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Content Marketing

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Overview

Hilti, known for innovation in the construction industry and direct customer relationships, employs about 33,000 people globally in over 120 countries to enhance customer work productivity, safety, and sustainability through hardware, software, and services.

With approximately 280,000 daily customer contacts, Hilti derives numerous ideas directly from customers. The company invests about six percent of sales annually in research and development, covering the entire value-added chain from product development to manufacturing, logistics, sales, and services.

Founded in 1941 by brothers Eugen and Martin Hilti, the company's commitment to strong roots and continuity has made it a reliable partner and a trusted brand. Guided by the purpose of "Making Construction Better," Hilti is dedicated to developing products and solutions that foster productivity, sustainability, and safety in the construction industry, with values of integrity, courage, teamwork, and commitment at the core of its operations.



2.1 CONTENT AUDIT

A quantitative audit (Appendix 1) has been carried out for the content Hilti released during the month of October 2023. This specific time period was selected to audit due to Hilti launching a product focused campaign across multiple platforms. Whilst the Northern European region sees Hilti present in Denmark, Finland, Ireland and Sweden, the audit has been focused on the activities of Hilti Great Britain (GB).

In terms of channel presence, Hilti GB's digital content is rolled out across three core channels, website, social media (organic and paid) and email. When it comes to social platforms, Hilti GB is present on Instagram, Facebook, LinkedIn and X (formerly Twitter) which is similar to their direct competitors within the power tool industry

Overall, there are mixed purposes to the content ranging from educating to entertaining Hilti's audience, but everything is published with a view to driving online sales. This is evident in the audit where it is very clear that products are the main focus for the majority of content. The audit highlights that the content is consistently in-line with the type of content that the audience expects but it is also apparent that content could be better mapped to the expected customer journey. The customer journey will be explored in **section 2.4** and suggestions will be put forward in Task 3.

Website

Hilti published [REDACTED] website pages in October last year. Their purposes ranged from heavily search-optimised product range pages to landing pages for social media promotions. Once the outlying performers are removed from statistics, the average number of page views is [REDACTED] from launch in October to the end of 2023. The top-performing pages, with the highest in terms of page views and lowest bounce rates, were pages unique but very clear in their purpose, indicating that Hilti is able to align multiple platforms effectively. The pages with lower bounce rates, below 40% being good (Silva, 2022), show that the content is engaging and helpful to visitors to the Hilti website.

Social media (organic and paid)

According to the social media monthly content planner (**Appendix 2**), [REDACTED] posts went out across the aforementioned channels with a range of content types being posted. The content that Hilti provides its audience is largely appropriate for the platform being posted on. There are two things that stand out from the audit, one being the cadence of posting coupled with the amount that is put on their owned channels. It is difficult to summarise best practices as the platforms are so different but it's suggested that Hilti should be posting at least once per day on each channel (Macready and Cohen, 2023). Currently, there isn't enough social content and as confirmed by Fobian (2024), Hilti has the ambition to overtake [REDACTED] and [REDACTED] and take the top spot in terms of market share of social media engagements such as comments, likes and shares.

The second thing that is evident is that the same content is regularly posted across different channels which could be a reason behind the poor performance of some posts on channels where the audience isn't expecting that type of content. This is a bare minimum strategy (Chen, 2021) and Hilti should look to differentiate their content across networks. Hilti have begun working with influencers which increases the reach of their content and is looking to expand this program, as confirmed by Keates (2024).

Email

Hilti sent out a variety of types of marketing emails in October, covering topics such as promoting webinars and highlighting product offers with a targeted approach for specific audiences. According to a survey by Databox, 33% of marketers send weekly emails and 26% send multiple times per month (Fuchs, 2023). Looking at the audit, Hilti falls below these levels of frequency but the overall email performances fall into the "good range" (Campaign Monitor, no date). The open rate is [REDACTED] (good = 17-28%), the click-through rate is [REDACTED] (good = 2-5%) and the click-to-open rate (CTOR) is [REDACTED] (good = 6-17%). These benchmarks should be viewed as a guide only, with differing industries responding in different ways to email content. The high open rate shows that the audience is interested but the low CTOR suggests that the content might not be of interest to the recipient.

Gaps in content

Auditing the content that Hilti publishes has highlighted gaps; below are some suggestions on what they should prioritise.

The main gap, and therefore the top priority for Hilti to address, is the fact that content marketing is not a tactic that Hilti have maximised. HubSpot research suggests that Hilti are right to include content marketing in their digital marketing mix, with 70% of companies using content marketing (Baker, 2023), but the audit (**Appendix 1**) proves that there are improvements to be made. Additionally, Hilti falls in line with the 65% of businesses already including thought leadership in their content marketing (Loktionova, 2022), it has not previously been a focus and has not been assigned specific, relevant tactics. As proven by the content audit, products and software are the focus of digital activities, ultimately with a view to driving revenue. There are factors which might have contributed to the lack of focus on content marketing such as limited resources within the internal brand and digital team but the potential is huge and something that Hilti cannot afford to explore further. The content pillars identified in **section 2.5** are larger, more strategic topics which inherently have a longer customer journey to the **purchase** phase, where Hilti would see a return on investment.

Closely linked to Hilti developing content is the need to plan and map appropriately, creating and executing a content marketing strategy. When Hilti listens to their audience they return good results, as proven during the audit by the highest performing web page in October, which was driven by keyword research. The proof is there that Hilti need to take a fresh look at content marketing if they are to reach the goals set by their corporate strategy. Time should be spent researching target audiences off the back of clear campaign goals. Goals which have key performance indicators (KPIs) that are appropriate for the campaign purpose, not compared with the KPIs and revenue of product focused activity. Hilti should subsequently use the strategy to effectively use different content across different channels, if appropriate, working out from a main content piece.

The positive news for Hilti is that with their new corporate strategy, driven by its purpose of Making Construction Better (see page 6 for more information), there will be lots topics to use in planning, building, executing and testing a comprehensive content marketing strategy. A watch-out for Hilti is the clear personnel gap that is present in the brand and digital team.

2.2 CONTENT OBJECTIVE

Build trust in Hilti as a brand, positioning them as a thought-leader on sustainability in the construction industry, over the next 12 months.

The construction industry is a massive consumer of raw materials and natural resources, and it generates an estimated 39% of the world's carbon emissions according to the World Green Building Council (Forbes, 2021). Coupled with an estimation that the global population will increase by 27% to 9.8 billion by 2050, (World Green Building Council, no date), the industry must evolve. Hilti has identified the importance of the required changes and teamed up with Boston Consulting Group (BCG) to measure their principles of circular economy (Hilti Group, 2023).

As outlined by Turner, trust is second only to price when people are choosing whether to buy a new brand and is the key to building lasting relationships with customers (WARC, 2021). According to the 2023 Edelman Trust Barometer, as the most trusted institution, businesses should leverage their comparative advantage to inform debate and deliver solutions on climate (Edelman, 2023). All this adds to the risk of Hilti not positioning itself as a trusted business on the topic of sustainability and losing the trust of its customers. There is a watch-out for Hilti despite the apparent importance; a definitive increase in brand trust is more difficult to measure and quantify than more standard digital marketing KPIs such as return on investment (ROI). Marketing Week further backs up the importance of brand awareness reporting that it is the top priority for marketers, with almost 58% focussing on this metric, according to research by LiveRamp (Carroll, 2023).

SMART KPIs to reach Content Objective

1. Increase engagement with Hilti posts relating to sustainability on LinkedIn by 25% among C-suite employees (targeted by job function) of UK based construction companies by end of Q1 2024.
*Part of the **discover** phase of the customer journey, consistent posting on LinkedIn, between two and five times a week (Adobe Express, 2023) will help customers find content from Hilti.*
2. Increase downloads of Circular Construction Guide eBook by [REDACTED] from [REDACTED] (based on previous eBook download stats) to over [REDACTED] by visitors to hilti.co.uk blog by end of Q2 2024.
*This objective marks a progression along the customer journey, towards the **consider** phase, where customers have seen content from Hilti and a desired conversion has occurred.*
3. Increase number of articles featured Hilti in UK construction press publications, on the topic of sustainability, from none to between 1-2 per quarter by end of June 2024.
*Appearing regularly as an industry expert in the sustainability sphere will help position Hilti as a thought-leader and a strong choice at the **decide** phase of the customer journey.*

2.3 CONTENT MISSION

Hilti is where [key decision makers (C-suite) within construction firms] find [information, up-to-date sustainability methodologies, actionable ideas and Hilti solutions] to [help inform business decisions and work in a more sustainable way].

Audience details

C-level executives impact business decisions, create enduring changes and help grow the company (LinkedIn Pulse, 2022). Couple these decision-makers with the importance of the UK construction industry as highlighted by output in 2022, that totalled more than £110 billion per annum and contributed 7% of GDP (Designing Buildings, 2022). Making sure that Hilti positions themselves in front of this level of employee, within the construction sector, will help put the brand in front of this target audience, utilising the latest digital marketing techniques.

Content details

According to research by Edelman and LinkedIn (no date), 88% of decision-makers agree that thought leadership is effective at enhancing their perceptions of an organisation. The same research suggests that 47% of C-suite executives say they shared contact information after reading thought leadership (LinkedIn, no date). 63% of buyers say that thought leadership is important in providing proof that an organisation genuinely understands or can solve your specific business challenges (LinkedIn Business, 2021). Despite the evidence highlighting the effectiveness of thought leadership content, there is dialogue to be had with key stakeholders within Hilti on why activity should be measured differently and different tactics used than the business-as-usual, product focused campaigns.

Benefits details

With £31 billion in infrastructure contracts available (HM Government, 2022), firms can tap into significant opportunities by meeting procurement criteria, including those outlined in the Environment Act 2021. Deloitte reports that 25% of consumers are willing to pay more for environmentally sustainable and ethical brands, emphasizing the consumer pull towards sustainability (Deloitte, 2023). Investing in Hilti solutions aligns companies with sustainability, potentially boosting revenue. Forbes notes a significant shift, with nearly 90% of Gen X consumers willing to pay extra for sustainable products (Petro, 2022), underlining the increasing importance of sustainability in consumer choices. Ultimately, a construction firm's ethical commitment to sustainability influences its brand trust, an aspect beyond Hilti's control.

Content Mission linked with Hilti corporate strategy

Hilti has set itself a goal of Making Construction Better by 2030, which aligns with the content mission proposed in this section. Hilti's customer promise is to be their **best partner for productivity, safety, and sustainability**. This company-wide focus should help remove any internal objections, as outlined in **section 2.2**, relating to perceived value of thought-leadership campaigns and allow Hilti to trial new tactics to get their messaging in front of potential new audiences.



2.4 CUSTOMER JOURNEY

Based upon the Content Mission (page 6), it is suggested that Hilti should target key decision makers (C-suite) within construction firms with content relating to sustainability.

The table below maps some of the questions that customers have along their journey towards becoming, what Hilti hopes, are brand advocates for them.

Discover		Consider		Decide		Purchase		Retain		
Stages	Loosening the status quo	Committing to change	Exploring possible solutions	Committing to a solution	Justifying the decision	Making the selection	Point of purchase / conversion	Onboarding	Maximising value	Retention
Customer questions (Appendix 3)	What is sustainability in relation to the construction industry? Why is sustainability in construction an important topic? How damaging to the environment is the construction industry? What are our sustainability goals? Do we need to change how we work?		How can my organisation work more sustainably? How can we prove a change in terms of business value? What methodologies can we use to improve our working practices? Can our current suppliers help us work more sustainably?		How do other similar companies tackle this problem? Do we have a current supplier that can help us with solutions? Which tool manufacturers can help us? How do any potential new solutions compare to what we're using currently?		How quickly can we get the chosen solution(s) in place? Who do I need to engage with internally to get the chosen solution(s) in place? Can the chosen supplier help with onboarding my team(s)?		Are we making the most of the solution that we've selected? Retrospectively, was the chosen solution the right choice? Can the solution(s) be extended? What other solutions can this supplier offer to our business?	
Hilti response	Hilti should lay the foundations of the problems that are facing the construction industry in terms of sustainability. Too early to offer solutions, focus on framing the problems. ☐ Credible / Knowledgeable / Authentic / Non-salesy		Hilti should build on the methodologies outlined in the previous phase and bring solutions to the questions / problems that the content in the aforementioned discover phase has raised. ☐ Approachable / Empathetic / Realistic / Thought provoking		Hilti should reiterate the benefits of using their solutions, without comparing to competition. Change of language and tone used in consider phase. ☐ Experienced / Factual / Direct / Solution-led		Hilti should reassure the customer with realistic time lines for implementation and expected return on investment. They should introduce other support functions. ☐ Helpful / Collaborative / Empathetic to change		Hilti should present facts and embrace failure if any occurred. If appropriate, Hilti could look to extend product offering with customer following a collaborative review. ☐ Factual / Comparative / Honest / Statistic-led	
Emotions										
Content formats / platforms	Whitepapers / Events / Webinars / Research in collaboration with governing bodies / Infographics / Blog posts / Social media posts (organic and paid)		eBooks / Guest appearances in trade press / Podcasts / Infographics / Social media posts (organic and paid)		Product comparison social media posts (organic and paid) with detailed feature explanations / Facts around tendering for large government contracts / Infographics		Onboarding comms: videos, training, etc / Regular and scheduled account manager contact (customer dependent)		How-to videos (solution dependent) / Case study videos / Customer testimonials (video / written)	

2.5 CONTENT PILLARS AND TACTICS

	Sustainable working Sustainability in construction and green building methods	Safer working Improving Health & Safety on the jobsite	Faster working Technology adoption and faster ways of working
Explanation of content pillar	Learn how to improve sustainable working practices, build more responsibly and reduce environmental impact	Understand potential hazards / risks that can be encountered on the jobsite and how they can be mitigated	Offer alternate ways of working to improve efficiencies, helping get work done quicker and increase revenue
Stock content pieces	• eBooks • Webinars • Website articles • Podcasts • Interviews (long-form video)	• Customer testimonials (video / written) • Website articles • eBooks / whitepapers	• Website articles • Trade publication articles • Customer testimonials (video / written) • Podcasts
Core theme / topics	• Green building / sustainable design • Circular construction • Social responsibility / community engagement	• Safer working practices • Hazard prevention solutions • Building Information Modeling (BIM)	• Productivity gains • Alternate working methods / solutions • Digital tool management
Subtopics	• Green building materials • Waste reduction / recycling • Life cycle design	• Respiratory hazards (dust) • Musculoskeletal disorders (MSDs) • Hand arm vibration (havs)	• Fast tool repair options • Loss / theft prevention • Reduction in downtime
Key distribution tactics	• Partnering with 3rd party topic leaders • Webinars • Organic / paid social • Website landing page(s)	• Email campaign(s) • Blog post(s) • Organic / paid social • Website landing page(s)	• Webinars • Organic / paid social (before / after videos) • Website landing page(s)
Link to customer journey	Discover Consider Decide Purchase Retain	Discover Consider Decide Purchase Retain	Discover Consider Decide Purchase Retain

Chosen content pillar / suitable tactic

It is suggested that Hilti focus on the **sustainable working** content pillar first, highlighted in the table above. By focussing on this content pillar Hilti should be able to achieve both the content objective and mission statement outlined earlier in this proposal document. As referenced in **section 2.3**, 88% of decision-makers agree that thought leadership is effective at enhancing their

perceptions of an organisation and 47% of C-suite executives say they shared contact information after reading thought leadership (LinkedIn, no date).

As suggested by Hubspot, thought leadership content should show up wherever your audience is (Riserbato, 2022). The suggested target audience for Hilti are C-suite decision makers within construction firms (see mission statement on page 6) and with 4 out of 5 of its 900 million members driving business decisions (Witt, 2023), LinkedIn is a valid social platform for Hilti to focus its efforts on. Narrowing the audience a level further, statistics suggest that 10 million C-level executives (Kuts, 2023) are present on the platform. The suggestion of focussing on LinkedIn does not however preclude Hilti from using other relevant channels, with best practice thought leadership campaigns suggesting publishing a variety of content in a variety of places is most effective (Riserbato, 2022).

The suggested tactic covers the initial stages of the customer journey, encompassing the **discover** and **consider** phases, as outlined in **section 2.4** (page 7). There should also be elements of the campaign that address the **decide** phase, where the buyer has educated themselves and has a clear idea of what their problem is and what they need to address it. In this phase, Hilti should talk directly about their products that provide solutions to the problem(s) (Hein, 2023).

Speaking with the social media manager for Hilti Northern Europe, it has been discovered that Hilti has not undertaken a targeted LinkedIn ad campaign focussing on thought leadership content during the last 3 years, as confirmed by Keates (2024). The organisation has only recently started using paid advertising on LinkedIn as a tactic (**Appendix 4**) and has not focused on thought leadership content nor targeted an audience based on seniority. LinkedIn suggests that for some campaigns, targeting by seniority can be an effective way to reach those with influence over a buying decision. Whilst the logic seems sound, it should be noted that the stats and suggestions come from LinkedIn themselves without external corroboration, so could be viewed with cynicism that the organisation is looking to purely drive ad sales.

To reinforce the suggested targeted ad campaign it is advised that Hilti reinforce the story being told with an integrated staff advocacy campaign on the LinkedIn platform. There are two ways that Hilti can use their employees as advocates, firstly with thought leader ads through LinkedIn's Campaign Manager and secondly with a library of content for Hilti employees to access and post manually.

Suggested top three types of LinkedIn paid advertising for Hilti to test

Thought Leader Ads

According to the platform, thought Leader Ads have a 1.7x higher click-through rate and 1.6x higher engagement rate compared to other single-image ad campaigns (LinkedIn, no date) and employee content receives about eight times more engagement than brand channel content (Hill, 2022).

Lead Gen Forms

It is suggested that Hilti explore setting up lead generation forms through the LinkedIn Campaign Manager as HubSpot's analysis of LinkedIn v. Google AdWords platform found that lead conversion rates are 3x higher on LinkedIn than other major ad platforms (LinkedIn, 2016).

Document Ads

If any eBooks are created as part of the wider campaign, document ads on LinkedIn could be a way to get the document in front of the target audience. It is suggested that Hilti A/B test gating an eBook behind a lead gen form, if the goal of this part of the campaign is lead generation (Riserbato, 2023) and could be a tactic introduced further along the customer journey.

 Please see **Task 3: Content Calendar** for a closer look at what content should be shared and via which channel.

2.6 CONTENT ASSET BRIEF

Organisation Name: Hilti / **Date:** 10 January 2024
Brief to: [REDACTED] - Hilti Social Media Manager (Northern Europe)
Briefed by: [REDACTED] - Hilti Creative Lead (Northern Europe)
Content Title: LinkedIn paid advert for sustainability webinar
ID no: SUS_LI_PAID_01_Q124

Overall Content / Content Mission

Hilti is where [key decision makers (C-suite) within construction firms] find [information, up-to-date sustainability methodologies, actionable ideas and Hilti solutions] to [help inform business decisions and work in a more sustainable way].

Content KPI

Increase registrations for upcoming sustainability webinar by 10% among C-suite employees (targeted by job function) of UK based construction companies compared to previous webinars.

The Brand

Brand guidelines should follow Global suggestion for typography, colour and image usage. Tone of voice should be authentic and as a thought leader on the topic of sustainability.

Target Audience

C-suite employees (targeted by job function - CEO / COO / CRO / CTO / CLO / Sustainability) of UK based construction companies. They are looking to find out more about sustainability in the construction industry and how they can implement ideas into their businesses.

Customer Journey

Discover / Consider / Decide / Purchase / Retain

Customer Questions

Where can I find out about sustainable working practices?
When does the webinar take place?
How can I register?
Is there a cost to attending?

Topic Area

Sustainability, with a view to attending webinar to learn about circular principles.
Guidelines for ad > <https://business.linkedin.com/marketing-solutions/success/ads-guide/video-ads>

Internal / external linking guidance

Linked to Livestorm page to register place on webinar
Potential hashtags: #Sustainability #Circularity #CarbonEmissions #Construction

Title / subheading / body copy

How is your business getting along on your sustainability journey?

- How circularity can benefit the environment and your business
- How your company can adopt circular principles

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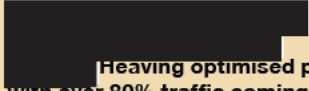
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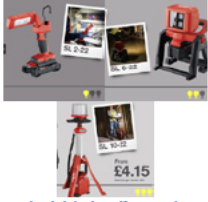
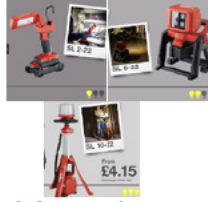
APPENDICES

1. Content Audit: October 2023 snapshot

Title	Audience	Content type	Topic	Discover	Consider	Decide	Retain	Evaluation / Analysis
Sustainability webinar	C-suite business owners	LinkedIn organic post	Sustainability					#Sustainability #Circularity #CarbonEmissions #Construction / Infographic content
		LinkedIn organic post						#Sustainability #Circularity #CarbonEmissions #Construction / Video content
Cordless "Lampaign"	People looking to purchase a lamp	Homepage banner	Product family focused (3x cordless lights)					CTR / Updated visual w/ multiple products
		Instagram organic post (carousel)						Correct content
		Facebook organic post (carousel)						Wrong content for platform
		LinkedIn post organic (carousel)						Wrong content for platform
7 FAQs on social media	Hilti website users	Blog post	FAQs					Unsure of the rationale behind this standalone blog post
Evolution of Hilti direct fastening	Hilti website users	Blog post	Entertainment / information					95% of traffic was organic through Google
Human Augmentation in Construction	Hilti website users	Blog post	Thought-leadership					Thought-leadership topic

Title	Audience	Content type	Topic	Discover	Consider	Decide	Retain	Evaluation / Analysis
Website	All potential customers looking for cordless power tools	Website page	Product focused					Top performing: <i>Shop Our Latest Cordless Tools for 2023</i>  Heaving optimised page with over 80% traffic coming from search (organic and paid)
	Small business owners		Solution focused					Lowest performing: <i>Light demolition</i>  Update of old campaign page, unsure of changes
Email	Various	Email	Various					Types of emails sent 12 /  Updated visual w/ multiple products

2. Social Media Content Planner: Sample from October 2023

Topic	Priority	LinkedIn	Facebook	Instagram	Twitter
Autumn Mini-Campaign (SL 10) Go live 16th October	HIGH	Get prepared for the dark winter days ahead of time with our range of Nuron cordless work lights. 💡 Bright: Handheld light SL 2-22 💡 Light: Work light SL 6-22 💡 Jobsite: Tower light SL 10-22 Shop now 🛒 GB Terminus: https://hilti.to/sciifr  Download LinkedIn pdf carousel Sprinklr: autumncampaign	Get prepared for the dark winter days ahead of time with our range of Nuron cordless work lights. 💡 Bright: Handheld light SL 2-22 💡 Light: Work light SL 6-22 💡 Jobsite: Tower light SL 10-22 Shop now 🛒 GB Terminus: https://hilti.to/osfk7m  Download Facebook carousel Sprinklr: autumncampaign	Get prepared for the dark winter days ahead of time with our range of Nuron cordless work lights. 💡 Bright: Handheld light SL 2-22 💡 Light: Work light SL 6-22 💡 Jobsite: Tower light SL 10-22 Shop now via the link in our bio 🛒 GB Terminus - https://hilti.to/k2u47b  Download Insta carousel Sprinklr: autumncampaign	
Halloween Go live Tuesday 31st Oct	HIGH	Remember to think twice when turning on the lights this spooky season... 🧛‍🦸‍♀️ Happy Halloween everyone!  Download video here Sprinklr: halloween, celebrationdays	Remember to think twice when turning on the lights this spooky season... 🧛‍🦸‍♀️ Happy Halloween everyone!  Download video here Sprinklr: halloween, celebrationdays	Remember to think twice when turning on the lights this spooky season... 🧛‍🦸‍♀️ Happy Halloween everyone!  Download video here Sprinklr: halloween, celebrationdays	Remember to think twice when turning on the lights this spooky season... 🧛‍🦸‍♀️ Happy Halloween everyone!  Download video here Sprinklr: halloween, celebrationdays
Hilti HQ Relics Reels	HIGH		There are some pretty cool (dare we say) Hilti relics hanging around our head office. We'd love to know the oldest Hilti tool you have! Let us know 🙋 #Hilti #HiltiTools #Construction #PowerTools  Download video here Sprinklr: lifestyle	There are some pretty cool (dare we say) Hilti relics hanging around our head office. We'd love to know the oldest Hilti tool you have! Let us know 🙋 #Hilti #HiltiTools #Construction #PowerTools  Download video here Sprinklr: lifestyle	
Fleet Management	HIGH	Secure the Hilti kit of your dreams with our Fleet Management tool leasing service. 📅 Fixed monthly costs a set period of time 🔧 Unlimited servicing and repairs 🚚 Free loan tool while yours is in repair 🔒 Theft cover Learn more 🛒 #Hilti #Construction #Productivity GB Terminus - https://hilti.to/c1mx72	Secure the Hilti kit of your dreams with our Fleet Management tool leasing service. 📅 Fixed monthly costs a set period of time 🔧 Unlimited servicing and repairs 🚚 Free loan tool while yours is in repair 🔒 Theft cover Learn more 🛒 #Hilti #Construction #Productivity GB Terminus - https://hilti.to/ksp1p	Secure the Hilti kit of your dreams with our Fleet Management tool leasing service. 📅 Fixed monthly costs a set period of time 🔧 Unlimited servicing and repairs 🚚 Free loan tool while yours is in repair 🔒 Theft cover Learn more via the link in our bio 🛒 #Hilti #Construction #Productivity GB Terminus - https://hilti.to/c1mx72 https://hilti.to/1kwyw	Secure the Hilti kit of your dreams with our Fleet Management tool leasing service. 📅 Fixed monthly costs a set period of time 🔧 Unlimited servicing and repairs 🚚 Free loan tool while yours is in repair 🔒 Theft cover Learn more 🛒 #Hilti #Construction #Productivity GB Terminus - https://hilti.to/mhve3b

Search Volume ⓘ

880 Good

Search Volume Variation ⓘ

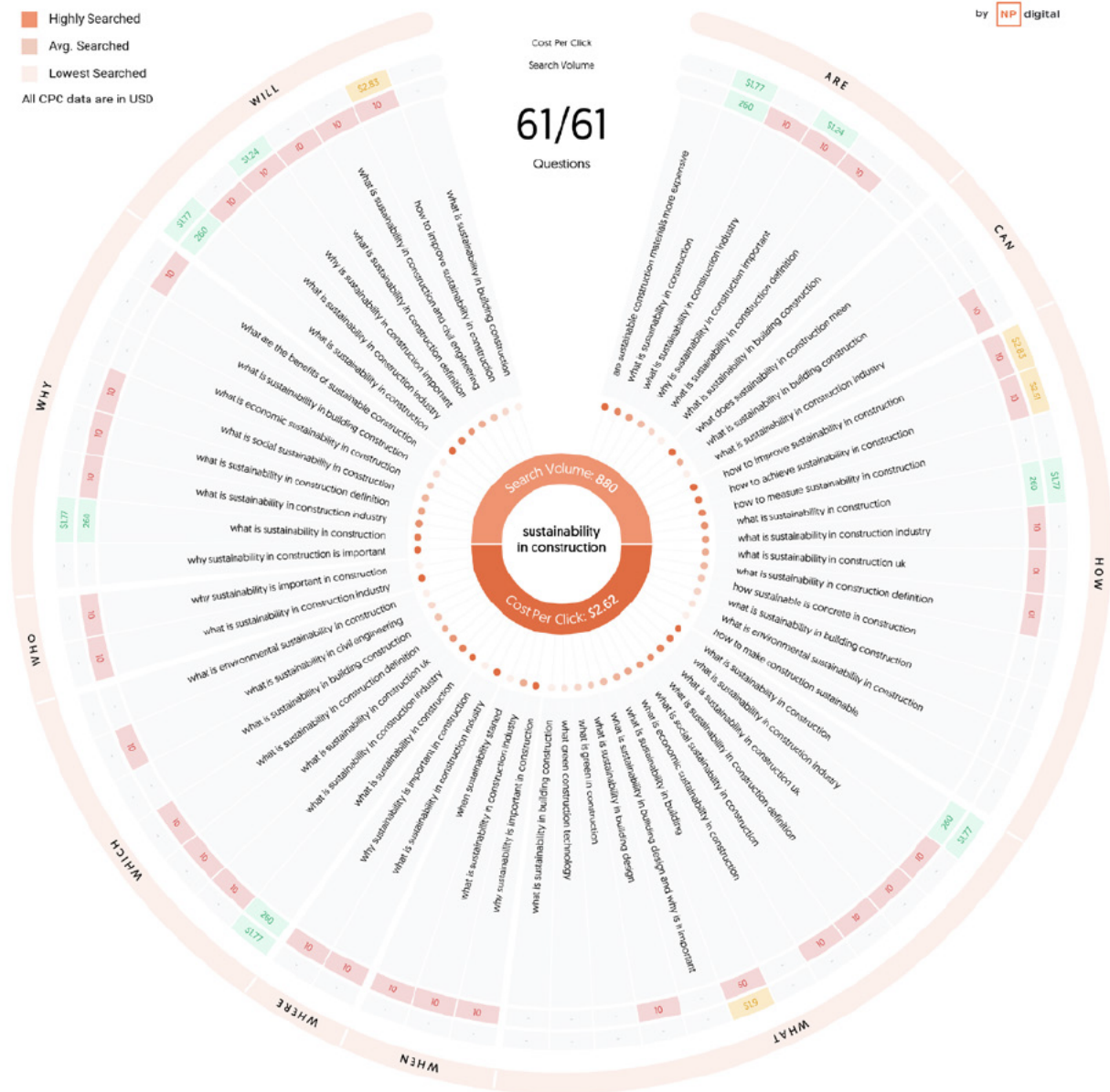
Low: 0 - 113 Medium: 114 - 243 Good: 244 - 880

Cost Per Click (CPC) ⓘ

\$2.62 Medium

Cost Per Click Variation ⓘ

Cheap: 0 - \$1.85 Medium: \$1.87 - \$4.19 Expensive: \$4.20 - \$7.07



are			Image	Hide
Keywords	Search Vol.	CPC		
are sustainable construction materials more expensive	-	-		
what is sustainability in construction	260	\$1.77		
what is sustainability in construction industry	10	-		
why is sustainability in construction important	10	\$1.24		
what is sustainability in construction definition	10	-		
what is sustainability in building construction	-	-		

can			Image	Hide
Keywords	Search Vol.	CPC		
what does sustainability in construction mean	-	-		
what is sustainability in building construction	-	-		
what is sustainability in construction industry	10	-		

how			Image	Hide
Keywords	Search Vol.	CPC		
how to improve sustainability in construction	10	\$2.81		
how to achieve sustainability in construction	10	\$2.9		
how to measure sustainability in construction	-	-		
what is sustainability in construction	260	\$1.77		
what is sustainability in construction industry	10	-		
what is sustainability in construction uk	10	-		
what is sustainability in construction definition	10	-		
how sustainable is concrete in construction	-	-		
what is sustainability in building construction	-	-		
what is environmental sustainability in construction	-	-		
how to make construction sustainable	-	-		

what			Image	Hide
Keywords	Search Vol.	CPC		
what is sustainability in construction	260	\$1.77		
what is sustainability in construction industry	10	-		
what is sustainability in construction uk	10	-		
what is sustainability in construction definition	10	-		
what is social sustainability in construction	10	-		
what is economic sustainability in construction	-	-		
what is sustainability in building	50	\$1.8		
what is sustainability in building design and why is it important	-	-		
what is sustainability in building design	10	-		
what is green in construction	-	-		
what green construction technology	-	-		
what is sustainability in building construction	-	-		

when			Image	Hide
Keywords	Search Vol.	CPC		
why sustainability is important in construction	10	-		
what is sustainability in construction industry	10	-		
when sustainability started	10	-		

where			Image	Hide
Keywords	Search Vol.	CPC		
what is sustainability in construction industry	10	-		
why sustainability is important in construction	10	-		

which			Image	Hide
Keywords	Search Vol.	CPC		
what is sustainability in construction	260	\$1.77		
what is sustainability in construction industry	10	-		
what is sustainability in construction uk	10	-		
what is sustainability in construction definition	10	-		
what is sustainability in building construction	-	-		
what is sustainability in civil engineering	10	-		
what is environmental sustainability in construction	-	-		

who			Image	Hide
Keywords	Search Vol.	CPC		
what is sustainability in construction industry	10	-		
why sustainability is important in construction	10	-		

why			Image	Hide
Keywords	Search Vol.	CPC		
why sustainability in construction is important	-	-		
what is sustainability in construction	260	\$1.77		
what is sustainability in construction industry	10	-		
what is sustainability in construction definition	10	-		
what is social sustainability in construction	10	-		
what is economic sustainability in construction	-	-		
what is sustainability in building construction	-	-		
what are the benefits of sustainable construction	10	-		

will			Image	Hide
Keywords	Search Vol.	CPC		
what is sustainability in construction	260	\$1.77		
what is sustainability in construction industry	10	-		
why is sustainability in construction important	10	\$1.24		
what is sustainability in construction definition	10	-		
what is sustainability in construction and civil engineering	10	-		
how to improve sustainability in construction	10	\$2.81		
what is sustainability in building construction	-	-		

3b. Ahrefs Keyword Explorer: Sustainability in construction

