

# Orca Social Success Story



## Company Profile

Royal FloraHolland is the **world's biggest flower auction** with a turnover of €4,5 billion per annum. Over 3000 employees work with more than 6000 suppliers and 2000 buyers to bring their joint passion for flowers and plants closer to the end consumer.

## Challenge

In 2014 Royal FloraHolland had an ambitious goal: **"We want to become the global knowledge centre for flowers."** Social media seemed like the perfect platform to help achieve this goal, but a clear strategy was needed to help overcome the challenges of sharing knowledge and inspiration on a broad scale, increase the total number of fans and followers to build online influence, and position their own people as thought leaders.

## Approach

Orca Social conducted a **Getting Started workshop**, which involved all relevant stakeholders at Royal FloraHolland. In an interactive session we touched upon all important aspects of a comprehensive social media strategy, always making sure to link all activities back to business goals for measurable results. After the workshop we wrote up a **driving guide** for Royal FloraHolland, which served the company as a manual to execute on the agreed upon strategy for the year to come.

## Result

Royal FloraHolland had a big target: 50,000 Facebook **page likes in 5 months**. They achieved the target at **53,000**. Orca Social also helped with content creation for a Mother's Day campaign and a movie about Royal FloraHolland. Those **videos were the best performing content** on the company's Facebook page in the last 1,5 year. For more insights on the company's social success, please watch the Orca Social Chat with Royal FloraHolland on our YouTube channel at <http://bit.ly/OrcaFlora>.

### Company

World's biggest flower auction with 3000 employees, 6000 suppliers and 2000 buyers.

### Challenge

To become the global knowledge centre for flowers by deploying a solid social media strategy.

### Approach

Orca Social Getting Started workshop with resulting driving guide to execute on the agreed upon strategy.

### Result

53,000 Facebook page likes in 5 months, best performing videos in the last 1,5 years. More at <http://bit.ly/OrcaFlora>.

"We built a social media strategy together with Orca Social during a two days onsite workshop. Orca Social were very interest in Royal FloraHolland and the reason why we are on Earth. They used our input to build a strategy that fit Royal FloraHolland like a glove. Orca Social told us what would lead to the best results and their advice proved to be spot on!"

*Erika Huizinga, Social Media Manager at Royal FloraHolland*

