

The STIHL logo is displayed in white, bold, italicized capital letters on an orange rectangular background.The thumbstopper logo features a purple icon of a hand with the thumb extended, followed by the word "thumbstopper" in a lowercase, sans-serif font.A photograph showing a STIHL chainsaw and a pair of orange and black work gloves resting on a log. The chainsaw is white and orange, with "STIHL LIGHT" and "STIHL GTA 26" visible. The gloves are orange with black palms and fingers. The background shows a wooden fence and greenery.

# How STIHL Canada Drove a Successful Co-Op Marketing Campaign Utilizing Marketing Technology

## Overview

STIHL produces the best-selling brand of chainsaws and a full line of outdoor power tools including blowers, trimmers, brush cutters, and construction tools. STIHL Limited, their Canadian subsidiary, is supported by more than 1,000 authorized, full-service dealers coast to coast.

## The Challenge

When ThumbStopper® reached out to STIHL Ltd., they were running a co-op marketing program with minimal success. They found very few dealers taking advantage of their program and many using their co-op marketing funds inefficiently on one-off ads and branded merchandise.

At the time, STIHL Ltd. used a marketing library to house their content assets, but they discovered their dealers had trouble accessing assets, often forgot their passwords, and neglected to ask for help.

STIHL Ltd. knew that the best way to maximize the return of their co-op marketing program was through a more targeted and coordinated approach that was also convenient for their dealers.

## The Solution

STIHL Ltd. needed a simple and automated solution that wouldn't require dealers to invest a lot of time and energy into the program. The ThumbStopper team presented them with the ultimate solution: An intuitive platform designed to bridge the content gap between brands and their retailers.

After receiving a demo of ThumbStopper's **Brand Manager**, the team at STIHL Ltd. was impressed by seeing the organic reach they could achieve. Not only could Brand Manager streamline their co-op marketing program, but it could also increase dealer participation and ensure their branded assets are used and shared on social media.

# CASE STUDY

## The Results

The team at ThumbStopper worked with STIHL Ltd. to create educational and promotional collateral, smartly distributed to their territory managers and dealers. The white-labeled experience made it clear that this program was an extension of STIHL, the brand the dealers already knew and trusted. Informational one-pagers and webinars complemented a proven series of emails that were sent to the dealers. A simple sign up page allowed dealers to customize the content they wanted to showcase on their social properties. Most importantly, the Account Growth team at ThumbStopper was fully briefed on the program details and called on dealers to explain the program, get them comfortable, and get them enrolled.

**While STIHL Ltd. anticipated 250 dealer enrollments in the first 90 days, the actual enrollment count was 594. A staggering 138% more dealers enrolled than originally anticipated.**

With all of those dealers connected, STIHL Ltd. began syndicating content out to their dealers immediately. Using ThumbStopper's Brand Manager, STIHL Ltd.'s social media manager can store and manage all of their social media assets in one place while automating their content distribution across their dealers' social media pages. By leveraging ThumbStopper's automation, within the first six months of implementation, for every one post that STIHL Ltd. made to their own brand's Facebook page, STIHL Ltd. made an additional 145 posts on average through their dealers' pages. With all of their dealers' posts combined, STIHL Ltd. reached an average of 28,574 fans per post. This is a whopping 364% increase in Organic Reach for the dealers and the brand.

**138%**

**More Dealers Enrolled in 90 Days**

**14,400%**

**Increase in Brand Posts Per Month**

**364%**

**Increase in Organic Reach**

## STIHL Ltd., Dealer Facebook Post

**VARIABLE POST TIMING**

**SPECIFIC TO PRODUCTS CARRIED**

**DYNAMIC DEALERSHIP NAME**



STIHL Canada Facebook Post

66

The results speak for themselves, we doubled our targets in the first 3 months and achieved our secondary goal a year ahead of schedule!

Jeff Loosemore – Marketing Manager





**STIHL**

**Solutions to Engage and Grow your Audience**

STIHL Social Canada enhances your social media efforts by automatically posting relevant lifestyle and product content from STIHL's corporate marketing team directly to your Facebook business page on a consistent schedule.

Increase the awareness of and engagement with your dealership through regular high-quality content posted natively on your page – **all at no cost to you!**

**Automated Postings**  
allow your team to focus on customers and sales

**Increase Traffic**  
75% of customers make a purchase because they saw it on social media

**Social Engagement**  
57% of customers are more likely to buy from a brand they follow

**Over 73%**  
of Canadians are on Facebook. Capture their attention, or a competitor will.

226.799.9364 | sthl@thumbstopper.com

Brands. Retailers. Connected.

**STIHL**

**What?** STIHL Social Canada automatically posts engaging, relevant lifestyle and product content directly to your Facebook business page with little to no interaction on your part. You also have access to a full pre-approved and formatted content library for additional marketing use.

**Why?** On average, your customers spend more than 1 hour each day on Facebook! While they are there, looking for inspiration or updates, make sure you stand out in the crowd. If your business page is not consistently posting, they are less likely to see your content in their feed and move right past your store and potentially on to a local competitor.

**Who?** Maintaining a consistent and engaging social presence is time-consuming and difficult! Start using STIHL Social Canada to automatically post for you, allowing your team to focus on sales and service. Moreover, the technology ensures on-brand and compliant messaging with high-quality imagery and video.

**When?** STIHL Social Canada uses best practices to post directly to your Facebook page twice a week, and the timing can even be tweaked to fit your unique posting needs!

**How?** Custom curated STIHL content is posted directly to your Facebook page – just as if you had posted it yourself. Facebook treats native posts favourably, increasing their reach and engagement!

**Web Sign-Up**  
Registration at sthlsocial-ca.com

**100% STIHL-sponsored  
FREE to your dealership!**

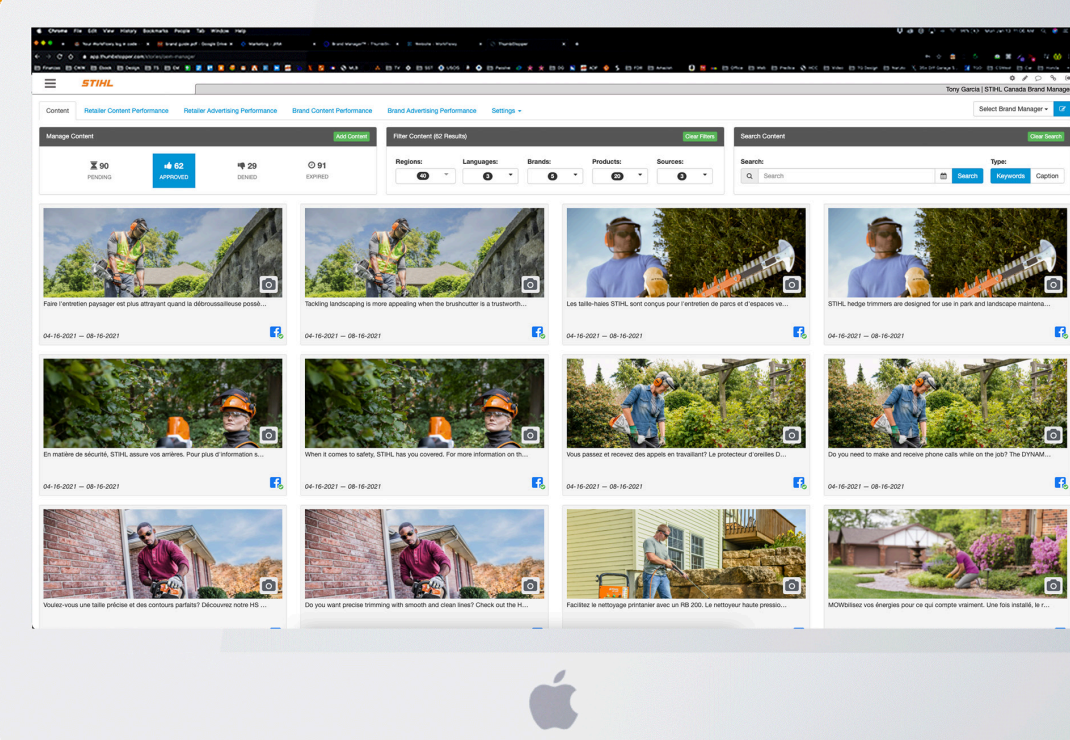
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Brands. Retailers. Connected.

## STIHL Retail-facing sales sheet

66 Maintaining social media platforms is a critical element of a business's marketing plan. STIHL dealers are independently owned organizations and we recognized that a solution to build both the STIHL brand in conjunction with a dealer's brand was needed. The Thumbstopper platform provides this solution. Locally owned dealers participate in their social communities, informing their customers with relevant and updated content created and maintained by STIHL thereby building both their brand and ours.

Dave Warren, President, STIHL Ltd.

STIHL Brand Manager

STIHL

Manage Content: 90 PENDING, 62 APPROVED, 20 DRAFT, 91 EXPIRED

Filter Content (62 Results)

Regions: [Dropdown], Languages: [Dropdown], Brands: [Dropdown], Products: [Dropdown], Sources: [Dropdown]

Search Content: [Search Bar]

Grid of 12 content items showing various STIHL products and usage scenarios.

Apple logo on the monitor.

Keyboard and mouse in front of the monitor.