



PENNINGS
ACOUSTIC INTERNATIONAL

THE FOUNDATION OF SUCCESS IN SALES AND MARKETING

BUILD YOUR OWN SUCCESS"

This category includes everything that generates brand awareness and leads: making people familiar with acoustic ceiling systems, or even introducing them to acoustics in general. Think of the LinkedIn page, the YouTube videos, the website, and even the information provided to collaborating companies. This increased exposure ultimately leads to a higher number of potential clients and opportunities.

Disclaimer: This section mentions specific practices and social media platforms. Each country requires a different approach, as the audience on a social media platform may not be consistent across all countries. Conduct your own research to determine which platforms are widely used in your country, how the target audience can be reached, and actively engage with them.

Website about seamless acoustics and how to increase traffic

- Technical: Structure, speed, functionality, and user-friendliness of the website.
- Content: Unique descriptions, images, and videos. For example, information about seamless acoustics with keywords you want to be found on, images of completed projects, digital videos to hear and experience spaces with and without acoustics, brand or company video (from Knauf), etc.
- Linkbuilding: Publish articles on various online platforms and websites with a reference to your website. Google will, therefore, validate your website higher because external parties mention your name. This can be done through paid and free methods. Choose the right keywords for each article.

It is worth considering to hire a SEO/SEA specialist. The searchability of your website will increase in Google (or alternative search engines like Bing), resulting in higher rankings in organic and paid search results. From personal experience, you will mainly attract residential projects through this channel. Out of all projects acquired through the website, 98.5% belong to the residential category.

YouTube

- Presentation of all videos showcasing products, practical tools such as installation guides, brand and company videos.
- Utilize effective keywords to enhance the discoverability of the videos.

LinkedIn (and Instagram)

- Create relevant business followers such as construction companies, architects and interior designers.
- Weekly post at set times about, for example, acoustics/projects
- Content should be consistent: Tag involved parties in a post, provide a problem-solution and/or cause-and-effect relationship, mention product and product-and-company name.

Magazines / digital platforms

- Gain exposure via articles in (residence) magazines
- Create a network through the platform

Collaboration with construction colleagues, interior designers and architects

- Authority: Make it known that you are an acoustic specialist
- Approach possible target groups for collaboration: Mailing, (cold) calling, sending samples, visiting, participating in magazines and on platforms, etc.
- Build a relationship so that projects are regularly granted to your company. A relationship is often personal rather than corporate.
- Make it known that you want to collaborate. For example: Construction and plating can be carried out by third parties.

Quotation phase

- Substantiation of the system against competing systems: Why we are better! (Pennings will gladly help you)
- TBA standard
- Eleganza product leaflet
- Digital appendix: films for the experience, "Residence with bad and good acoustics"
- Digital appendix: extra information, "What you need to know about acoustic ceilings"

If you would like more in-depth information, we will be happy to share it with you.

In summary, all the above actions have given us a unique position on the Dutch market in seamless acoustics. The brand awareness surrounding the product and our company is such that people associate Pennings as the specialist in seamless acoustic ceilings. We acquired this position with a lot of hard work over a longer period of time.