



Social media
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Final

Hörmann gets social

Always looking for ways to communicate effectively with their target audiences, Hörmann UK have been 'getting social' and using social media to promote not just themselves but also the great work being carried out by their customers. Using both organic posts and paid social campaigns the company is seeing increased customer engagement and are generating valuable sales leads.

Regular posting across seven platforms – Instagram, Facebook, LinkedIn, X, Pinterest, YouTube and TikTok have resulted in over 10,000 followers. Interest continues to be generated with posts regarding company activities, but more importantly Hörmann use it as an opportunity to promote their dealers by showcasing their eye-catching installations.

Hörmann have also invested in a comprehensive paid social campaign concentrating on Facebook and Instagram advertising focusing on the end consumer. The campaign consists of an 'always on' approach featuring a series of regular adverts promoting the benefits of Hörmann products and encouraging consumers to find their local Hörmann dealer via the Dealer Finder. This is supported by a 're-marketing' strategy which is aimed at staying connected to prospective customers. This includes targeted adverts for consumers who initially responded and visited the Hörmann website but for some reason did not progress with a search for a local dealer. The theme of the adverts is an amusing take on a 'dating agency' to help the end consumer find their perfect match – click here to view [Find the perfect Hörmann product for your home #findyourperfectmatch - YouTube](#).

Commenting on their social media activity, David O'Mara Marketing Manager at Hörmann UK "In today's world we are bombarded with information and advertising, it is literally coming at us from all directions. It is therefore important to make sure that we are creative and successful in how we communicate with our customers and our social media activities

provides us with this opportunity. Our paid social campaign is engaging with a huge audience with the 'Perfect match' advert creating over 10,000 impressions on Facebook during July, raising brand awareness, and most important of all it is generating sales leads for our dealers via the Dealer Finder – a real sign of success”.

-ENDS-

Issued by Parkgate Communications on behalf of Hörmann UK. For further information contact Sheila Normington on 07990 636398 or email sjnormington@outlook.com.