



5X4Z0006_2122_6 Platform and Channel Practice

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INTRODUCTION

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Hilti stands for quality, innovation and direct customer relationships. Operating in more than 120 countries, Hilti strives to make work on construction sites simpler, faster and safer while inspiring customers every single day with products, system solutions, software and services. **The chosen PSO is a digital launch event for Nuron, the latest cordless platform from the Lichtenstein headquartered power tool manufacturer, launching in Q3 2022.**

TARGET AUDIENCE FOR HILTI

Persona

Construction workers in GB.
Wide gender split, with males in the majority (Similarweb, 2022) **(Appendix 1)**.
Average salary for builders is £42,500 (Totaljobs, 2022).
Over 30% of construction firms concentrated around London & SE of England (ONS, 2020).

Goals

Getting new projects in / winning new work.
Making more money.
Carry out work quickly and safely.

Key Influencers

Governing bodies such as the HSE, who handed out a total of over £8m in fines during 2019/20 (HSE, 2020).

Pain Points

Construction sector had the highest percentage of all insolvencies of any industry, at 16.5% (ONS, 2020).
Getting paid on time.
Battery tool compatibility.
Shortage of raw materials / increased costs.

Timing

Seasonal project work: Winter brings tradespeople indoors.
TA are online Mon - Fri 7:00 - 16:00 **(Appendix 2)**.

Search Queries

Best cordless tool platform
Best cordless tool system
Best cordless tool range
(AnswerThePublic: cordless power tool, 2022) **(Appendix 3)**.
Top hashtags used on social #comp / #freebie (SparkToro, 2022) **(Appendix 4)**.

Channels/Media

Out of 53 million active social media users in the UK, 98% of them use social media on their mobile devices (Zivkovic, 2021).
YouTube & Facebook are top two social platforms for TA (Similarweb, 2022).
TA engage on social with a mix of construction related retailers such as Screwfix, B&Q and Wickes but also unrelated online retailers like Argos, Halfords, AO, Poundland and B&M (SparkToro, 2022) **(Appendix 4)**.

Content and Information

Based on screwfix.com, their audience also follow a range of news outlets including BBC News, Sky News, The Guardian, SkySports News.
Top categories of interest based on visitors to screwfix.com: Other Home and Garden, News and Media, Construction and Maintenance, Other Computers Electronics and Technology, Adult (Similarweb, 2022) **(Appendix 5)**.

CONSUMER JOURNEY

Acquisition	Conversion	Retention
Unanswered Questions		
Who are Hilti? What cordless tool systems do Hilti offer? What is Nuron?	How quickly can I get the tools? How can I afford a full cordless tool system? Can I split the payment of tool system?	How do I best use the product I've purchased? What happens when the tools break down? How do I add to my tool system? What do I do at the end of the FM term?
Hilti Brand Response		
Outline Hilti's established history in cordless power tools building on its brand strength. According to a brand evaluation by Interbrand (2021), 31% of their customers' purchase decisions are driven by their perception of Hilti as a brand. Demonstrate the full range of Nuron products. Outline in brief / tease what Nuron is. Start laying foundations of value proposition.	Provide purchase details for the new products. Highlight delivery / collection options on Nuron landing page. Outline options for Fleet Management (Hilti's own payment option). According to Duologi (2020), 1/3 of UK customers are more likely to spend with a retailer that offers finance options.	Share How-to videos with customers. Outline benefits of Hilti Tool Service. Highlight the ease of adding Nuron tools to an existing FM contract. Present the details on how to access aftercare service, Customer Services, Online Live Chat, Request a Call Back or Find a Store .
SMART Objectives		
Convert [redacted] of invitees ([redacted]) to Nuron Digital Launch Event via registration site, from [redacted] by mid September 2022.	Increase Unique Pageviews of Nuron landing page by [redacted] compared to What's New page, from [redacted] by end of October 2022.	Increase number of daily calls to the Hilti Customer Service team by [redacted], from [redacted] calls per day by December 2022.

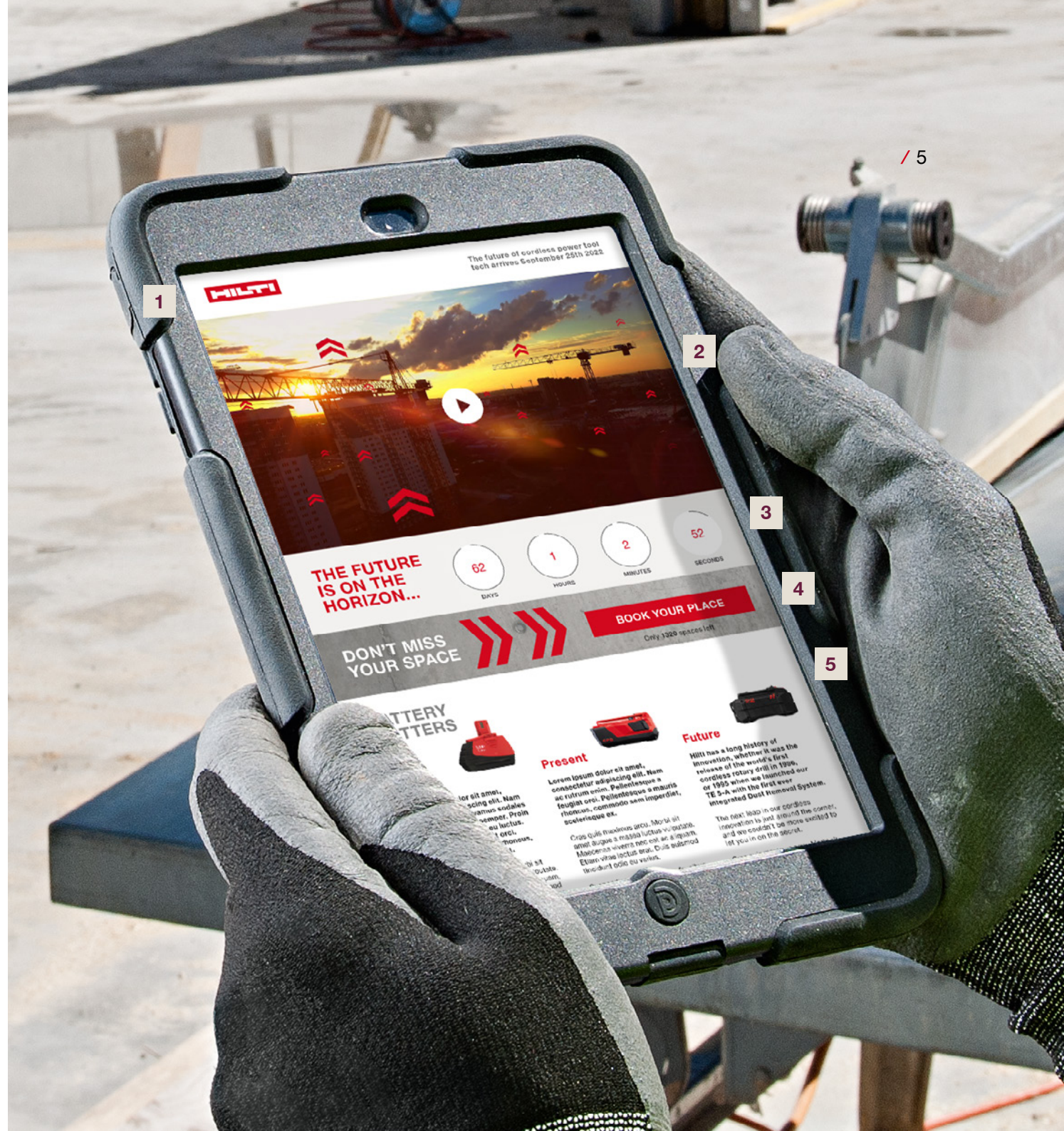
PLATFORM, CHANNEL & CONTENT STRATEGY

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Purpose: Acquisition			
Platform	Live Storm	Social media	Social media
Channel	Registration website landing page	Instagram (organic)	Facebook (paid)
Content	Information on what to expect from the digital launch event: date, time, agenda, etc. Video tease of the next step in cordless evolution.	Imagery highlighting Hilti cordless historic milestones building on nostalgia of audience. Sprout Social (2021) states that in challenging times, we cling to familiarity, comfort and remember the “good old days.”	
KPI(s)	# of Registrations Video plays # of Shares	Engagement CTR	Engagement CTR
TA Unanswered Questions	Who are Hilti? What cordless tool systems do Hilti offer? What is Nuron?		
Key Messaging (response to TA Qs, digital marketing mix etc)	Hilti’s history of cordless innovation	Hilti’s history of cordless innovation Don’t miss your place at the event as spaces are limited	Hilti’s history of cordless innovation Don’t miss your place at the event as spaces are limited
Calls to Action	Book your place	Find out more and book your place	Find out more and book your place
UTM Tracking	N/A	https://www.hilti.co.uk?utm_source=instagram&utm_medium=socialmedia&utm_campaign=nuron_digital_launch	https://www.hilti.co.uk?utm_source=facebook&utm_medium=socialmedia&utm_campaign=nuron_digital_launch

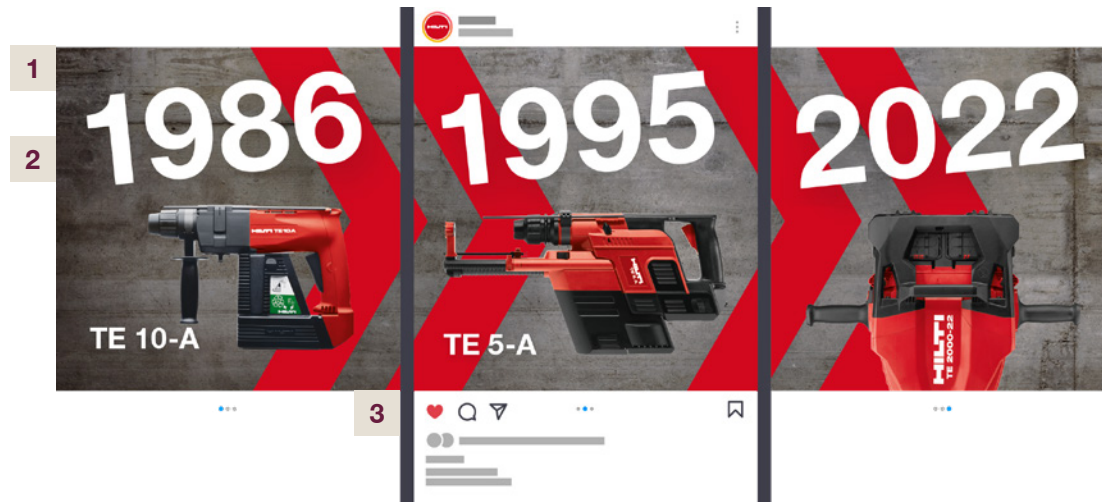
EXAMPLE TOUCH POINT 1

- 1. Responsive design:** '73.1% of web designers believe that a non-responsive design is a top reason why visitors leave a website', (Fitzgerald, 2022:online). This is backed up by the split of traffic currently visiting the Hilti website, with [REDACTED] using a desktop and [REDACTED] accessing it from mobile devices (Appendix 6).
- 2. Teaser video:** 'People watch an average of 19 hours of online video per week' and '88% of people say that they've been convinced to buy a product by watching a brand's video', (Wyzowl, 2022:online).
- 3. Countdown:** Adding a countdown clock increases a sense of urgency which is a proven technique for increasing action (Hurley Hall, 2020:online).
- 4. Single call to action (based on KPIs):** Giving a user too many CTAs and they may become confused about where to click. This can be distracting, and in this instance, draw the user's attention away from the important registration button (UserTesting, 2021:online).
- 5. Storytelling:** In the acquisition phase, storytelling is key to persuading a target audience to engage with a specific topic. 'Decisions are based on something more than just digits, percentages and spreadsheets, (Westfall, 2020:online)'.

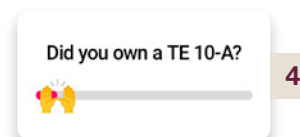


EXAMPLE TOUCH POINT 2 & 3

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- 1. Instagram carousel:** According to The Next Web (2022), using IG carousels can help increase engagement per impression rate (5% avg. engagement rate) over images (4.46%) and videos (4.16%). Whereas Facebook and Youtube may boast higher monthly usage stats, 1.22 billion people use Instagram every month (Hootsuite, 2022:online).
- 2. Utilising nostalgia & building brand trust:** Salsify ran a survey based around brand trust, concluding that 47% of British consumers would pay more for brands that they trust. The same report stated that 56% of the same consumers, research product quality before buying (Salsify, 2022:online). Referencing Hilti's history of cordless innovation builds trust in the brand on strong foundations.
- 3. Strong semiotics:** The chevrons perfectly match the desired action of the carousel, inline with Saussure's definition of a sign; as an image that conveys meaning (Nordquist, 2020;online).
- 4. Additional executions:** The trip down memory lane could be further augmented by utilising the voting functionality of IG stories (shown right). '58% of users say they're more interested in a brand after seeing it in a story', (McLachlan, 2022:online).



- 1. Brand consistency:** Consistent presentation of a brand has seen to increase revenue by 33%, with the use of a signature colour increasing brand recognition by 80% (Mohsin, 2022:online).
- 2. Creative imagery usage:** Choosing eye catching imagery is important as we recall over 65% of what we see, versus 10% of what we hear (Decker, 2021:online).
- 3. Countdown:** Around 69% of millennials experience fear of missing out, with 60% of them making reactive purchases because of FOMO (Hurley Hall, 2020;online).
- 4. Flashing LED on battery:** Animation is a key component for increasing engagement with posts, with 65% of the population being visual learners (LinkedIn, 2020:online).

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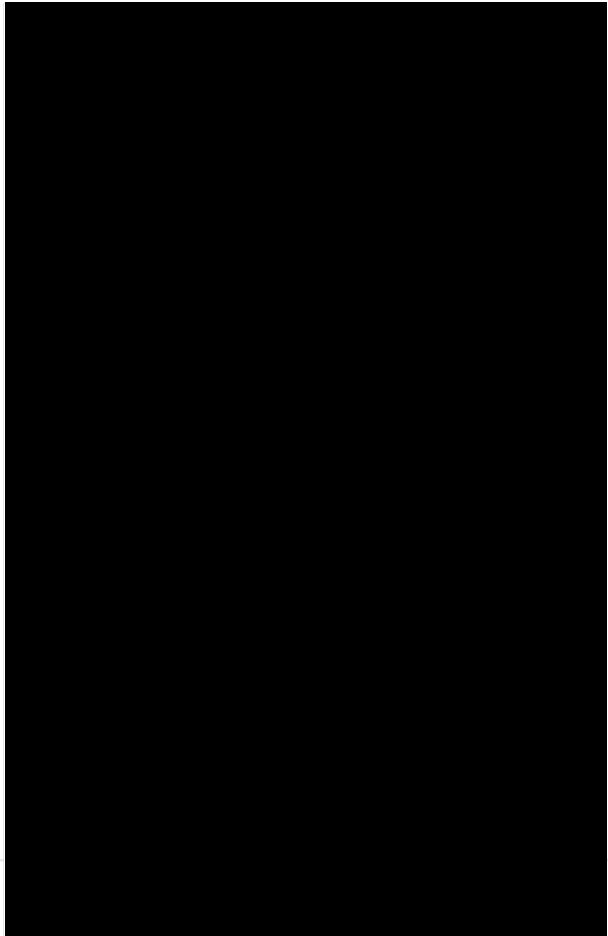
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APPENDICES

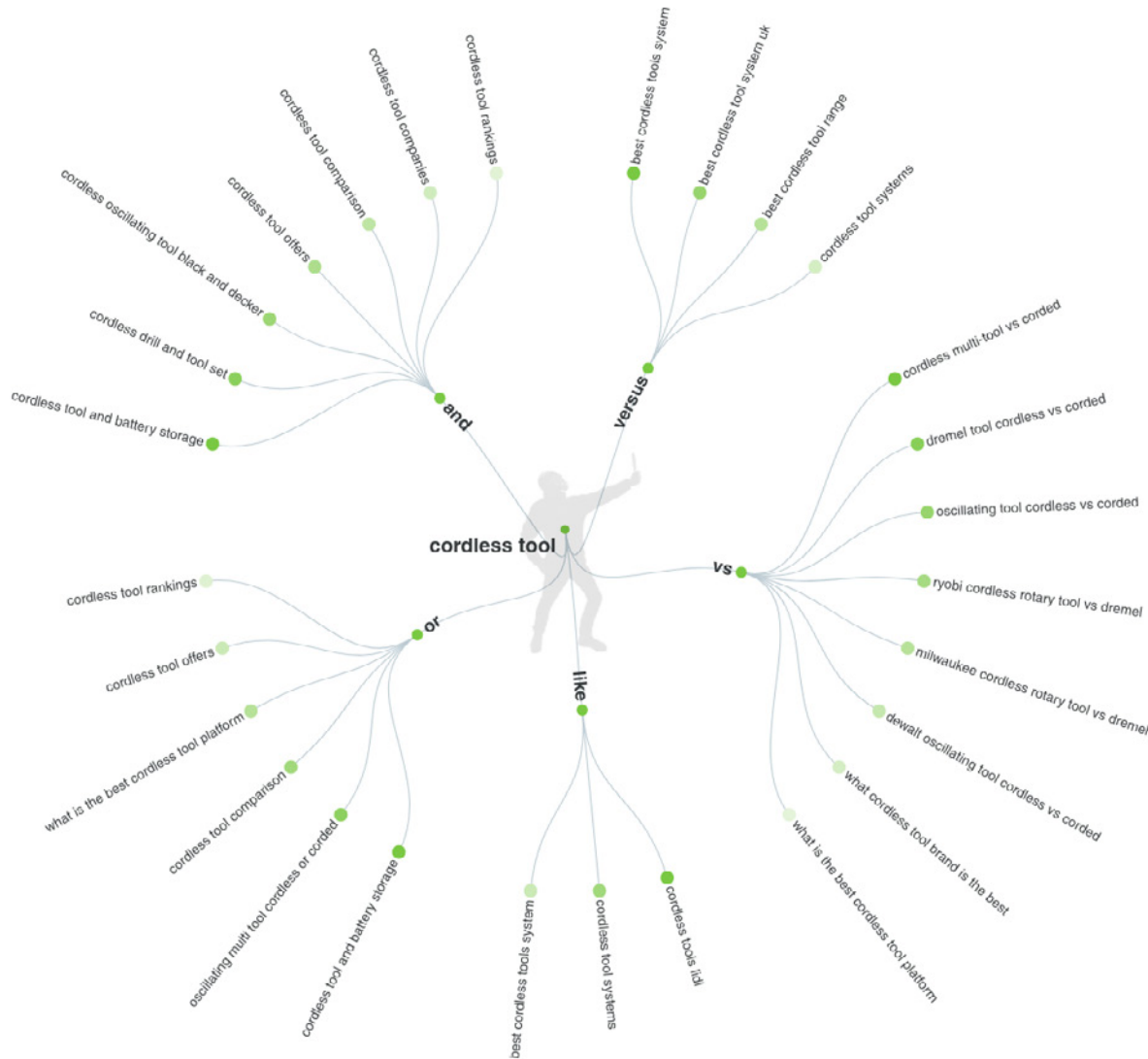
1. Similarweb: Audience demographics (www.screwfix.com)



2. Google Analytics 360: Users by time of day

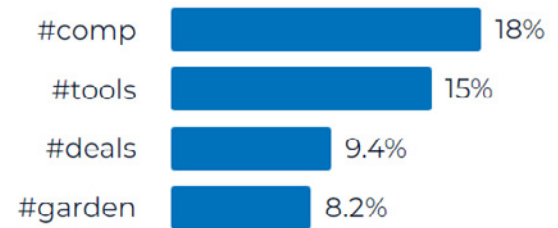


3. AnswerThePublic: Cordless power tool

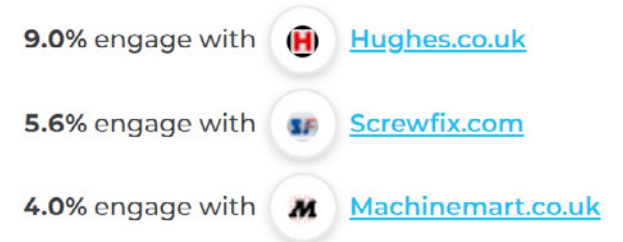


4. SparkToro: Mentioning cordless tool and located in United Kingdom

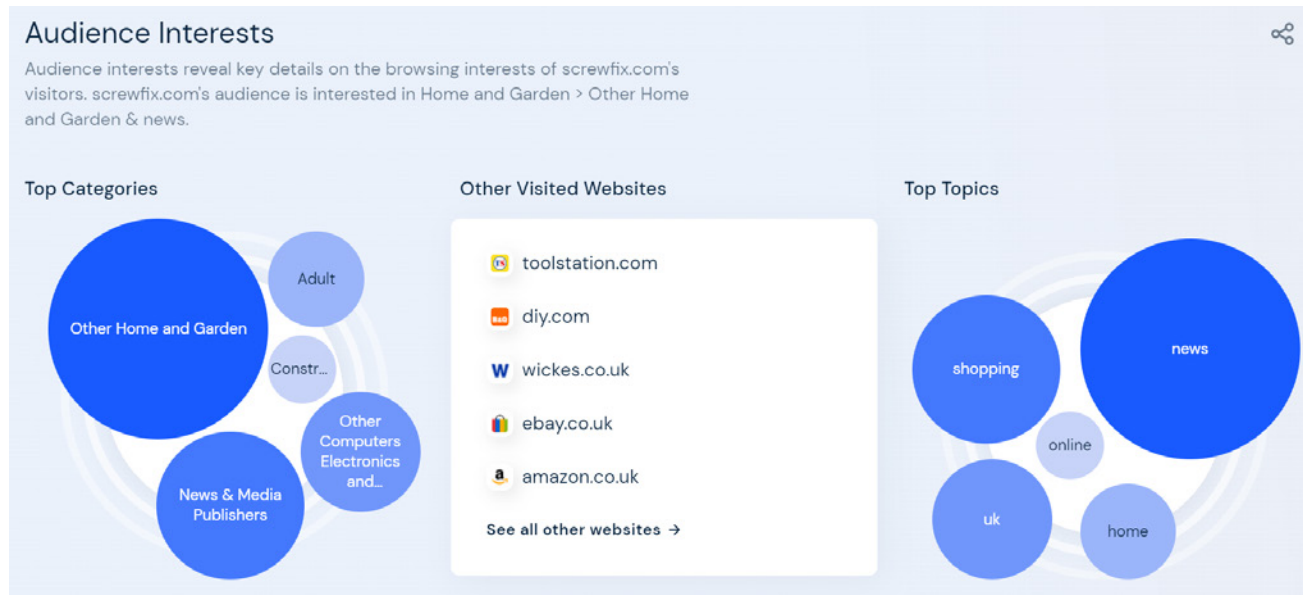
Top Hashtags Used ⁱ



Websites They Visit Most



5. Similarweb: Audience interests (www.screwfix.com)



6. Google Analytics 360: Sessions by device

