

Fashioning a sustainable brand marketing strategy



H&M Group

Headquarters:
Stockholm, Sweden

No. of Employees:
150,000+

Industry:
Retail



We want to drive positive brand perception and build trust around who we are and what we stand for. This is not something that can be achieved with a one-off investment. It's key to have an always-on strategy and ongoing conversations with colleagues, customers and communities – LinkedIn allows us to have those conversations in an engaging and scalable way.



Miriam Tappert

Project Manager, People & Organisational
Development, H&M Group

The Brand

H&M Group includes a number of clearly-defined and unique brands: H&M, COS, Monki, Weekday, & Other Stories, H&M Home, ARKET and Afound.. Established as part of an organisational restructure, H&M Group launched its LinkedIn Company Page in December 2019. It was then faced with the task of creating brand awareness and building engagement with its target audience, literally from scratch.

With its efforts in 2020 netting it some success, H&M Group chose to partner LinkedIn Marketing Solutions in 2021 to refine its brand marketing strategy and extract maximum value from its investment in the platform. Since then, H&M Group has been breaking performance benchmarks.

The Results

Within six months, H&M Group's sustainability-focused brand awareness campaign on LinkedIn achieved:

Reach



Followers



Engagement



Creating a blueprint

When H&M Group launched its LinkedIn Company Page, it did so with the objective of creating a strong digital presence expected of the world's second-largest fashion retailer. The company knew that LinkedIn offered it a unique opportunity to engage business-minded professionals on a global scale. Leveraging this, H&M Group set out to grow and nurture an active professional community based on a shared passion for sustainability and innovation — which are key brand narratives for the company.

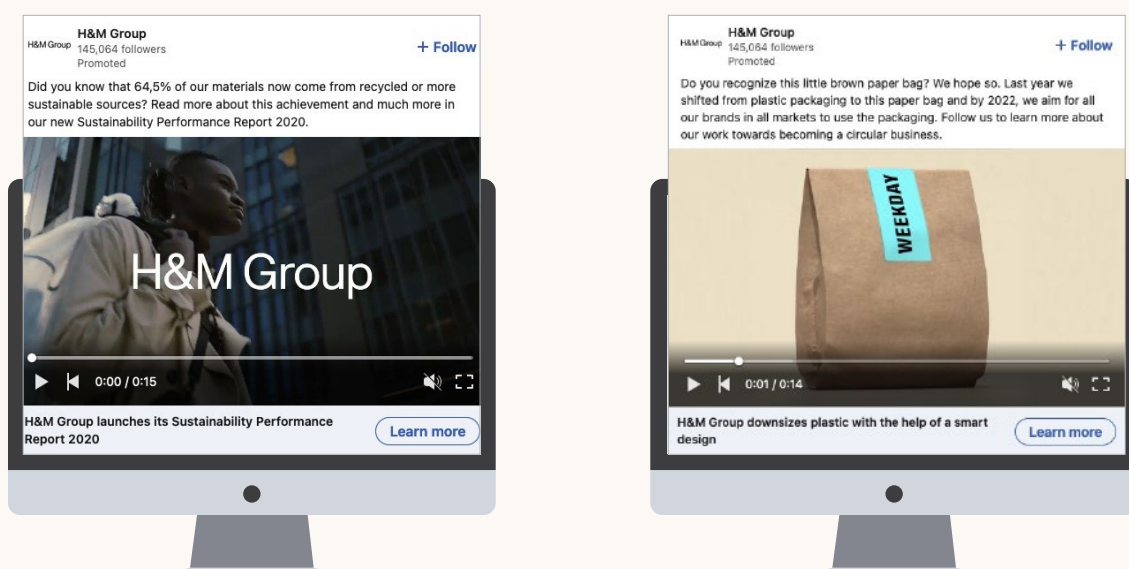
Beyond the fashion and design industry, it was specifically keen on engaging professionals in the technology space as well. Innovation is one way in which H&M Group is responding to urgent environmental and social issues and LinkedIn is the ideal platform to share how it is using 3D design, artificial intelligence, blockchain technology and other innovative technologies to achieve its vision of leading the change towards circular and climate-positive fashion.

Tailor-made marketing

H&M Group started its marketing journey on LinkedIn by extensively A/B testing its marketing campaigns, from content to targeting, to better understand its audience and the content they respond best to. It was able to drive some interest and its organic content was generally well received by followers. However, it also observed that engagement levels were dipping among certain segments.

It was around this time that H&M Group began working with the LinkedIn Marketing Solutions team to refine its strategy on the platform. It also switched to a more visual storytelling approach, including using Sponsored Video content to engage its audience.

“It was very valuable to have the LinkedIn team on our side. We already had our targeting in place but they were able to help us further define the audiences, looking beyond industry and geography and into other professional attributes like skills and interests. Once the campaigns were live, the team continued to support us with ongoing reviews and recommendations to achieve our primary KPI of maximising our reach,” shared Miriam.



Always learning, always refining

As a direct result of this partnership, H&M Group has already earned itself 5,000 new followers who fit its target audience profile. Engagement levels are also consistently exceeding industry benchmarks. Full campaign results are unavailable at the time of writing as the campaign is still running but Miriam is confident in the strength of their content and robustness of their targeting — the latter produced from hours of defining and prioritising its target audience.

For H&M Group, these results are both a starting point and a learning point. From tightening internal alignment between the teams managing organic and paid media, to gaining a deeper appreciation of audience behaviours and preferences, H&M Group is now more prepared to give full play to an always-on, community-first marketing strategy on LinkedIn.