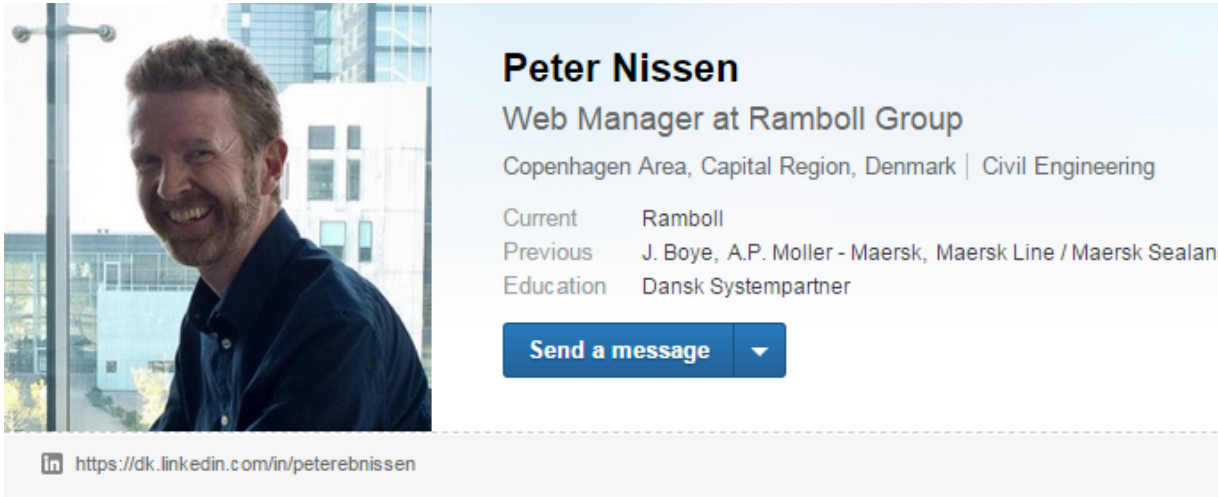




# **J. BOYE – AARHUS 15**

## **USING LINKEDIN FOR CONTENT MARKETING AND THOUGHT LEADERSHIP**

# ME



**Peter Nissen**  
Web Manager at Ramboll Group  
Copenhagen Area, Capital Region, Denmark | Civil Engineering

Current	Ramboll
Previous	J. Boye, A.P. Moller - Maersk, Maersk Line / Maersk Sealand
Education	Dansk Systempartner

[Send a message](#)

<https://dk.linkedin.com/in/peterebnissen>

## Peter Nissen

- Web Manager at Ramboll
- Responsible for social media in the Ramboll Group
- Part of Corporate Communications
- Previously a consultant, analyst & facilitator at J. Boye



## RAMBOLL IN BRIEF

A man and a woman are leaning over a large table in an office, looking at a large architectural plan or drawing. The man is on the left, wearing a blue sweater over a striped shirt. The woman is on the right, wearing a grey and blue striped sweater. They are both looking intently at the plan. The background shows a window with blinds and some office equipment.

- Independent engineering and design consultancy and provider of management consultancy
- Founded 1945 in Denmark
- 13,000 experts
- Over 300 offices in 35 countries
- Significant presence in the Nordics, North America, the UK, Continental Europe, Middle East, Asia, Australia, South America and Sub-Saharan Africa
- EUR 1.1 billion revenue
- Owned by Ramboll Foundation

- Services across the markets:
  - Buildings
  - Transport
  - Planning & Urban Design
  - Environment & Health
  - Water
  - Energy
  - Oil & Gas
  - Management Consulting

# CHALLENGES IN A B2B CONTEXT

90 %

of the buying process is over before  
customers reach out directly

Source: Forrester: "Buyer Behavior Helps  
B2B Marketers Guide the Buyer's Journey,"  
October 2012

10

pieces of content are consumed  
before a purchasing decision is made

Source: Google: "Zero Moment of Truth  
Study"



# OUR LINKEDIN COMPANY PAGE: 1ST STEPS - GOVERNANCE

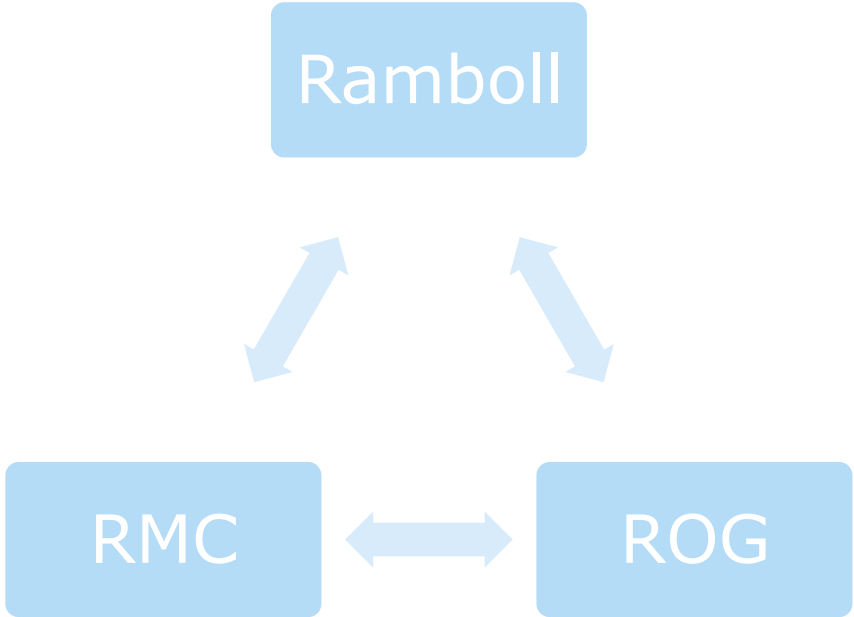


# WE WERE DOING NOTHING, YET SOMETHING WAS GOING ON

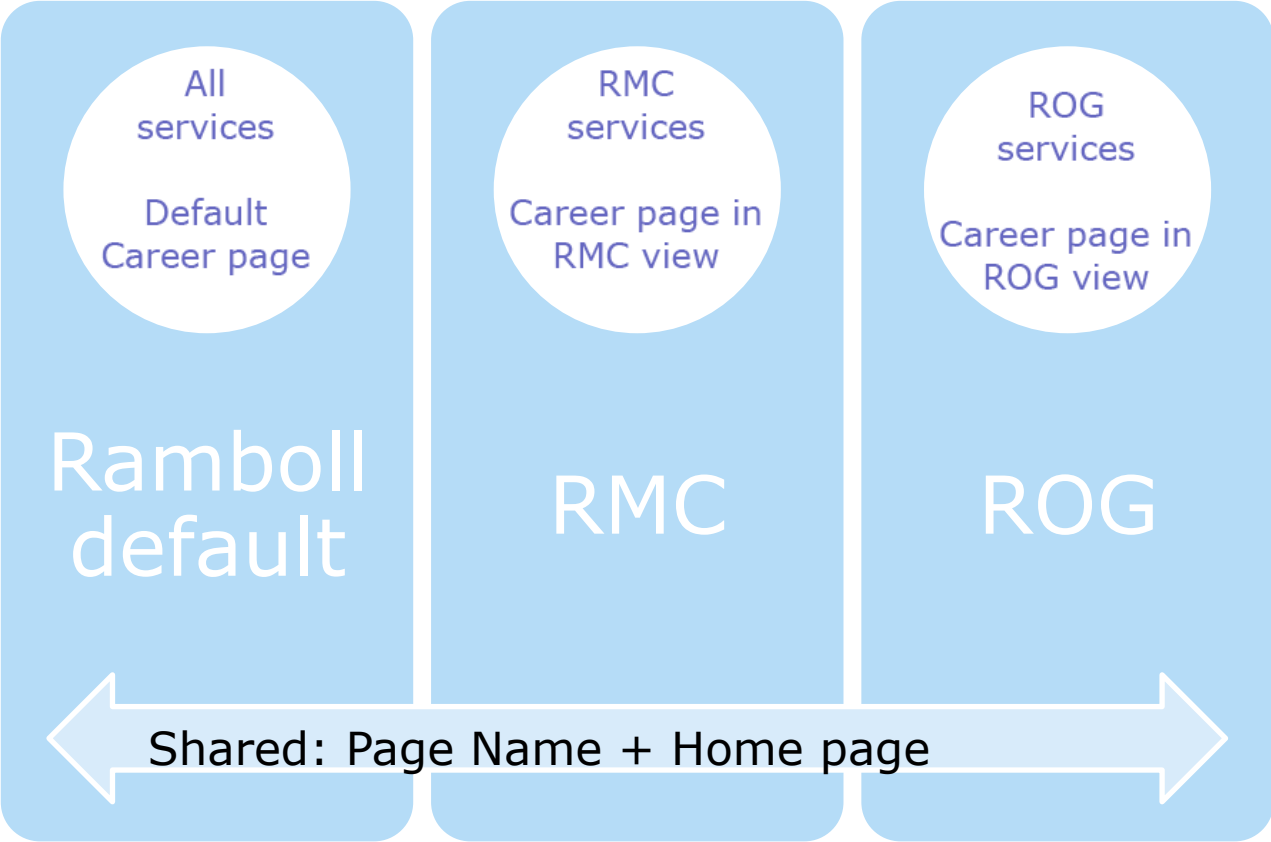
Company Page	Followers (approx. per 1 May 2013)
Ramboll (corporate)	8,400
Ramboll Management Consulting	3,500
Ramboll Oil & Gas	3,400
Ramboll UK	1,800
Ramböll Sweden	1,400
Ramboll Finland	550
Ramboll Engineering Consultants (U.A.E.)	1,800
Ramboll IMISoft	300
<b>Total</b>	<b>21,150</b>

# OPTIONS FOR A BETTER SET-UP

Option 1: Affiliated companies



Option 2: One Brand





# IT WAS A TIME OF MEMOS...

Name	Date modified
LinkedIn Company Pages recommendation - JPS Sep-2013-final.pptx	25-09-2013 12:55
LinkedIn Company Pages recommendation - JPS Sep-2013-final-local2.pptx	02-10-2013 08:25
LinkedIn Company Pages recommendation-draft.pptx	24-04-2013 16:13
LinkedIn Company Pages recommendation-vs1.pptx	07-05-2013 17:28
LinkedIn Company Pages recommendation-vs2.pptx	08-05-2013 09:59
LinkedIn contract HR needs for job slots and recruiter profiles.xlsx	19-12-2013 11:30
LinkedIn conversation calendar.xlsx	19-06-2012 12:16
LinkedIn editor guidelines - vs.2.docx	10-04-2014 11:42
LinkedIn editorial plan.docx	04-10-2013 14:34
LinkedIn Marketing Solutions - presentation Q2 2015 by Jan Moebius.pdf	04-06-2015 10:55
LinkedIn merger communication plan.xlsx	18-03-2014 16:25
LinkedIn talent connect london 2013 - take-aways.pptx	21-11-2013 13:59
LinkedIn talent connect london 2013 - take-aways-final.pptx	29-11-2013 11:15
LinkedIn talent connect london 2013 - take-aways.xlsx	27-11-2013 17:05
LinkedIn total followers - all company pages.xlsx	14-12-2012 10:23
LinkedIn updates - max antal karakterer i status updates.docx	08-04-2013 11:43
LinkedIn workshop - Apr2013 - Tentative agenda 2013-04-05 kl. 12.docx	05-04-2013 12:39
LinkedIn workshop - Apr2013 - agenda.docx	19-09-2013 22:00
LinkedIn-biz-case-memo.docx	02-08-2012 15:54
LinkedIn-campaign-personal-profile-update.xlsx	29-01-2014 17:06
LinkedIn-company-page-set-up-decision-memo.docx	20-08-2013 16:55
LinkedIn-company-page-set-up-decision-memo-for-CMF-final.docx	29-08-2013 15:58
LinkedIn-company-page-set-up-decision-memo-for-EAGN.docx	29-08-2013 10:41
LinkedIn-company-page-set-up-decision-memo-for-GDF-final.docx	10-09-2013 08:41
LinkedIn-company-page-set-up-decision-memo-for-MTP.docx	29-08-2013 14:26
LinkedIn-company-page-set-up-decision-memo-regarding-RMC.docx	28-08-2013 13:06
LinkedIn-company-page-set-up-decision-memo-regarding-RMC-PETNvs2....	09-12-2013 15:23
LinkedIn-company-page-set-up-decision-memo-regarding-RMC-PETNvs3....	17-12-2013 17:41
LinkedIn-company-page-set-up-decision-memo-regarding-RMC-PETNvs4.docx	10-12-2013 16:42
LinkedIn-company-page-set-up-decision-memo-regarding-RMC-PETNvs5.docx	11-12-2013 09:42
LinkedIn-company-page-set-up-decision-memo-regarding-RMC-vs4.docx	12-12-2013 11:27
LinkedIn-company-page-set-up-decision-memo-regarding-RMC-vs5.docx	13-12-2013 15:20
LinkedIn-company-page-set-up-decision-memo-regarding-RMC-vs4.docx	03-04-2014 22:58



*Kiss You*

**BIGGEST PAIN OF MERGING: LOSS OF FOLLOWERS**





# TARGET AUDIENCES WERE KEY TO SELECTING THE ONE BRAND SOLUTION

The screenshot displays the LinkedIn profile of Ramboll, which has 65,615 followers. A modal dialog box titled "Specify a target audience" is open, allowing the user to define their target audience by selecting characteristics from the options below. The dialog box includes a search bar at the top and a "Select" button at the bottom. The "Geography" section is expanded, showing a list of regions with checkboxes: Africa, Antarctica, Asia, Europe, Latin America, Middle East, and North America. The "Audience" section shows a grid of 10 profile pictures representing the targeted followers. Below the grid, it indicates "65,657 targeted followers (out of 65,657 total followers)". The "Include:" dropdown menu is set to "Employees and non-employees".

**Ramboll** 65,615 followers Following

Specify a target audience

Define your target audience by selecting their characteristics from the options below.

Company size | Industry | Function | Seniority | **Geography** | Language preference

**Geography** (10 max.)

- Africa
- Antarctica
- Asia
- Europe
- Latin America
- Middle East
- North America

**Audience**

65,657 targeted followers  
(out of 65,657 total followers)

Include: Employees and non-employees


**RAMBOLL**

Ramboll is a leading engineering, design and consultancy company founded in Denmark in 1945. We employ more than 12,300 experts and have a strong presence in the Nordics, North America, the UK,

**Careers**



# HOORAY: MERGER INTO ONE PAGE! JUNE 2014





**Ramboll**  
Civil Engineering  
10,001+ employees

[Home](#) [Careers](#) [Analytics](#) [Notifications](#)

**Admin Center**

**Drive engagement**  
Posting daily company updates is the most effective way to start a conversation, and create word of mouth for your business. [View tips](#) ▶

Share an update 

Share with: **All followers**  [Share](#)

## Affiliated Company Pages



Ramboll Environ



Ramboll Management Cons...



# TARGET AUDIENCES – THE GOOD & THE BAD

## THE GOOD

- Targeted updates get better engagement rates

## THE BAD

- Audience categories don't necessarily fit your need e.g. Industry categories
- Many uncategorised members:
  - Geography: almost no uncategorised
  - Industry: 8%
  - Function: 25%
  - Seniority: 50%

# WHAT IT TOOK TO SPEED UP

- Manpower with focus
- Structured editorial planning
- A strategic framework & approach





# SOCIAL MEDIA FRAMEWORK

**TO GET CLOSER TO STAKEHOLDERS BY BRINGING OUR EXPERTISE & CULTURE INTO LIFE THROUGH RELEVANT, BALANCED AND ENGAGING CONTENT AT EYE-LEVEL WITH USERS**

## KEY PRIORITIES & RELATED LINKEDIN KPIS

**Awareness: # of followers, # of posts**

**Brand & reputation: % engagement per post**

**Employer branding: Talent Brand Index compared to peers**

**Thought leadership: # of click-throughs & downloads**

# CONTENT PLATFORM: LET'S TALK MEGATRENDS

Platform to:

- Share knowledge & insights with users
- Set and reflect on agendas
- Promote thought leadership expertise & experts
- Unique content & reuse

Challenge:

Plenty of megatrends – less talk



The screenshot shows the RANBOLL website interface. At the top, there is a navigation bar with the RANBOLL logo, social media icons (LinkedIn, Twitter, YouTube), and a search bar. Below the navigation bar, there are menu items: HOME, OUR SERVICES, YOUR MARKETS, PROJECTS, WORLDWIDE, MEDIA, and CAREERS. A main banner features the text: "Global megatrends influence the lives of millions of people around the world. These megatrends form the basis of the solutions we provide. See how we work to provide solutions to the global challenges - and let's talk megatrends." with a "LEARN MORE" link.

**CLIMATE CHANGES | ARTICLES**

**Call for action: Cities stepping up**  
The UN and nation states are taking the lead in tackling climate change and resource scarcity, but they cannot carry the burden alone. Cities are stepping up to support the cross-national efforts as the pivotal COP21 in Paris approaches.

**Browse:**

**By megatrend**

- Climate changes (37)
- Demographic changes (24)
- Environmental issues (42)
- Globalisation (38)
- Innovation and technology (53)
- Resource scarcity (31)
- Sustainability (61)
- Urbanisation (48)

**By section**

- Articles (55)
- Blogs (6)
- Expert columns (5)
- Videos (33)

**Expert's column**

**RESOURCE SCARCITY | EXPERT COLUMNS**

**The necessary balance**  
The green transition should ultimately lead to a fossil-free society. Meanwhile, fossil fuels will remain a vital part of our energy mix in the coming decades. Striking the right balance is a matter of combining renewables and fossil fuels in smart and efficient ways.

**Efficient bioconversion**  
Without wind, the majestic wind turbine cannot turn. Though not as iconic, combined heat and power plants (CHP) represent a reliable alternative that can push for a green

**CLIMATE CHANGES | ARTICLES**

**SUSTAINABLE SOCIETY CONSULTANT**

**Expertise across the world**  
The world is facing new challenges - heavy pollution, higher carbon emissions and lack of natural resources. However, for every problem, there is a long term solution.

**Q and A: Cities can move quicker**  
In this Q&A, Mark Watts, Executive Director for C40 Cities Climate Leadership Group, presents his view on the role of the world's megacities in the green transition.

**RESOURCE SCARCITY | ARTICLES**

**CLIMATE CHANGES | ARTICLES**

**RESOURCE SCARCITY | ARTICLES**

**CLIMATE CHANGES | ARTICLES**

**RESOURCE SCARCITY | ARTICLES**

# EXAMPLE OF REPURPOSING

Web project

Response magazine

Lets talk megatrends

LinkedIn

**RAMBOLL**

HOME OUR SERVICES YOUR MARKETS LET'S TALK MEGATRENDS About us Contact Choose website Search

Ramboll Group > Projects > Polarled: Record-breaking subsea pipeline crosses the Arctic Circle

**POLARLED: RECORD-BREAKING SUBSEA PIPELINE CROSSES THE ARCTIC CIRCLE**  
Norway

**Rough, uneven seabed terrain**

The project, headed by Statoil, will involve pipeline installation at water depths reaching 1,205 metres, setting a world record for deep water installation of a 30" pipeline. The pipeline will be laid through very uneven terrain where ancient seaberg has been scouring the sea bed leaving behind numerous of the gaps of up to 200 metres. The pipeline will be installed entirely on the uneven seabed and floored shortly after.

**Rectifying free spans**

Detailed analyses of the entire route have revealed approximately 85 locations where the pipeline both would exceed allowable loads due to free spanning. For these locations we have assessed how seabed intervention could most efficiently be made - either removal of peaks and shoulders by dredging, or installation of rock supports in the free spans.

The result is that a large number of both supports and dredging of peak and shoulders is required. Ramboll will provide offshore engineering assistance onboard a specialized vessel rectifying the seabed. The offshore work will be performed in water depths ranging from 47 m to 460 m.

The pipeline installation will commence in 2015 where one of the largest pipelay vessels Solitaire will install the Polarled pipeline starting at the Nyhamna terminal. For the initial section in Børnsundet counteracts will be installed existing layings in concert with low lay rails (1.5m - 2.5 km).

**Route optimisation**

The Polarled pipeline's route lies within the narrow strait of Børnsundet, parallel to existing subsea pipelines. The required seabed route design, including the use of turn points allowing the route to follow the overall contours of the strait. Some of the temporary installed turn points have to be installed on pre-lay foundations.

**SCARCITY TRIGGERS INNOVATION**

The shortage of resources is a global megatrend that demands creative solutions, pushing the boundaries of the possible. In the Arctic Circle, an innovative, safe and profitable deep-water pipeline between gas-rich areas in the Norwegian Sea and Europe will be crucial for securing future energy supply.

By Kristine Barenholdt Bruun & Jesper Toft Madsen

How do you build a Lego house if you are running out of bricks? You get creative.

On a slightly bigger scale, securing future energy supply represents a tremendous, yet similar challenge. We have to search longer and farther to find natural resources and use them more flexibly. And the pressing need for cost-efficiency only reinforces the need for inventive minds that can develop new techniques.

The coming Polarled pipeline deep down in the Norwegian Sea demonstrates just how Europe's growing energy scarcity has combined with the extreme conditions of the Arctic to spark an innovative solution. As old gas fields become depleted, the new pipeline can secure the continent's future gas supply by transporting energy resources from remote areas.

**RAMBOLL**

HOME OUR SERVICES YOUR MARKETS LET'S TALK MEGATRENDS About us Contact Choose website Search

Ramboll Group > Let's talk... > Feature articles > Scarcity triggers...

**SCARCITY TRIGGERS INNOVATION**

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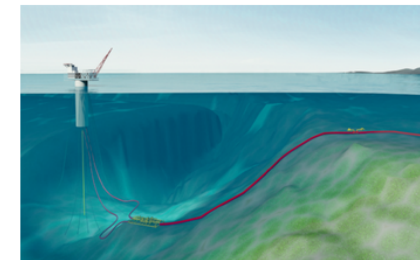
By Kristine Barenholdt Bruun & Jesper Toft Madsen

How do you build a Lego house if you are running out of bricks? You get creative.

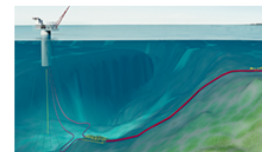
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The coming Polarled pipeline deep down in the Norwegian Sea demonstrates just how Europe's growing energy scarcity has combined with the extreme conditions of the Arctic to spark an innovative solution. As old gas fields become depleted, the new pipeline can secure the continent's future gas supply by transporting energy resources from remote areas.

Ramboll Running on the bottom of the Norwegian Sea, the 481 km Polarled pipeline will become the world's largest to be built at water depths reaching 1,300 m. The combination of extreme depths and an uneven seabed makes it difficult to ensure a cost-effective transportation of gas. Learn how advanced technology and innovative thinking have paved the way for remote resources of the Arctic: <http://lnkd.in/d3kDVSV> less



Web front page



**Scarcity triggers innovation**

The shortage of resources is a global megatrend that demands creative solutions, pushing the boundaries of the possible. In the Arctic Circle, an innovative, safe and profitable deep-water pipeline between gas-rich areas in the Norwegian Sea and Europe will be crucial for securing future energy supply.

MORE ABOUT THE WORLD'S LARGEST PIPELINE PROJECT

Organic Targeted to: All Followers

60,448 impressions 893 clicks 219 interactions 1.84% engagement

Sponsor update

Like (213) · Comment (1) · Pin to top · 2 months ago

Eleanor Gullberg, Keir B. Nunez, PA +211

kishorelivic Kishorebalu79 Good creative and challenging works to engineers 1 month ago





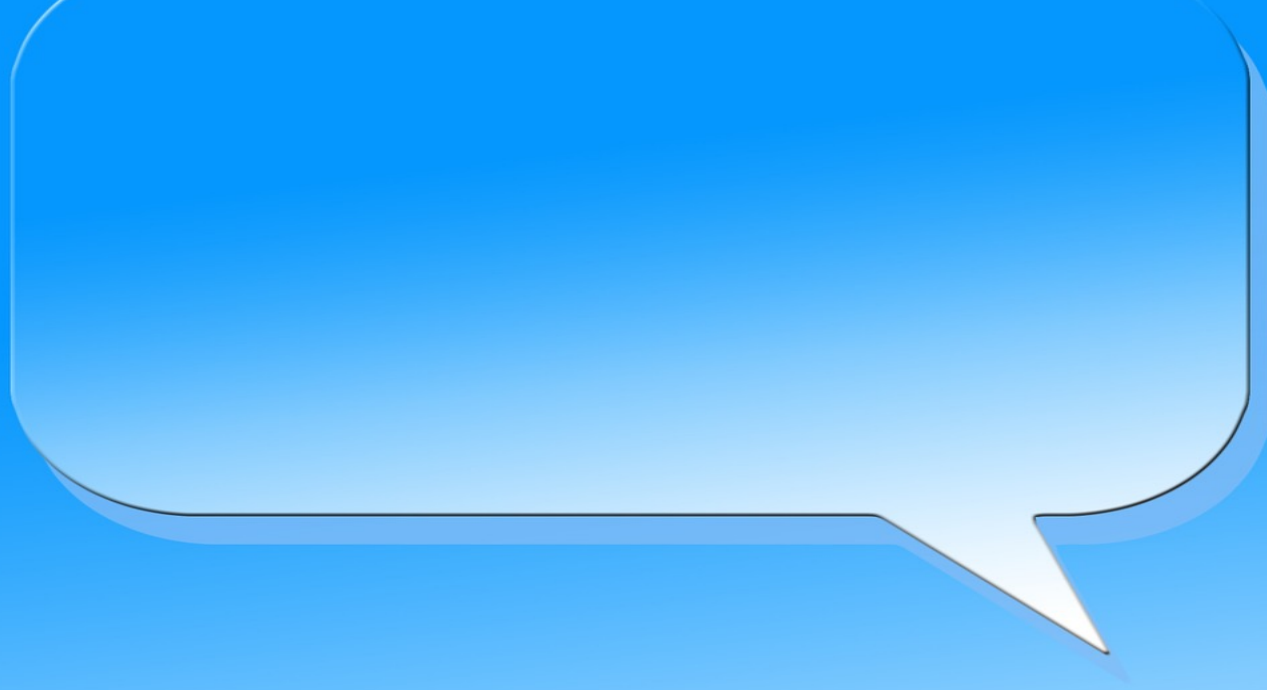
# USERS FIRST, COMPANY SECOND

Finding the sweet spot between customer pains and strategic objectives  
– but users first

Credible, personal, professional



**FROM THE LAB: DO SOME SOCIAL ON THIS**



## ALSO FROM THE LAB: LACK OF CONTROL

- Incorrect targeting
- Poor use of teasers
- Lack of image or image too small
- Posting individual jobs as company updates



# THE BREAKTHROUGH

Results & momentum



BIRGIT KINDER

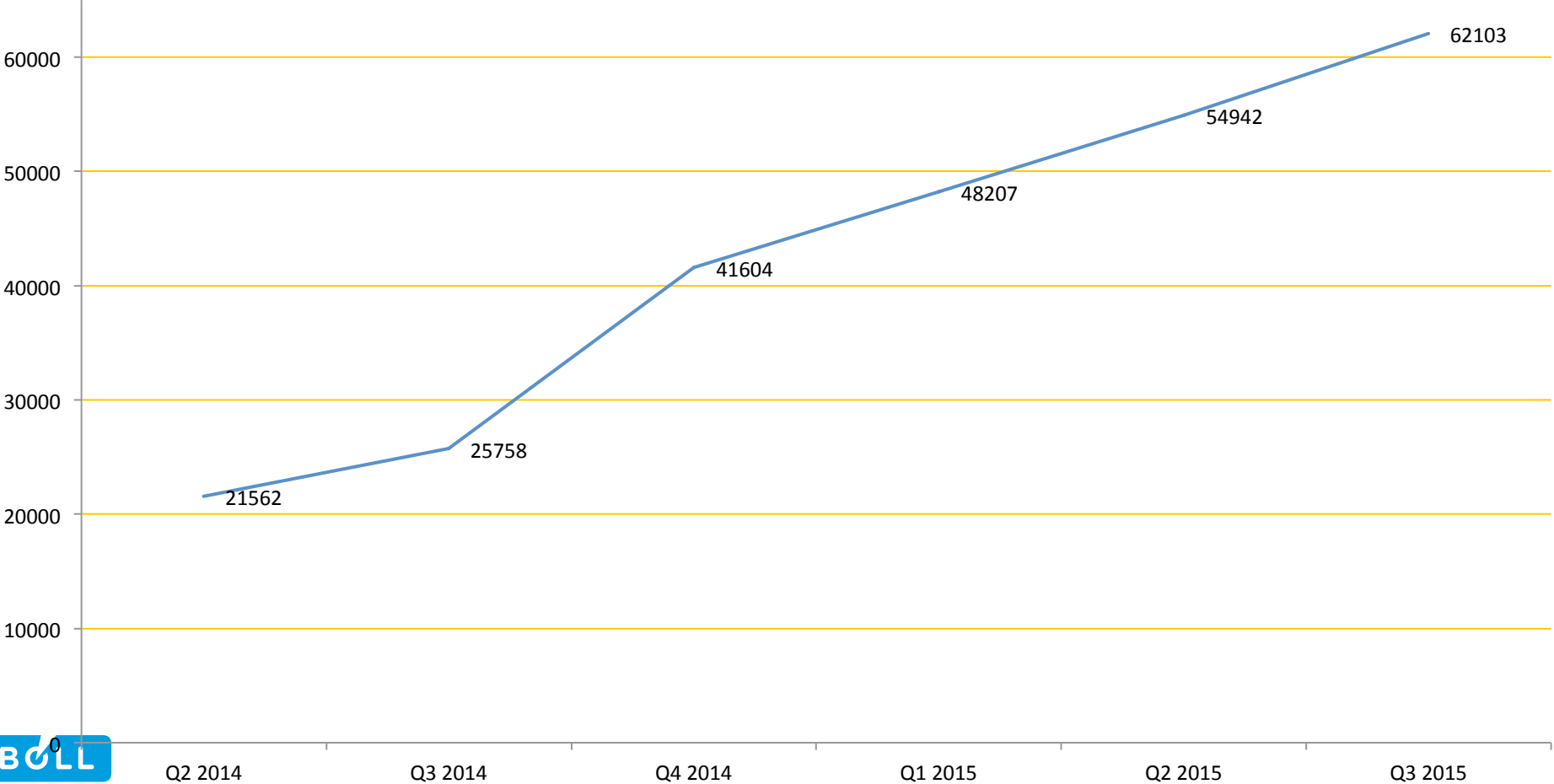
VII. 1990  
IX. 1996  
IX. 1998  
V. 2006  
VII. 2009

*Birgit K.*  
09.07.09



# STARTED FOCUSING DURING Q3 2014

No. of followers by end of Q



# TRAFFIC DRIVER ADS = DOUBLE FOLLOWER GROWTH

Picture Yourself at Nordea



**Peter**



+ Follow Company

Grow Your Career By Following  
**Nordea Markets**



You



Nordea Markets

Peter, get the latest on Nordea Markets Jobs, News & more!

+ Follow



**AND IN MAY 2015...**

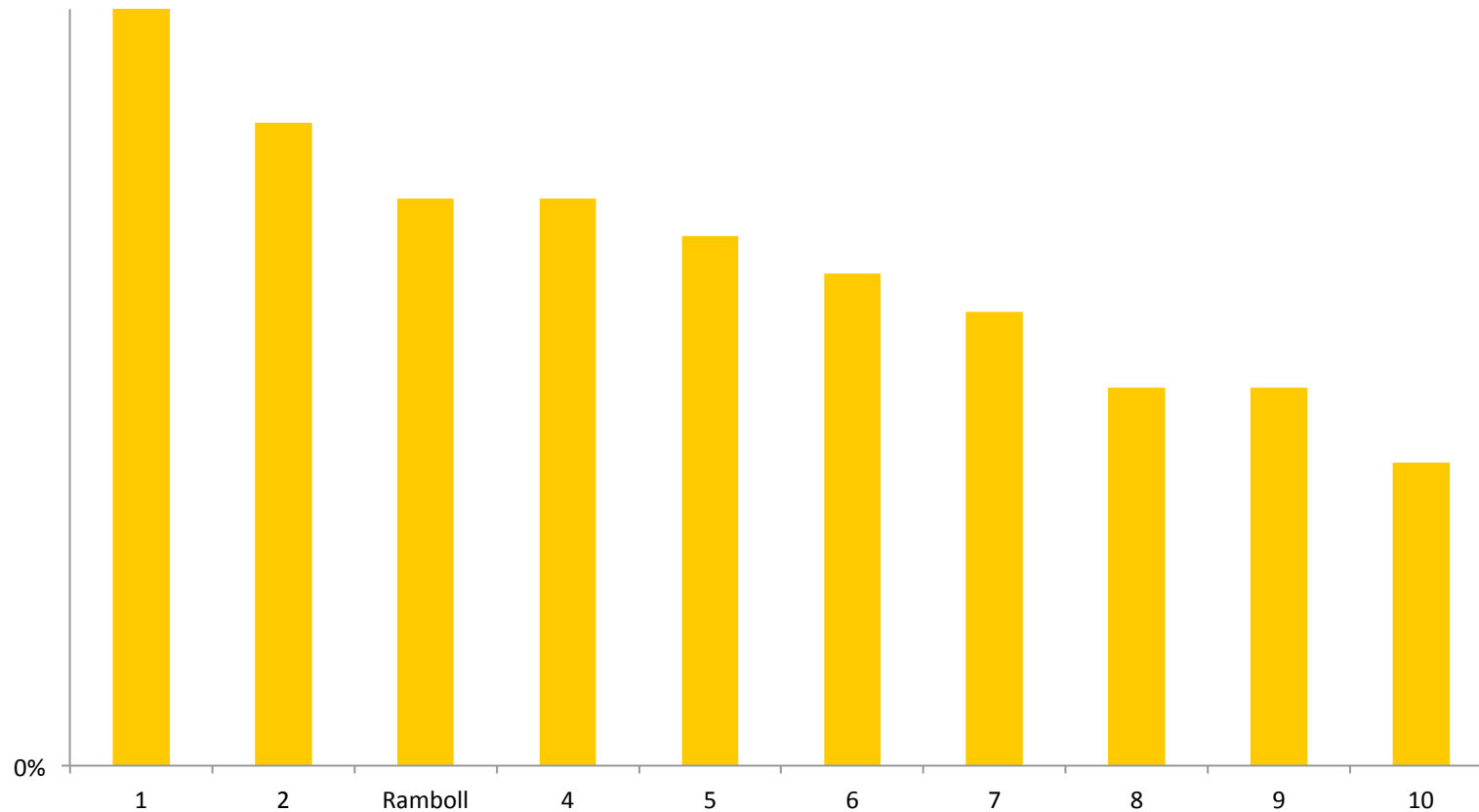
**50,000  
FOLLOWERS  
(THE MORE,  
THE MERRIER)**

**RAMBOLL**

**RAMBOLL**

# TALENT BRAND INDEX - PEER BENCHMARK: 3 OF 10

Talent Brand Index vs. peers



## TBI development:

Ranked 8<sup>th</sup> by end Q3 2014

Ranked 6<sup>th</sup> by end Q4 2014

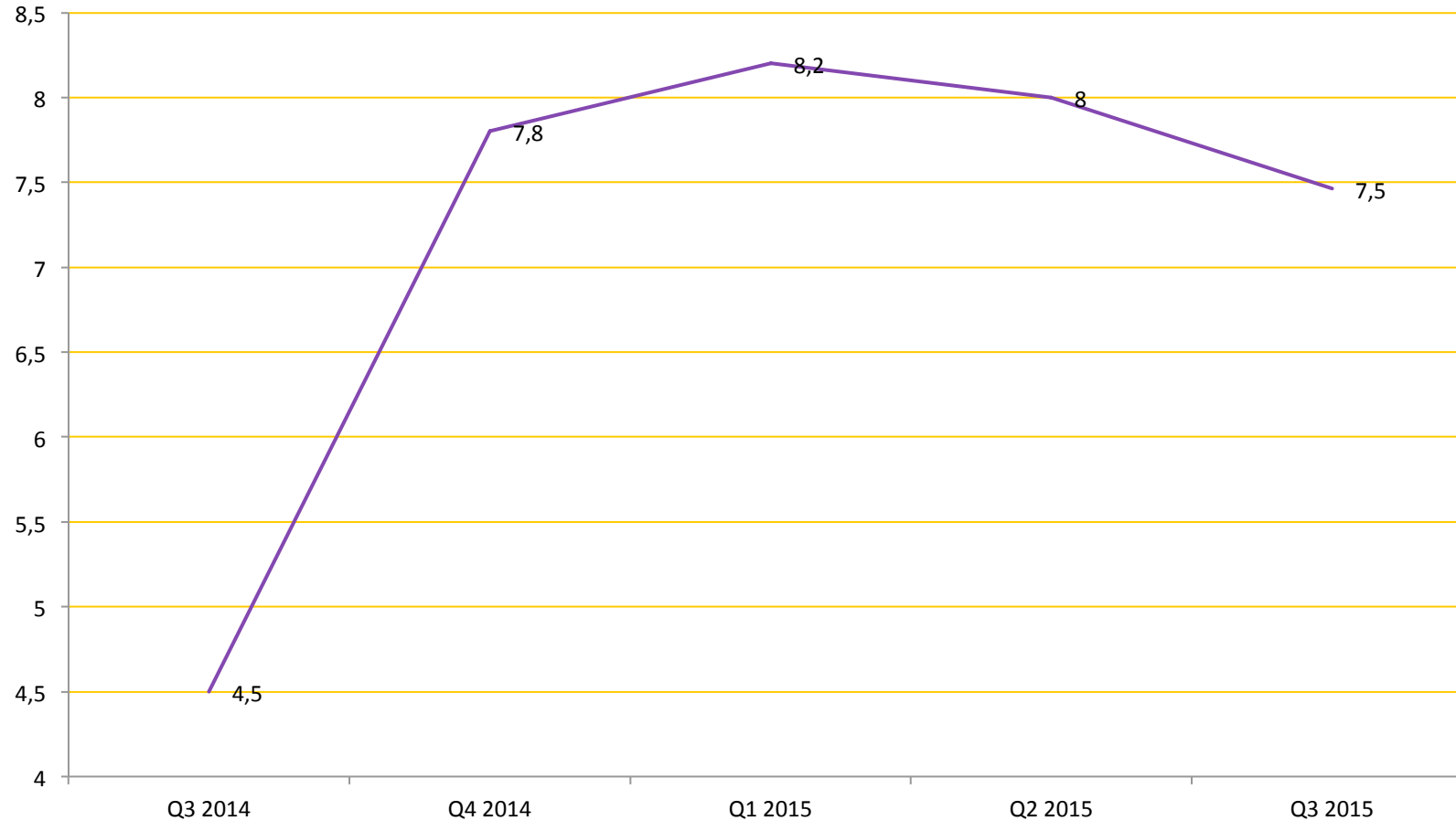
Ranked 4<sup>th</sup> by end Q1 2015

Ranked 4<sup>th</sup> by end Q2 2015

Ranked 3<sup>rd</sup> by end Q3 2015

# AVG. NO. OF STATUS UPDATES PER WEEK

Avg. no. of status updates per week



## LinkedIn recommendation:

- At least 1 update per day – averaging 20-30 per month (source: [LinkedIn Marketing Solutions blog](#) 30 Aug 2014)



# OUR AVG. ENGAGEMENT RATE: CONSISTENTLY OVER 1%

- "... the average LinkedIn engagement rate (is) 0.3-0.5%". Source: [case study from Aug 2014 on LinkedIn's business site](#)
- Our own scale:



**?**

**Your experiences with:**

**- sales (support) on SoMe?**

**- stage-managing expert staff as thought leaders?**



# CONTENT MARKETING

What we've learned about LinkedIn stories



# APPEAL TO PASSION

- Personality
- Enjoyment
- Human touch

**Ramboll** Big congratulations to our 27-year-old construction engineer Luca Cargnino (pictured), who just won FIB's talent award for his stellar work on Northern Europe's largest bridge project, Queensferry Crossing in Scotland: <https://lnkd.in/eT4RfPX>. As a nice bonus, 34-year-old Kåre Flindt Jørgensen garnered "Special Mention" for his calculations on the Bella Sky Hotel. Well done, guys! less



**Organic** ?  
Targeted to: All Followers

**66,703** **727** **200** **1.39%**  
impressions clicks interactions engagement

**Ramboll** Just another day at the office for Senior Project Manager Kaare K.B. Dahl aka. Spiderman. We're supervising the fastening of bolts for new signs at Hotel Bella Sky in sunny Copenhagen. More on the twisting towers: <https://lnkd.in/ba5HPyd>



**Organic** ?  
Targeted to: All Followers

**82,922** **727** **209** **1.13%**  
impressions clicks interactions engagement

Sponsor update

Like (214) • Comment (6) • Pin to top • 15 days ago

Christina Kjær Nielsen, Poul Ingstrup Laustsen +212

Vladimir Popovic Just don't look down ;) 15 days ago

Chris Rollins Petzl Petzl Petzl. 15 days ago

Graham H Stewart Its an amazing hotel and looking for to staying there when I visit Ramboll HQ 15 days ago

Peter Lund Christensen Well done Kaare 15 days ago

Stig Andre Kolstad Awesome pictures! 14 days ago

Bjame Ravn Cool 14 days ago



# VISUAL WOW-EFFECT

- Fascinating and inspiring projects
- Wow-factor
- Visuals
- Nerdy factor
- Professional interest

**Ramboll** In the heart of Oslo, Norway, the work has started on the new National Museum. The 54,600 square meter structure is not your average metropolitan construction site, and all concrete has to be moulded on site. We have literally sought concrete inspiration from on-shore projects in the oil and gas industry to shape what will become one of the capital's most breathtaking buildings. Learn how: <http://lnkd.in/esA7SHX> less

**Ramboll** Great projects. That's what makes engineering exciting. Check out these images of our projects: <http://ow.ly/L2OUL>

**Ramboll** Attended by curious locals, the Polarled pipeline has crossed the Arctic Circle. 400 m below sea level, this fascinating photo shows a pipe joint at seabed where it became the first of its kind to cross the circle on Friday morning: <https://lnkd.in/e9MT3Tt>. The record-setting subsea connection will gain access to vital resources by opening a new gas highway from the Norwegian Sea to Europe. less



**Organic** <sup>?</sup>  
Targeted to: All Followers

<b>96,312</b> impressions	<b>705</b> clicks	<b>260</b> interactions	<b>1.00%</b> engagement
------------------------------	----------------------	----------------------------	----------------------------

Sponsor update

Like (169) · Comment (9) · Pin to top · 15 days ago

Tobias Carlsson, Carl Esben Poulsen +167

# SHARE WHAT YOU KNOW

- Share relevant knowledge (giveaways) to position Ramboll as a thought leader
- Timeliness: utilise presence at high-profile conferences

Ramboll What does it take to develop the Arctic region? Get our three enablers for growth, presented at this week's Arctic Frontiers conference. <https://lnkd.in/b9Zdi-t>



Organic ?

Targeted to: All Followers

44,397  
impressions

219  
clicks

46  
interactions

0.60%  
engagement

Sponsor update

Like (45) • Comment (2) • Pin to top • 2 days ago

# THOUGHT LEADERSHIP: LET'S TALK MEGATRENDS

**Ramboll** To get to the bottom of things, you must begin from the top: <https://lnkd.in/eK8AQe6>. The green transition should ultimately lead to a fossil-free society. Meanwhile, fossil fuels will remain a vital part of our energy mix in the coming decades. Striking the right balance is a matter of combining renewables and fossil fuels in smart, efficient ways. Learn how in this megatrend article. [less](#)



## Organic ?

Targeted to: All Followers

68,756 impressions   457 clicks   183 interactions   0.93% engagement

Sponsor update

Like (174) · Comment (3) · Pin to top · 2 months ago

👍 Greg Irvine, SHRIKANT SHINDE +172

RAMBOLL



☆ Rob Norris ☆ This is a fantastic idea for places that are lucky enough to have all that space.  
20 days ago



Niels Donkervoort Hi Rob, I agree that this is a fantastic idea. In Korea they have brought this idea to the next level by upgrading the public transport system the opportunity was created to demolish a two-story highway and create a park and allowing space for the... [more](#)  
20 days ago



Jim Etherington Great reading ! Interesting with a great outcome.  
20 days ago



Didem Ergin, P.E. very nice. This design can help the cities with seasonal heavy rain such as Houston, Texas. Great application in Seoul. It changed the whole look of city. thanks for posting these innovative ideas.  
20 days ago



Chibi Moku - Architectural Video Journalism 🇯🇵  
20 days ago



Blair Hibbs Great article!  
20 days ago



Lasse Kramp The costs of climate mitigation and moving towards a sustainable society are thought of as money out the window. In reality, it also buys us beautiful outdoor areas that increase the quality of life.  
19 days ago



Roeland Smit A very good and innovative system to solve the problem of heavy rainfall, keep up the good work!  
19 days ago



Roeland Smit Still one question left, where is the water going to if there's is a heavy rain shower for hours, I'm curious  
19 days ago



Kathrine Breindahl Take a look at the first climateadapted part of Copenhagen, at [Klimakvarter.dk](http://Klimakvarter.dk) . It handels the massive cloudbursts and create liveable green



# EARNED MEDIA

- Systematic media monitoring
- Earned media enhances credibility

**Ramboll** "Opkøbene, som både Rambøll og COWI har foretaget i 2014, understreger den udvikling, der er i branchen herhjemme og internationalt, hvor rådgivende ingeniørvirksomheder, i tillæg til en fortsat stærk organisk vækst, også har foretaget flere strategiske opkøb. Hvis opkøbene i 2014 medregnes, vil Rambøll lige nu være på en 7.-8. plads. COWI vil med deres opkøb rykke to pladser op til en 20. plads," siger Henrik Garver, adm. direktør i FRI. [less](#)



**Travlhed rykker rådgivende ingeniører op ad europæisk top 300**  
[frinet.dk](#) · Syv danske FRI-ingeniørvirksomheder er repræsenteret på årets rangliste over Europas 300 største rådgivervirksomheder.

**Organic** Targeted to: 13,910 followers (Denmark)  
 15,385 impressions   442 clicks   51 interactions   3.20% engagement

Sponsor update

Like (42) · Comment (1) · Pin to top · 1 month ago

Thomas Brink Laursen, Per Hansen +40

Per Bjergager Winkel Henrik Krogh  
 1 month ago

**Ramboll** This shortlist for 'Building Of The Year' features stunning creations that represent some of the most boundary-pushing, awe-inspiring buildings popping up all over the world. And luckily, Arch Daily has noticed our design of Pulkovo Airport in St Petersburg, Russia: [less](#)



## 25 Of The Most Beautiful Buildings Designed Or Created Last Year

[huffingtonpost.com](#) · From a pool of over 3,000 buildings designed and created in the past year, the folks over at Arch Daily have narrowed down their annual Building of the Year nominations. The shortlist contains five buildings per category -- which range from house...

**Organic** Targeted to: All Followers  
 46,340 impressions   441 clicks   117 interactions   1.20% engagement

Sponsor update

Comment (6) · Pin to top · 22 days ago

phen G. Tomicki, MBA PMP, YOGESH JOSHI +103

Ezra Rémy 2 ud af 25 er danske. Godt gået!  
 22 days ago

Monika Sysiak And one for Poland :) Have to say: there is something magical about your design. Godt job!  
 22 days ago

Pawan Maini Great to see Ramboll's work on the list; and also other Danish work. Interesting to also see many projects from Vietnam.  
 21 days ago

Bruce Johnson Godt arbejde ... godt gået danske arkitekter  
 20 days ago

YOGESH JOSHI Great synchronization of creativity and engineering.... and proud to be a part of Ramboll group.... :)  
 19 days ago

Stephen G. Tomicki, MBA PMP Amazing. Amazing. Amazing.  
 18 days ago

**Ramboll** TV 2 Lorry var i går forbi en byggeplads ved Jagtvej. Årsag? Niels Bohr Bygningen, det kommende Natur- og Biovidenskabelige Fakultet, kan se frem til arbejdsro pga. landets mest vibrationsdæmpende betonplade, som bliver anlagt i disse dage.



**Cementblandere i rutefart mod København**  
[tv2lorry.dk](#) · I et døgn er cementblandere ankommet til København i rutefart for at støbe en kæmpe betonplade til Niels Bohr-bygningen.

**Organic** Targeted to: 13,910 followers (Denmark)  
 18,141 impressions   285 clicks   36 interactions   1.77% engagement

Sponsor update

Like (33) · Comment (2) · Pin to top · 1 month ago

John Fløming, Marianne Winther +31

Steffen von Holstein MQ i action  
 1 month ago

Bo Olsson De kan selv være cementblandere  
 29 days ago

Add a comment...

**Ramboll** Sådan kan en bro også se ud.



## Video: Nu kommer Olafur Eliassons særprægede cirkelbro

[ing.dk](#) · Den verdensberømte islandske kunstner Olafur Eliasson har tegnet et usædvanligt forløb bestående af fem cirkulære forskudte platforme toppet med fem 'master' som reference til havnens historie.

**Organic** Targeted to: 13,909 followers (Denmark)  
 20,089 impressions   306 clicks   58 interactions   1.81% engagement

Sponsor update

Like (57) · Comment (1) · Pin to top · 18 days ago

Mustafa Makhukhi, Karen Møller Marker +55

Ulla Hachach Al for fedt et projekt !! Ser frem til det færdige bygget !  
 18 days ago

Add a comment...

## OUR NEXT TEST

- Pilots: using social media for sales support through
  - building relationships
  - positioning as thought leaders



# TO SUM UP WHAT WORKED IN OUR LAB TESTS

**Identify promising platform**

**Sort out governance**

**Get focus, resources,  
content**

**Users first –  
keep fighting company-  
centricity**

**Appeal to passion and tasks**

**Challenge corporate  
language**

**Measure**

**Build on momentum –  
communicate success**

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