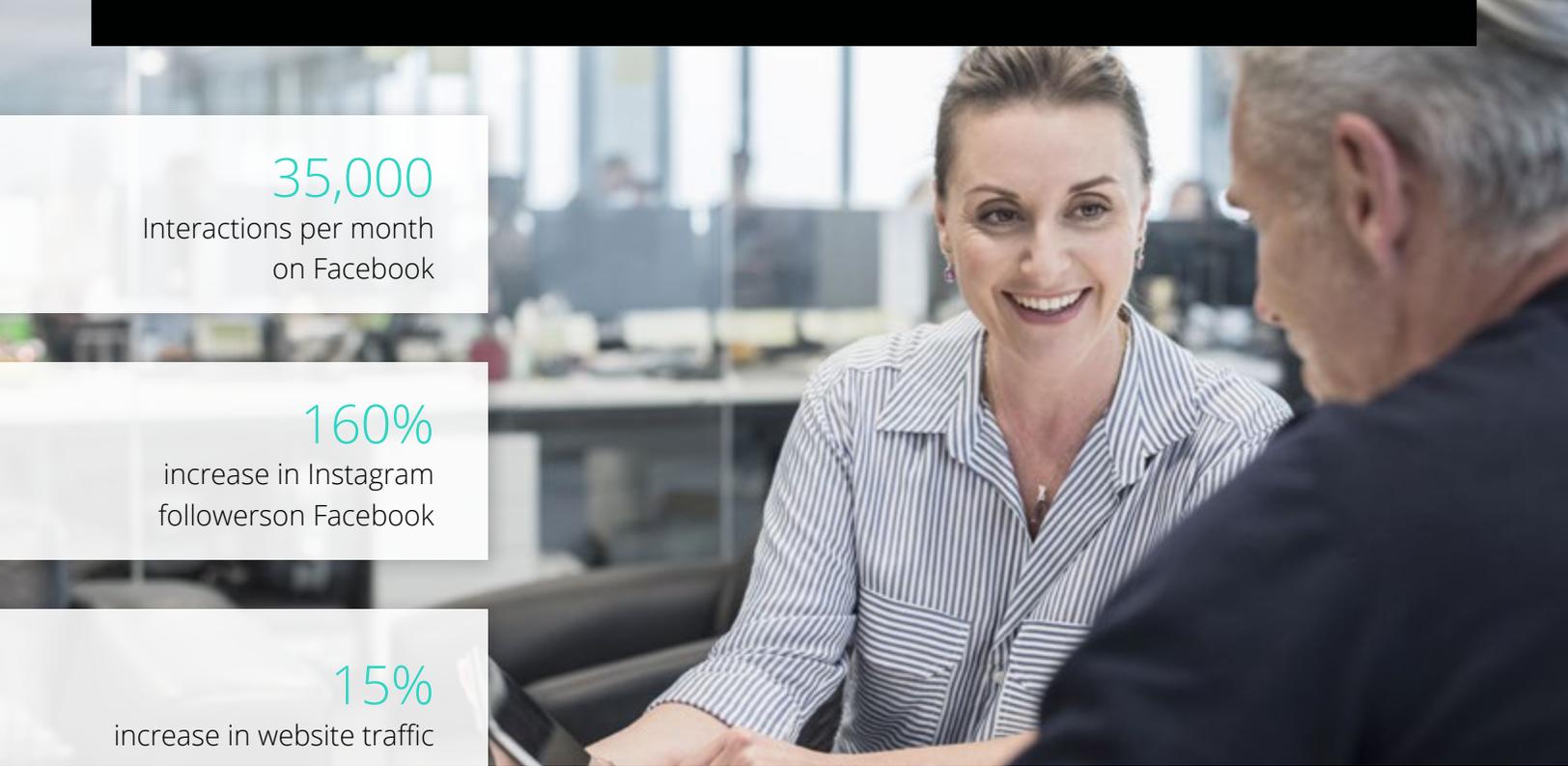
The cosmetics company uses coordinated strategy and a global content library to empower regional teams around the globe



IN 1969, HAIRSTYLIST PATRICK ALÈS WAS INSPIRED TO CREATE a line of gentler, plant-based hair care products when he saw salon workers' hands damaged by shampoo chemicals. Fifty years later, Alès Group manages a number of natural and plant-based cosmetics and fragrance brands, with a global workforce of around 1,000 employees and revenue of over €230 million.

When it came time to develop a social media strategy, Alès needed to design and roll out a strategic plan that would bring together multicultural and multilingual teams around the world, all with different levels of digital experience.

#249420509



35,000

Interactions per month
on Facebook

160%

increase in Instagram
followers on Facebook

15%

increase in website traffic

“The involvement of our local partners is a core element in restructuring the Alès Group’s digital presence. Thanks to Hootsuite, we can unify and broadcast the images of our brands while leaving our subsidiaries the freedom to manage and adapt the messages locally.

Edouard de la Taille

International Digital Director,
Alès Group

What they did

When Alès approached Hootsuite, their social media challenges were considerable. The company needed to design a strategy that would connect marketing and communications teams in multiple countries—and produce tangible business results.

The goals for the program were:

- Make quality content available to all regions
- Train regional social media managers in content creation and curation
- Analyze and refine program goals to grow the company’s social following
- Increase engagement on social media

Alès chose the Hootsuite Enterprise platform to manage its global social media initiatives. With extensive training and support from Hootsuite, different teams and groups across the company have been able to collaborate effectively and ensure consistent messaging across campaigns, brands, and regions.



How they did it

To deliver its new strategy, Alès needed to coordinate the efforts of 85 employees working in 43 countries to manage approximately 200 separate social media accounts.

With such a diverse team, the company assigned a social media manager to each representative by country, and then worked with Hootsuite to develop training that would suit the needs of employees with widely varying levels of experience using social media.

From social media managers and associate managers to marketing directors, employees at all levels were trained to ensure the company could execute on its plan to implement social listening initiatives, enable local teams with branded content, and analyze the success of social media campaigns in driving measurable business results.

Alès's marketing campaigns regularly involve model photography, which makes management of image rights a vital part of the content lifecycle. With multiple brands needing to enforce a single, central image rights policy, tracking image use on social media was a priority for the company from the start.

To monitor publication of model images and ensure copyright compliance, the team turned to Brandwatch. With Brandwatch's social listening and insights directly integrated into the Hootsuite dashboard, the team can monitor activity on social media to ensure all content is used in a way that's compliant and on-brand.



"Monitoring around brand keywords, sector, and activities has become a key pillar in our strategy."

Guillaume Casbonne
Social Media Manager, Alès Group



“The technology ecosystem proposed by Hootsuite, and in particular the integrations with Brandwatch, have added real firepower and depth to our teams’ analysis. Since their integration the teams have been much faster in their decision-making.”

Guillaume Casbonne
Social Media Manager, Alès Group

“Hootsuite plays the role of facilitator with our communities and teams. We have reduced the time taken in sharing content, and gained in coherence and fluidity.”

Guillaume Casbonne
Social Media Manager, Alès Group

Enabling global teams with approved brand content

With regional teams publishing a mix of global and local content, the team needed a way to equip local teams with ready-to-use branded content.

The Hootsuite Enterprise content library helped the social media team to gain executive buy-in for their social media content strategy, and soon became a core feature used by teams to curate and share content.

The content library allows local teams to easily leverage the wealth of content shared by global teams, while ensuring that all posts on company social media accounts conform with the company’s brand and content guidelines.

Alès also integrated partner apps, including Brandwatch, to track brand mentions, influencer marketing, and social selling.

Tracking performance to drive strategic improvements

To connect their social media campaigns to measurable business outcomes, the team turned to Hootsuite Analytics Module to track metrics such as the following:

- Community interactions
- Change in fan numbers
- Website traffic from social media
- Top performing social content

Along with training on content curation and publishing, employees are trained on how to use analytics tools to measure performance. With baseline measurements in place and the ability to track results, the team has the tools and knowledge it needs to evaluate and continually refine its social media strategy.



"We have benefitted from the experience and expertise of Hootsuite's consultants to carry out training in the countries, and to instill in us a spirit of analysis and performance measurement... We have extracted lots of learning points and conclusions on ways to improve which remain to be explored."

Edouard de la Taille
International Digital Director,
Alès Group

The results

In the 18 months after it rolled out the new strategy, Alès significantly increased the visibility of its brands on social media. The company saw a 20 percent increase in Facebook followers—and on Instagram, which is now the primary social network of the Alès teams, the company achieved a 160 percent growth in followers.

Engagement numbers tell a similar story, with engagement doubling on Instagram while remaining consistently high on Facebook at more than 35,000 interactions per month.

Best of all, the strategy has also directly boosted revenue, with a 15 percent increase in website traffic from social media—making social networks the company's highest-performing sales channel after media advertising.

The Alès leadership team is clearly aware of the value and impact of both the Hootsuite platform and the team's social media strategy. With a highly coordinated and effective social media strategy in place—and the results to prove it—the social media team at Alès has raised the importance of social media as an investment priority for the company.

Learn how Hootsuite can help take your social efforts to new levels. Contact sales@hootsuite.com.