



Community Building & Social Media Management

2-Month Strategy & Execution for Industrial Tech Brands

Executive Summary

Goal: Build an engaged online community around your company's embedded control systems and software solutions, positioning you as a trusted, innovative leader in industrial automation and test.

What I'll Do: Social media management, content production, industry-focused community building, audience engagement, paid advertising, and reporting.

Why It's Needed: B2B tech companies often struggle to connect with audiences beyond trade shows and direct sales. Social media + community platforms bridge the gap, showcasing your expertise while humanizing your brand.

Benefit: A loyal, informed audience that understands your solutions, advocates for your expertise, and increases visibility with decision-makers, partners, and collaborators.

1. Branding & Identity

What I'll Do:

- Develop a clean, professional visual style guide (colors, fonts, templates).
- Create a voice guide (technical but clear, professional yet approachable).
- Define content pillars:
 - ◆ **Education:** Explain complex systems in simple terms.
 - ◆ **Innovation:** Highlight unique product capabilities and use cases.
 - ◆ **Clarity:** Tutorials, demos, and "how it works" posts.
 - ◆ **Community:** Share partner success stories, customer spotlights.

Why: Consistency builds trust in technical fields.

Benefit: Engineers, integrators, and decision-makers recognize your expertise instantly.

2. Platform-Specific Strategy

- **LinkedIn (Primary Hub):** 2–3 weekly posts on product updates, industry insights, customer success, and thought leadership.
- **Twitter/X:** Daily updates on industry trends, tech news, product tips, and live event coverage.
- **YouTube:** Weekly explainer videos, product demos, and tutorials (evergreen educational content).
- **Discord/Community Hub (Optional):** Space for engineers and partners to ask questions, share solutions, and join technical discussions.
- **Facebook/Instagram:** Light brand presence, visual storytelling, behind-the-scenes R&D, company culture.
- **TikTok (Optional):** Short clips of demos, quick tips, and fun engineering content to reach younger engineers/tech enthusiasts.

3. Paid Advertising (2-Month Plan)

- **Month 1 – Awareness:** Run LinkedIn & YouTube ads to introduce your brand, focusing on clarity and industrial reliability.
- **Month 2 – Retargeting:** Retarget visitors and viewers, directing them to community spaces (LinkedIn Group, Discord, YouTube subscriptions).

Benefit: Speeds up awareness while building warm leads for long-term engagement.

4. Content Strategy

Content Pillars (Tailored to Industrial Tech):

- **Explainers:** "How our system bridges industrial reliability with modern interface design."
- **Case Studies:** Real-world applications in automation and testing.
- **Educational Posts:** Industry best practices, FAQs, technical breakdowns.

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- **Behind-the-Scenes:** Team culture, design process, R&D lab peeks.
 - **Community Activations:** Polls, challenges, ask-me-anything sessions.

Formats: Infographics, explainer reels, whitepaper snippets, tutorials, live Q&A sessions.

Frequency:

- LinkedIn: 2-3x/week
- Twitter/X: 2-3 tweets/day
- YouTube: 1 video/week + Shorts
- Community (Discord/LinkedIn Group): Weekly activity

5. 2-Month Timeline (Week-by-Week)

Month 1 – Awareness & Setup

- Week 1: Audit accounts, create style/voice guides, build content calendar.
- Week 2: Launch intro posts + awareness ads.
- Week 3: Start consistent posting, engage with comments, test ad creatives.
- Week 4: Host first live Q&A (tech intro/demo).

Month 2 – Engagement & Conversion

- Week 5: Launch retargeting ads, start community group/Discord activity.
- Week 6: Share a case study or success story, run community poll.
- Week 7: Educational video series (e.g., “3 ways to improve automation reliability”).
- Week 8: Host recap event/webinar, review analytics, set growth plan.

6. Analytics & Reporting

- **Tools:** LinkedIn Analytics, YouTube Studio, Twitter Analytics, Discord Insights.
- **Reports:** Weekly engagement reports + monthly deep dive.
- **KPIs:** Engagement rate, post reach, community joins, video watch time, ad ROI.



Benefit: Every activity is measurable and optimized for ROI.

7. Long-Term Benefits

- Industry credibility as a thought leader in embedded control + automation.
- Engaged community of engineers, integrators, and decision-makers.
- Accelerated organic growth through smart ad spend.
- Repeatable content + engagement system for scaling visibility.

Budget Breakdown (2 Months – \$600 Total)

- **Account Audit & Setup** — \$60
- **Branding & Identity (guides + templates)** — \$80
- **Content Scheduling & Posting (multi-platform)** — \$150
- **Community Engagement & Moderation (LinkedIn, Discord, comments)** — \$120
- **Paid Ads (LinkedIn & YouTube focus)** — \$140
- **Analytics & Reporting (weekly + monthly reports)** — \$50

Total Investment: \$600 (2-Month Package)