HILTI

5X4Z0002
Platform Essentials

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CAMPAIGN GOAL & CHOSEN PLATFORMS

Across its social media channels, Hilti followers respond more favourably to User Generated Content (UGC) than posts containing non-UGC. During Q1 2021, despite using substantially less UGC content in their posts, Hilti saw a ▮▮▮ increase in reach, a ▮▮▮ surge in average engagement and a rise in average engagement rate of 55% **(Appendix A)**.

Authenticity in posts is more important than ever with 90% of consumers reference its significance to them when deciding which brands they like and support (Stackla, 2019:online). 53% of Europeans say that they are more likely to buy a product after seeing it featured in a relatable user-generated image (DMA, 2017:online).

Previous campaigns targetting sole traders have not used UGC and lacked the aforementioned authenticity. All engagement rates for previous campaigns were lower than the average for 2021. The risk of not using UGC for this target audience is that Hilti will simply not reach and engage with potential customers in a very sizeable market. Hilti has acknowledged this opportunity and ▮▮▮ ▮▮▮▮▮▮▮▮▮▮ focus on these sized businesses, and generated over ▮▮ in sales during its first year **(Appendix A)**.

> **The campaign goal is to generate more UGC by running a photo competition, with an added incentive of winning a free Hilti tool if their submission gets the most votes.**
> Collecting UGC and asking followers to vote for them by interacting with the posts will also create content that Hilti can use across their social channels for the duration of the competition.

Platform 01: Email campaign

Email has been suggested as the priority platform as, according to Campaign Monitor (2019), it is 40 times more effective at acquiring new customers than Facebook or Twitter.

In the same article, Campaign Monitor (2019) also states that marketers who use segmented campaigns note as much as a 760% increase in revenue. Hilti has a trade segmented database of customer email addresses so can readily maximise the effectiveness of an email campaign based on these factors.

To achieve maximum open rates, the best day to send the email is Friday (Campaign Monitor, 2021:online) and the best time of day to send is 9am (Litmus, 2021:online).
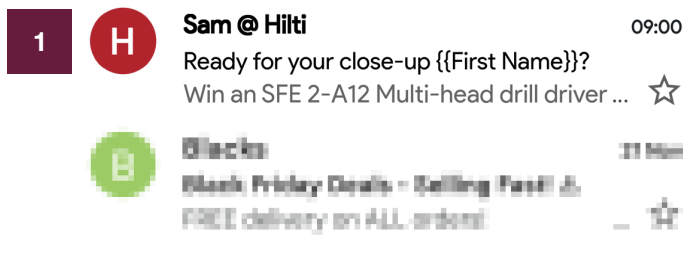
> **Sent from:** Personal email account of ISAM (Internal Sales Account Manager)
> **Send volumes** *(GDPR)*: Builders: ▮▮▮▮▮▮, Electricians: ▮▮▮▮▮
> Plumbers: ▮▮▮▮▮▮
> **Send out time / day:** 9:00am on a Friday
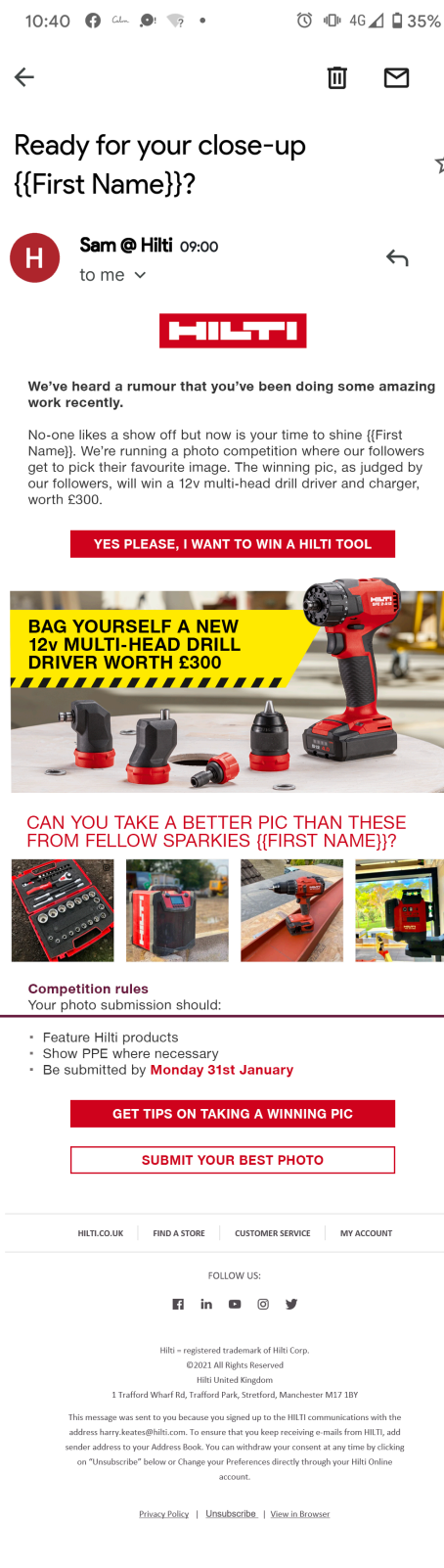
Platform 02: Mobile first web page

The second recommended platform is a mobile-first web page, which marks the end of the user journey for this campaign. Its suitability is highlighted by historical analysis of campaigns focused on a similar audience, where Hilti found that over ▮▮ of visitors accessed the campaign website pages from a mobile device **(Appendix B)**. Similar findings are echoed in research from Statista (2021), which found that nearly ▮▮ of global website traffic is generated from mobile devices, excluding tablets.

There is an obvious synergy between mobile usage and social media as out of 53 million active social media users in the UK, 98% of them use social media on their mobile devices (Zivkovic, 2021:online). A campaign that is designed from start to finish for a mobile-first audience should lead Hilti to higher conversion rates.

01: EMAIL CAMPAIGN

1

Sam @ Hilti   09:00
Ready for your close-up {{First Name}}?
Win an SFE 2-A12 Multi-head drill driver ...

Blacks   21 Min
Black Friday Deals - Selling Fast! ↓
FREE delivery on ALL orders!

1. Email sent from trade specialist ISAM. Worded in an intriguing way to encourage increased open rates with personalised messaging to stand out in customers' inboxes. Campaign Monitor (2019), suggests that emails with personalised subject lines are 26% more likely to be opened. Incentive referenced in subline to trigger the opening of the email.

2. Recognisable branding to build upon established trust in Hilti. According to a brand evaluation by Interbrand (2021), 31% of their customers' purchase decisions are driven by their perception of Hilti as a brand. Layout centred for mobile-first audience based on split from previous campaigns **(Appendix A)**.

3. Personalised introductory messaging outlining the competition in brief. Full details are found on the website landing page leaving the email content succinct and scannable.

4. Obvious CTA buttons, following style sheets from the Hilti website. Repetition of clear CTA buttons, throughout the length of the email, can be adapted during the campaign duration to see what works best. 'A/B tests can improve conversion rates by 49%', (Campaign Monitor, 2019:online).

5. Reference to the incentive for submitting a photo. Eye-catching colours draw the recipient's attention and there is an option for Hilti to offer trade-specific prizes instead of the tool shown.

6. Customised widget showing sample submissions. Hand-selected to showcase relevant and relatable photos from users in a similar trade.

7. Footer links, linking through to services to support them, such as finding their local store or calling customer services. Links to Hilti's social media channels and hygiene factors including privacy policy and unsubscribe option.

10:40   4G 35%

Ready for your close-up {{First Name}}?

Sam @ Hilti 09:00
to me ⌄

HILTI   **2**

We've heard a rumour that you've been doing some amazing work recently.

No-one likes a show off but now is your time to shine {{First Name}}. We're running a photo competition where our followers get to pick their favourite image. The winning pic, as judged by our followers, will win a 12v multi-head drill driver and charger, worth £300.   **3**

YES PLEASE, I WANT TO WIN A HILTI TOOL   **4**

BAG YOURSELF A NEW 12v MULTI-HEAD DRILL DRIVER WORTH £300   **5**

CAN YOU TAKE A BETTER PIC THAN THESE FROM FELLOW SPARKIES {{FIRST NAME}}?   **6**

Competition rules   **FOLD**
Your photo submission should:

- Feature Hilti products
- Show PPE where necessary
- Be submitted by **Monday 31st January**

GET TIPS ON TAKING A WINNING PIC
                                                    4
SUBMIT YOUR BEST PHOTO

HILTI.CO.UK   FIND A STORE   CUSTOMER SERVICE   MY ACCOUNT   **7**

FOLLOW US:

f in ▶ ⊙ y

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Privacy Policy | Unsubscribe | View in Browser

Recommended email waves

01 **Wave 01** (shown above)
Introduction to campaign

02 **Wave 02**
Reminder of deadline and final call for submissions

03 **Wave 03**
Call to vote on social media to decide the winning submission
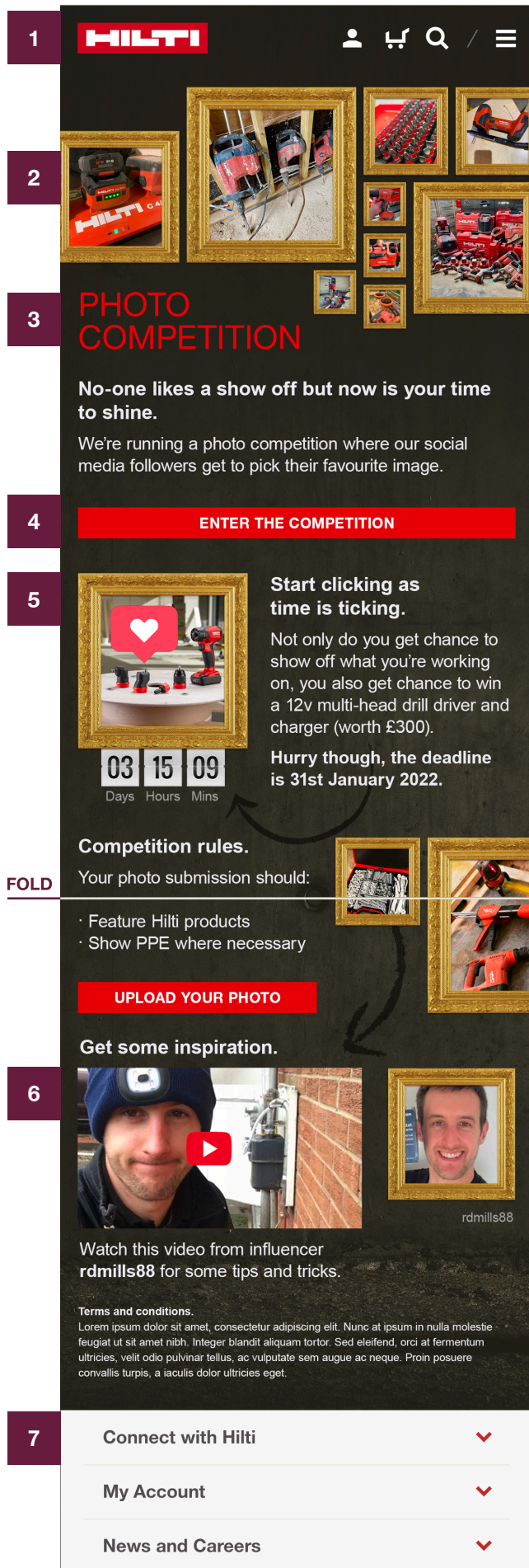
02: MOBILE FIRST WEB PAGE

1. Suggested redesign of existing navigation, including clear and recognisable branding and slimmed down navigation.

By removing the word MENU from existing UI (shown above), the navigation becomes more intuitive and as a result more compact. 'The hamburger menu is ubiquitous—found everywhere', (Tran, 2019:online).

2. Visually appealing headline image giving users a reference to the kind of UGC Hilti are looking for.

3. Introduction echoing messaging found by audience when they interact with campaign on other channels / platforms.

4. Obvious CTA buttons repeated at different depths on the page to allow easy use regardless of where the user is on the page. It is suggested to be monitored during the campaign duration as per the email campaign to improve conversion.

5. Reference to the incentive for submitting a photo. Adding a countdown clock increases sense of urgency which is a proven technique to increasing engagement, (Hurley Hall, 2020:online).

6. Video for inspiration, featuring one of Hilti's most well-known influencers. Positioned below the fold as it is 'nice to have' and not critical for entering the competition. Engaging with an influencer allows Hilti to leverage their followers to spread the campaign (**rdmills88** has 7,545 followers on Instagram).

7. Footer links, linking through to services to support Hilti customers, such as finding their local store or calling customer services. Links to Hilti's social media channels and hygiene factors including privacy policy, etc.

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