



Hive Streaming

Let's share your story with the world.

You've succeeded in harnessing the power of video communication to strengthen your employer branding and bring your mission and values to life.



The new wave of talent

doesn't join an organization; they join a mission that they can be proud of. Corporations have an edge on most start-ups in that they are already impacting millions of people or businesses every day. Now they need to think about the positive impact story they can derive from that.

REF: MCKINSEY REPORT: THE PEOPLE-FIRST APPROACH TO BUSINESS BUILDING 2020



Why create a Customer Story with us?

Celebrate what you have accomplished

#1

Show you are company that cares about every employee

At home or at the office, at HQ or in your most remote outposts, you have made sure every employee is equally empowered, informed and aligned on your strategic direction and goals.

#2

Keep high performers happy and attract top talent

The best talent is always in high demand, and competition for the brightest minds is getting tougher by the hour. Bolster your employer brand to show that you are a company with a mission your employees are proud to get behind.

#3

Demonstrate commitment to your mission, core values and people

Employees must see internal leaders role-model company values at every level, both in their words and their actions. Our Customer Story helps you share the concrete steps you have taken to demonstrate your commitment to your mission and people.

Customer Story Journey

1. Draft

We begin by defining the initial scope of the story by taking a closer look at our journey together.

What were the challenges you were faced with? What strategic decisions were made to overcome them? What were the outcomes and tangible results?

2. Comments

Once the first draft of our story is outlined, we discuss any feedback you may have. You are involved in the process from the start, so that any suggestions you have are addressed early on, long before the piece is finalized.

3. Adjustments

If a shift of focus or any changes to the text are needed, we address those during this stage. Our goal is for the final Customer Story to fully reflect your company's lived experiences in a way that accurately portrays both your challenges and successes.

4. Final Draft

With all necessary adjustments now carried out, we are ready to finalize your Customer Story. A final draft containing the text and visuals is presented for review and sign off, and final touch-ups are made prior to the concluding stage.

5. Approval

We present the complete final draft for your approval. Once approval is granted by all stakeholders involved, your Customer Story is ready to be published.

6. Publication

Your Customer Story is now published and ready to go out into the world via multiple digital channels. We feature your Story on our own website and share it directly with our customers, and provide you with a final piece that can be easily tailored to any number of social media platforms.

What will result from this?

A highly polished Customer Story

The final Customer Story piece will show off your company's successes and values in a clear and structured way with engaging visuals, ensuring your achievements gain deserved recognition.

Valuable content you can easily share

Export your Customer Story as a PDF, publish it on your website and digital channels, and share it on social media for your employees and entire business network to see.

Long-term visibility via Hive Streaming

We are proud to spread the word of your achievements throughout our vast network of exceptional customers. We will share your Customer Story with them directly as well as publish it on our website, where it will remain permanently.

Employer brand that attracts & retains top talent

An inspiring Customer Story distributed through both our networks combined will strengthen your image as a sought-after employer with a demonstrated commitment to your mission and people.

Did you know?

“LinkedIn Technology Marketing Community ranks case studies in the top three content marketing tactics after blogging and social media content.”

Hive Streaming is proud to have LinkedIn on our list of influential global customers, among which more than one hundred Fortune 500 companies.

