



# 5X5Z0013\_2223\_6P Managing Social Media Practice

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## TASK 1: APPRAISAL OF EXISTING SOCIAL MEDIA COMMUNICATION

### a) Audit: Hilti Great Britain's use of existing social media platforms

Brand / Organisation	Subscribers / Followers	Posts last month (12/04 - 09/05)	Post freq. (Monthly, YTD)	Average Likes (% of followers)	Average Shares (% of followers)	Average Comments	Influencers used Y/N?
Facebook	70,764	11	█	██████████	██████████	█	█
Instagram	35,000	9	█	██████████	██████████	█	█
LinkedIn	30,066	10	█	██████████	██████████	█	█

#### Additional insight

During the chosen period (12/04 - 09/05), Hilti predominantly used organic posts on its three priority social media platforms. Outside of this period, they increase paid activity to support events such as product launches, due to the increase in spend reaching more of their audience and achieving higher engagement (Appendix 1).

Branding is consistent and content is immediately identifiable as coming from Hilti. Handles, however, are not uniform. **@HiltiGB** (Facebook), **@hiltigb** (Instagram) and **Hilti Great Britain** (LinkedIn) are being used. Hughes states that 'using the same profile name is critical for a brand's

social media profile' (Hootsuite, 2023). This inconsistency is spread across the Hilti social media channels throughout the world, with 25 verified accounts on Instagram alone.

According to its social media guidelines (Appendix 2), Hilti focuses on telling great stories to engage with its audience and add to the success of the brand. The top core pillars for using each of the above platforms are to 1. Intensify relationships, 2. Solve problems and 3. Expand the sales experience.

#### Competitor social audience overview: Followers per platform\* ▼ ▲ versus Hilti

##### Milwaukee Tool UK

f	52.7K ▼	📷	105K ▲
in	7K ▼		



##### DEWALT UK

f	2.45M ▲	📷	126K ▲
in	0.2K ▼		



##### Bosch Professional

f	2.7M ▲	📷	18.4K ▼
in	2K ▼		




\*Data collected 10/05/23

**f**

Hilti (GB) • Published by Brandwatch • 9 May at 19:20

Introducing the new NBL 4-22 Cordless Blower for controlled debris removal. Lightweight. Unmatched performance. Shop now <https://hilti.link/100y>



**Reach 8,095 / Reactions 15  
Comments 7 / Shares 1**

Hilti (GB) • Published by Brandwatch • 24 April

Prototype > Latest Release.

Back in 2015, we launched the first-generation BX 3 - the world's first battery-powered direct fastening system which changed the game in fastening to concrete and steel.

Over the years, we've upgraded the system to be cleaner, quieter, smarter and more hassle-free than any nailer you have used before... See more



**Reach 2,066 / Reactions 6  
Comments 0 / Shares 1**

**ig**

HiltiG • Following

HiltiG Our BX 3 battery-operated direct fastener recently got a #Ruinin veggie!

Make spacing a breeze with the BX-5 laser spacer.


Which fasteners do you use the most?

Shop now via the link in our bio.

#Hilti #Construction #Power Tools

windledon@electrician181 Locks like a girl out of a video game

477 likes



**Reach 118,212 / Likes 477  
Comments 9 / Shares 5**

HiltiG • Following

Coronation Queen Elizabeth II

The last time there was a Royal Coronation in the UK, Hilti released the Perfect - the first high-velocity cartridge fastener sold under the Hilti name.

How useful has come a long way during that time!

We hope you enjoy the brand history!

#HiltiCoronation #CoronationQueen

1953

Liked by danielwells and 78 others



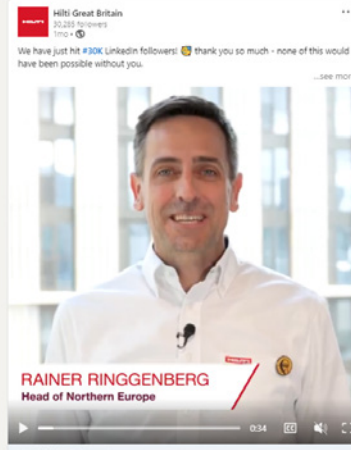
**Reach 7,044 / Likes 79  
Comments 0 / Shares 0**

**in**

Hilti Great Britain

30,285 followers

We have just hit #30K LinkedIn followers! Thank you so much - none of this would have been possible without you.



RAINER RINGENBERG  
Head of Northern Europe

30K LinkedIn Followers!

John Smith and 320 others

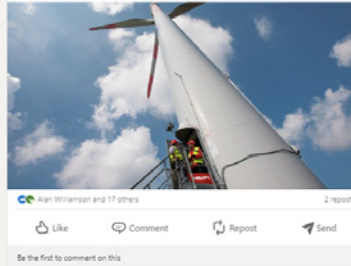
3 comments · 13 reposts

**Likes 321 / Comments 3  
Reposts 15**

Hilti Great Britain

30,285 followers

At Hilti, we want to become the industry leader in circularity. This can only be achieved if we begin our sustainability initiatives at the very start of our processes: The design phase.



Alex Williams and 17 others

4 reposts

**Likes 18 / Comments 0  
Reposts 2**

## Best / worst performing posts

### Facebook insights

Even with a reported decline in engagement rates on posts, an average of just 0.07% (Martin, 2023), there are ways to maximise the contents' effectiveness. According to suggestions by Katie Sehl, standout visuals, sharp copy and compelling call-to-actions contribute to high-converting Facebook posts (Hootsuite, 2019). The highest performing Facebook post (shown opposite) validates these suggestions.

### Instagram insights

Using hashtags helps to boost content discovery, 'targeting meaningful hashtags relevant to your product or service is more likely to get your content in front of potential customers' (Zote, 2021). The worst-performing post attempted to use hashtags which were not relevant to Hilti. The suggestion to 'keep copy short and to the point' (Instagram, n.d.), is backed up by the performance of the two posts (shown opposite).

### LinkedIn insights

With more than 50% of all social media traffic to B2B websites coming from this platform, LinkedIn is of high importance to Hilti. The best-performing post uses video content, which is proven to be a successful tactic, according to 38% of marketers (Vos, 2023). It also adheres to the thinking of Dib when in 2020 he suggests 'keeping it simple, sticking to plain text'.

## b) Audit: Hilti's audience preferred social media platforms

Platforms being used	What are they commenting about?	What hashtags are they using?	What Hilti brand mentions and in what context?	Competitor brand mentions and in what context?	What hashtags mentioned ref. competitors?	Humanize: Can you identify brand advocates?
LinkedIn	Sharing thought-leadership articles, commenting on posts, sharing job openings and giving insights into their organisation.	#construction #engineering #building #bim #powertools #safety	Brand positioned as a good place to work, highlighting products, sharing success and Corporate Social Responsibility (CSR) stories.	Same types of mentions as Hilti.		Difficult to identify but employees within each company will act as advocates.
Instagram	Jumping on relevant trends, sharing projects they're working on and commenting on branded posts, either positively or negatively.	Same as above, including trade and platform relevant tags: #contractorsof-instagram #constructionlife	Mentioned in a positive / negative way depending on brand loyalty.	Same types of mentions as Hilti.	Branded hashtags such as: #milwaukeeetools #nothingbuttheheavyduty #dewalt #dewalttough #bosch #makita #festool #metabo	@artisanelectrics @onthetoolstv @robinclivett @d_birrell_contractor_ltd @the_blonde_plumber
TikTok	Jumping on relevant trends, sharing projects they're working on and commenting on branded posts, either positively or negatively.	Same as LinkedIn, including trade relevant tags.	Mentioned in a positive / negative way depending on brand loyalty.	Same types of mentions as Hilti.		@rrbuildings @krugerconstruction @thebuildwithethan @kimmythesparks @skillbuilder

## c) Key matches and mismatches between existing social media comms and customer needs of social media comms

### Match 01:

Facebook remains the largest social media platform globally with close to 3 billion monthly active users (Statista, 2023). Despite engagement rates decreasing, Hilti needs to retain its presence on Facebook, with the platform accounting for over 70% of social media referrals to the hilti.co.uk website (Appendix 3). Even with this being a match, there is still work for Hilti to do to improve the engagement with their posts.

### Match 02:

LinkedIn is the place to find B2B audiences with a surveyed customer group of 600+ saying that their usage grew 20% between 2022 and 2023 (Iskief, 2023). According to Hill, there are 'over 65 million decision-makers on LinkedIn' (Sprout Social, 2022), which would allow Hilti to reach C-suite members of large construction firms with their storytelling. Similar to Match 01, there is work for Hilti to do, in this instance to harness their employees as influencers. Almost 4% of followers of the company page are employees of Hilti Great Britain. Potentially a database of content/posts would help activate employees, as the same article on Sprout Social suggests that, '72% of engaged users would post about their company if the content was written for them' (Hill, 2022).

### Match 03:

Hilti is present on the social channels relevant to the construction sector, according to a case study carried out by Perera, Victoria and Bran, with LinkedIn, Twitter, Facebook and YouTube making up the top four platforms in order of importance (Fraunhofer IRB, n.d.). To get the most out of this presence, Hilti needs to alter how they produce content, increasing the amount of platform-specific posts to drive higher engagement and ultimately increase revenue generated from social (see Mismatch 03 below).

### Mismatch 01:

According to Sprout Social, TikTok is the fastest-growing social media platform (Sprout Social, 2023) and Hilti doesn't have a branded presence. The popularity of the app is projected to increase, hitting "15 million UK TikTok users in 2025" (Shepherd, 2023). The majority of Hilti's competitors already have a presence and are benefiting from putting messages in front of prospective customers on the platform - its suitability for Hilti will be explored in TASK 3.

### Mismatch 02:

Hilti should be using YouTube more, it is underutilised, despite the company producing masses of video content (354 videos) and the platform attracting 36.4k subscribers. According to an article by Ronnie Gomez, "YouTube is the second-largest search engine in the world" (Sprout Social, 2023), showing where potential customers begin their journey. At the other end of their journey, YouTube refers almost 15% of total social media referrals to hilti.co.uk Appendix 3).

### Mismatch 03:

Due to resourcing limitations, Hilti uses the tactic of cross-posting regularly, across LinkedIn, Facebook, Instagram and Twitter. "Your followers on each platform are likely to be different, so it's important to customize your content for each audience. Just because you can cross-post everywhere doesn't mean you should" (Bretous, 2022).




### Top three recommendations for Hilti:

1. Produce platform specific content using industry-recommended techniques
2. Create a content library to promote employee advocacy on LinkedIn
3. Conduct research to allow targeting of platform specific audiences

## TASK 2: SOCIAL MEDIA MARKETING STRATEGY AND PLAN

### a) Strategic aims

Get the Hilti brand in front of prospective customers across various social media channels in a targeted way that drives them to engage with platform-specific content.

	SMART Objectives	Tone of voice	Target audience
	To increase average # of comments on posts by 15%, from 2.18 to 2.5, by Dec. 23.	<ul style="list-style-type: none"> <li>• Authentic</li> <li>• Fun</li> <li>• Energetic</li> <li>• Knowledgeable</li> </ul>	<ul style="list-style-type: none"> <li>• Works in construction or related industries</li> <li>• Small business owner</li> <li>• Tool user level</li> <li>• Creates and shares content themselves</li> </ul>
	To increase average # of comments on posts by 25%, from 2.18 to 6.3, by Dec. 23.		
	To increase average post shares by 25%, from 6.1 to 7.6, by Dec. 23.	<ul style="list-style-type: none"> <li>• Professional</li> <li>• Knowledgeable</li> <li>• Authentic</li> </ul>	<ul style="list-style-type: none"> <li>• C-suite level</li> <li>• Works in construction or related industries</li> <li>• Active on LinkedIn</li> </ul>

### b) Key social media policy / guidelines

Policy / Guideline	Who is responsible?	Link to chosen platforms	Justification
Employee advocacy programme	Hilti employees	Creation of content library to remove friction of employees having to create content to post, extending reach of content on LinkedIn.	Organic reach can be increased by 200% and profitability by 23% with an employee advocacy programme (McLachlan, 2023).
Engage in conversations on social media	Hilti social media team	Responses to comments on Hilti's social platforms should mirror the tone of voice suggestions outlined in the previous section. LinkedIn requires a more professional response than Instagram for instance which, when relevant, can be more playful in tone.	According to Hubspot, "79% of customers expect a response to their social media posts within 24 hours" (Amaresan, 2021). A reply from Hilti builds on the authenticity of the brand and helps humanise it. This in turn can encourage "45% of customers post and share about their positive experiences" (BrandBastion 2021).

Continued overleaf

Policy / Guideline	Who is responsible?	Link to chosen platforms	Justification
Bringing experts with the company onto social media to engage with specific audiences	Hilti social media team / product mangers / trade managers	Creation of trade specific content for sharing on platforms to engage with pre-identified audiences.	By creating messaging that resonates with current / potential customers they can connect easier with the brand, driving loyalty (Zote, 2023).

### c) Recommended and justify mix of paid, organic, influencer marketing

#### 50% Organic

“An organic social media strategy nurtures your relationship with your customers or audience” (Hootsuite, 2021) and Hilti should use this methodology to build on the audience they have already established on their social channels.

As rightly identified by Dawley, “without followers, you have no audience” (Hootsuite, 2017); Hilti must focus on the engagement with content that is posted rather than vanity metrics such as audience size. With some subtle adaptation of the content, to match the expectations of the platform users, Hilti should see an increase in engagement and ultimately conversions. LinkedIn is the anomaly amongst the platforms. Hilti needs to improve their employee advocacy but giving staff content to post. Dawley highlights the importance of shares, as it “means they found it so valuable they’re willing to attach their own personal brand to it as they pass it along” (Hootsuite, 2017).

#### 30% Paid

Hilti currently uses paid social by boosting posts. The suggestion of this report, is to increase the amount of paid activity to help reach a larger audience. As described by Cooper, paid social will allow Hilti to “target their ideal customers more precisely” (Hootsuite, 2021).

Hilti should carry out a project to identify who they want to target on each channel. By completing this research piece, Hilti can look to get posts working harder, as opposed to looking to increase quantity of postings. The organisation has a wide array on content at it’s disposal so should be looking to reduce cross-posting, instead creating platform-specific content.

#### 20% Influencer marketing

Hilti has already begun it’s journey with influencers and have a small established group that they use when appropriate. The current roster includes a spread of mega, macro and micro influencers, across different trades (plumber, electricians, etc.).

A report in 2023 by the Influencer Marketing Hub found that 83% of people surveyed said “influencer marketing was an effective form of marketing” (Sprout Social, 2023). The report suggests that this is a type of marketing that is due to grow and one that Hilti has quite rightly begun to explore.

Hilti’s social media team have put a process in place to cover all aspects of legal and payment elements which will allow the organisation to grow their roster much more easily, spreading into other trades or social platforms potentially.



## TASK 3: REVIEW, PROPOSE AND JUSTIFY ONE NEW SOCIAL MEDIA PLATFORM FOR TRIAL IN NEXT 12 MONTHS

### a) Review why TikTok is a suitable new platform to trial for Hilti

Not only is TikTok the fastest growing social media network, “with an average engagement rate of 4.25%, its by far the most engaging platform” (West, 2023). Instagram is in second place with an average engagement rate of just 0.60%.

All of Hilti’s major power tool competitors have a presence already on TikTok (Appendix 6), with DeWalt having not posted anything on the platform but already acquiring 10.5k followers. As mentioned previously the number isn’t important but it does highlight the tribalism that exists in the industry and the size of potential target audience for Hilti to harness.

Sprout social estimates that “55% of TikTok users have bought something after seeing the brand on the app” (West, 2023) which further highlights why Hilti should explore the platform to begin speaking to a new younger audience.

Benefits	Risks
New younger audience to communicate with. 71% of TikTok users is made up of 18 - 34 year olds (Appendix 7). This age bracket contributed close to £1.5M in revenue-to-date in 2023 (Appendix 8).	Might require more brand building work to be done on the platform upon joining TikTok. Investment potentially required in a younger content creation team.
Similar style content exists and is used on Instagram Reels which should limit resource issues in creating bespoke content to trial.	Requires additional background work to tailor existing / create new content to resonate with a younger audience. Cross-posting can be penalised by platform algorithms (Bretous, 2022) so careful content creation required.

### b) Propose and justify how you will employ suitable techniques

In the TikTok trial Hilti should:

- **Identify a specific audience to target with content and set SMART objectives based**  
This will allow Hilti to narrow down the audience for the purposes of the trial to maximise success and minimise wasted resource.
- **Use the content planner to identify existing content that could be used on TikTok**  
Allows for identification of content that can be cross-posted, adding to the amount of content available for the trial, without expending unnecessary effort.
- **Create platform-specific content as needed**  
74% of viewers say that ads that are created with a TikTok-first view, catch their attention (TikTok, 2023). Maximise the use of music, a feature central to the overall TikTok experience. Giving the audience content that they are expecting on the platform will lead to higher chances of engagement with the target audience.
- **Dedicate resource to monitor levels of engagement**  
By being agile and adapting content according to what engages best, will offer Hilti the greatest chance of success with it’s trial on TikTok.



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