

Set-up & amplified digital presence for Hilti across 8 countries

Engagement Overview

Hilti India had a negligible presence on social media and with the increasing importance of digital marketing, it was imperative for them to promote their brand online, build sales funnel and reach out to their target audience in the construction industry like CEO's, Engineers, Specifiers, Architects, Contractors, etc. So Hilti India engaged TO THE NEW, based on its B2B marketing expertise to manage its social media marketing, SEO, content marketing, media planning & email marketing.

Within a year, the team was able to successfully establish a strong digital presence for Hilti India with **50% YOY increase in the audience engagement** across social media. After seeing success in India, Hilti APAC then engaged TO THE NEW **to set up and scale digital presence in 7 more countries in the APAC** region including Singapore, Thailand, Indonesia, Malaysia, Vietnam, Philippines & New Zealand.

About the Customer

Hilti is a global leader in providing the best quality technology-leading products, systems & services to the construction industry aiming to make construction work simpler, faster and safer.

Solutions and Services

TO THE NEW started working with Hilti in January 2018; the project started from scratch and there weren't many other brands in the industry that could be taken as a benchmark. So the team charted out a comprehensive B2B marketing strategy while coordinating with multiple stakeholders at Hilti to raise awareness about their products, reach out to a niche set of audience, increase engagement, generate leads and position them as a pioneer in the industry.

- Served as **digital marketing partner of Hilti India** to manage their social media marketing, media planning & promotions, content marketing, digital analytics, SEO, social listening & email marketing
- Created & promoted brand content across social media channels - LinkedIn, Facebook, Twitter & YouTube around clearly defined content pillars: Corporate Branding, Products & Services, Thought Leadership, Foundational (Hilti's core values), Topical & Situational Content, Employee Engagement and Events

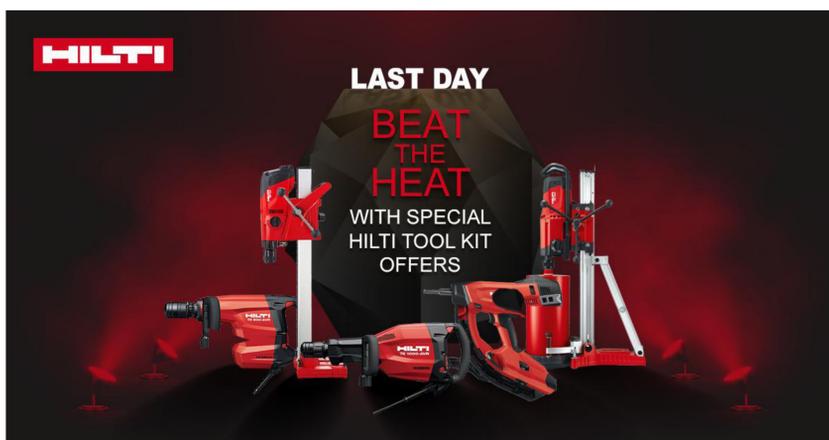
Industry: Construction Equipment

Highlights:

- ✓ Successfully established & amplified digital media presence for Hilti across 8 countries in APAC region
- ✓ Devised a comprehensive B2B Marketing strategy & launched 14+ branding & lead generation campaigns
- ✓ Optimized SEO initiatives & improved the organic traffic by 150% and increased the sales by a whopping 220%



- Launched **14+ successful branding & lead generation campaigns** for Hilti products & services. Some of the exciting campaigns include:
 - LinkedIn InMail campaigns for one of their key solution **Hilti On!Track** which received **50% open rates with 155 qualified leads**
 - **Launched Hilti Online**, their e-commerce website in India; **created a mascot** for the campaign & successfully promoted it across all digital channels
 - Used engaging designs & video content for **Hilti Profis and Firestop campaign** which received great traction & audience engagement
 - **Hilti Summer Offers** to promote bulk products purchase; the website garnered significant traffic during the campaign
- Created & published **820+ unique content posts** on social media and **68+ SEO optimized videos on YouTube** with 4,000 minutes of watch time while coordinating with multiple stakeholders & teams like product, design & marketing team
- Managed SEO optimization, restructured content for Hilti landing pages and curated engaging content for blogs which successfully **increased the organic traffic by 150%** and **sales by a whopping 220%** through organic traffic
- Handled **Online Reputation Management** for Hilti social channels with 8 hrs of SLA and shared 1st level responses for the queries
- With successful Digital Marketing for Hilti India, expanded **to 7 more countries in APAC** region including **Singapore, Thailand, Indonesia, Malaysia, Vietnam, Philippines & New Zealand**
- Connected with the target audience of Hilti beyond social media publishing with Community Management; as a part of this initiative, published interactive content on social media to achieve higher audience engagement



Know more about our Digital Marketing offerings



www.tothenew.com



Talk to Our Experts

Connect with us |

