



CASE STUDY

How Hagerty Wins Fans on Social Media with Khoros



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Working with the Khoros team and platform enables us to effectively engage car enthusiasts on social media and attract new members to our brand.

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Julie Gu-Scallen

Director of Audience Development, Hagerty

Executive summary

Automotive insurance brand Hagerty had an ambitious goal to expand their customer base but found themselves stuck talking only to existing customers — and pigeon-holed in the eyes of prospects as an insurance company for classic car collectors. To reach their goal of six million members by 2025, the brand needed to evolve their identity into that of an automotive lifestyle brand supporting all car enthusiasts. Hagerty, in partnership with the Khoros Strategic Services Team, set out to achieve that goal by building a winning social media strategy with Khoros Marketing at its core.

Before partnering with Khoros, Hagerty employed an ineffective social media marketing strategy of posting content from their website — which was geared towards existing customers — on social media to drive prospects to their website. Using the same content from their website prevented the brand from capturing the attention and interest of new customers. With guidance from the Khoros Strategic Services Team, Hagerty reworked their strategy.

First, Hagerty united their cross-medium marketing efforts within Khoros Marketing. Then, Khoros and Hagerty established workflows that allowed them to continue to create content for existing customers on their website, while also creating new content for social media that supports a broad range of car enthusiasts.

This established a strong engagement baseline on social media, as proven by benchmarking data provided by Khoros Marketing. Hagerty's efforts paid off: they are now using social media to successfully drive brand awareness for new customers. As an added bonus, this shift in strategy has also led to increased conversion across their services.

As a result of working with the Khoros Strategic Services Team, Hagerty has had a 43% year-over-year follower growth and is well on their way to reaching their goal of six million total members by 2025. Today, the brand's customer base includes all kinds of car enthusiasts, not just those who collect classic cars, and the brand is able to deliver more relevant and engaging content for their audiences, whether they are on social media or at Hagerty.com.

Given their success in partnering with Khoros, Hagerty wants to continue to invest in social. The brand plans to train its 300 phone customer service representatives in digital customer service, which will enable Hagerty to provide more efficient care for customers and drive business savings. As Hagerty continues to scale their social marketing and care to reach their goal of six million members, Khoros — and the Strategic Services Team — is there to help.

How they made it work

Reached

new customers by shifting their content strategy

Developed

a strategy to engage with car enthusiasts of all types on social media

United

their cross-medium marketing efforts within one platform

Delivered

relevant content to both existing customers and prospects

Results

By developing a strategy with the Khoros Strategic Services Team and leveraging Khoros Marketing, Hagerty was able to expand its audience to all car enthusiasts and bring in more followers on social media. The Hagerty team was successful in raising awareness about their new brand image and achieved increases in impressions and engagement. Today, Hagerty is reaching a wider audience through its new content strategy and meeting their fans and followers in the channels where they already are, whether on Hagerty.com or social media.

43%

year-over-year total
follower growth

127%

increase in Instagram
impressions

146%

increase in Twitter
engagement

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As we continue to leverage social to reach our goal of six million members, Khoros is there to help us.

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Director of Audience Development, Hagerty