



Content Strategy & Pillars Framework

Understanding communication structure, sub-pillars, objectives, and best practices.

Lotfi – Kverneland Group After-sales



Our 4 Communication Pillars

Each pillar serves a specific purpose in our content strategy

PILLAR 1

Focus Parts

Showcase genuine parts, XHD technology, and product benefits to drive consideration and purchase.

Objective: CONSIDERATION & PURCHASE

PILLAR 2

Focus Service

Promote digital tools/features (My Kverneland, Smart Search) and service to build trust.

Objective: TRUST & REGISTRATION

PILLAR 3

Expertise

Share maintenance tips, how-to content, and expert advice to provide value and build authority.

Objective: ENGAGEMENT & VALUE

PILLAR 4

Community

Create emotional connection with farmers through authentic content and proximity.

Objective: CONNECTION & REACH

Focus Parts

Showcase genuine parts and drive purchase decisions

Genuine Parts

Showcase genuine parts parts by implement. Highlight quality, perfect fit, reliability.

→ Trust & awareness

Genuine Parts Benefits

Explain WHY genuine: perfect fit, durability, machine protection.

→ Consideration stage

XHD Carbide / Hardface

Premium tungsten carbide parts. 3x longer lifespan. For Plough, Power Harrow, Cultivator, Spreader.

→ High-value conversion | BOOST

REELS (Video)

Performance videos showing parts in action. Dynamic, engaging format.

→ Engagement & reach

New Parts / Implement-specific

Product launches. Disc Mower, Hydraulic Handles, etc.

→ News & targeted



MAIN OBJECTIVE

Drive parts consideration & purchase

BOOST STRATEGY

- XHD content (high value)
- New product launches
- Genuine Parts (organic first)
- REELS (organic reach) – Boost it if performing well!

EXAMPLE POST:

"Genuine part: Equip your Kverneland plough with a genuine long landside for straight tracking and consistent ploughing, pass after pass.



Focus Parts - Content Examples

GENUINE PARTS

BOOST THIS



"Your Plough deserves only genuine Kverneland parts for peak performance."

GENUINE PARTS BENEFITS



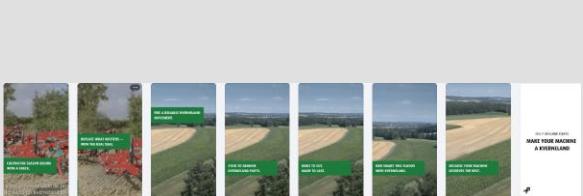
Perfect fit Maximum durability Machine protection

XHD CARBIDE / HARDFACE ⭐

BOOST THIS

"XHD: Precision that lasts 3x longer. Tungsten carbide technology."

REELS (VIDEO)



Watch this! See the performance difference.

KEY VISUALS

- Part + Machine split
- Close-up details
- Before/After
- Action shots

💡 WHAT WORKS

Split visuals (part left, machine right) get 40% more engagement

✗ AVOID

Part-only images without context

Focus Service

Digital tools and service excellence to build trust

Smart Search

QR code scanning tool. Scan → Find part → Order instantly. Simplicity, speed, modern farming.

→ Traffic & registration

My Kverneland

Customer platform. Machine registration, service history, parts ordering, dealer connection - all in one.

→ Registration & loyalty

2 Years Warranty

Warranty coverage on genuine parts. Quality guarantee, peace of mind.

→ Trust building

Kverneland REMAN

Remanufactured parts program. Sustainability, factory standards, competitive price.

→ Eco-conscious buyers

On-Time Delivery

+96% on-time delivery rate. Reliability when the season won't wait.

→ Trust & reliability

MAIN OBJECTIVE

Build trust & drive platform registration

BOOST STRATEGY

- Smart Search (drive traffic)
- My Kverneland (traffic+registration)
- Warranty (organic trust)
- On-Time Delivery (organic)

⚠ CONTENT TIP

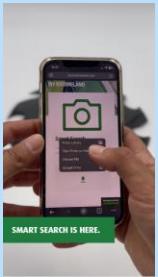
Service content works better as VIDEO than static images.
Show real examples, not concepts.

EXAMPLE POST

" Find the right part in seconds. Smart Search: Scan, find, order. It's that simple."

Focus Service - Content Examples

SMART SEARCH ⭐



BOOST THIS

" Find the right part in seconds. Scan → Find → Order."

MY KVERNELAND ⭐



BOOST THIS

"Track your fleet from anywhere. Service history, parts, and alerts in one app."

WARRANTY



" 2-year warranty. Zero downtime."

KEY VISUALS

- App/screen mockups
- Step-by-step process
- Real user footage
- Bold stat graphics
- "Before/after comparison photos"
- Add specific benefits (time/money saved)

WHAT WORKS

VIDEO showing real usage outperforms static images 3x

✗ AVOID

Abstract/conceptual visuals - show real examples!

Never boost unless it goes viral organically

REMAN



BOOST THIS

"Save 40% with remanufactured parts. Same quality. Factory certified."

Expertise

Share knowledge and provide value to build authority

Maintenance Tips

Practical advice farmers can use immediately. Pre-season checks, storage tips, part care.

→ Engagement & value | HIGH SAVE RATE

How-To Content

Step-by-step guides. Tine replacement, calibration, adjustments. Educational carousels.

→ Authority building | SAVES & SHARES

Content Ideas by Machine:

Plough
winterization

Power Harrow tine
check

Disc Mower blade
care

Spreader
calibration

Hydraulic
maintenance

MAIN OBJECTIVE

Provide value & establish authority

BOOST STRATEGY

- Usually organic (high natural engagement)
- Boost if tied to seasonal timing
- Boost carousel guides

BEST FORMAT

Carousels with numbered steps. Use checkmarks. End with "Save this post" 🌟"

EXAMPLE POST

"↗️ PRO TIP: 5 pre-season checks every Disc Mower owner should do. Save this post for later! 🌟"

Expertise - Content Examples

MAINTENANCE TIPS



"👉 PRO TIP: Main pre-season checks every Plough owner should do. Save this post! ❤"

HOW-TO GUIDES



"👉 HOW TO: How does a perfect cut actually work? Save for your next service! ❤"

BEST FORMAT

CAROUSELS

- Numbered steps
- One tip per slide
- Use checkmarks
- Last slide = CTA

ALWAYS END WITH

"Save this post! ❤"

Drives saves = algorithm boost

CONTENT IDEAS

- Winter storage checklist
- Pre-season preparation
- Part replacement guides
- Calibration tutorials

Usually organic - high natural saves and shares!

Community & Proximity

Emotional connection with farmers through authentic content

Community At Work

Machines in the field. NO heavy branding. Authentic farming life. Celebrate the profession.

→ Emotional connection | **BEST ORGANIC REACH**

Community Connected

Smart farming, precision agriculture. Technology meets tradition. Modern connected tools.

→ Tech-forward farmers

MAIN OBJECTIVE

Build emotional brand connection

BOOST STRATEGY

- Usually organic (authentic feel)
- Boost proven high-performers
- Event content (Agritechnica etc)

What makes this pillar special:

This is NOT about selling. It's about connecting. Show farmers we understand their world. Less branding = more authenticity = better engagement.

WHAT TO DO

Beautiful field imagery

Machines working (no close-up on logos)

Ask questions, invite engagement

✗ WHAT NOT TO DO

Heavy product promotion

Obvious branding/logos

Sales-focused messaging

EXAMPLE POST

"👉 Out in the field. Making it happen. Tag a farmer who knows this view! 🙌 #WhenFarmingMeansBusiness"

Community - Content Examples

COMMUNITY AT WORK



"👉 Out in the field. Making it happen. Tag a farmer who knows this view! 👉"

COMMUNITY CONNECTED



"🌐 Stay connected. Stay ahead. Smart farming tools for modern agriculture."

THE GOLDEN RULE

Less branding = More authentic

This pillar is NOT about selling. It's about connecting with farmers emotionally.

✓ WHAT TO DO

- Beautiful field imagery
- Authentic moments
- Ask questions
- Invite tagging friends
- Close-ups on machines where logo is visible

✗ WHAT TO AVOID

- Adding logos in the visuals
- Sales messaging
- Product-focused CTAs

💡 Best organic reach! Posts having no branding perform naturally without spending money

Platform Specifications 2026

Adapt your content for each channel

Instagram

Tone: Casual, engaging, visual-first

Length: 125-150 chars first line (hook)

Emojis: 3-5 per post

Hashtags: 3-5 at end

CTA: "Link in our story" / "Save this 📸"

Best time: Tue-Thu 11am-1 pm

Best for: REELS, Carousels, Stories

Facebook

Tone: Slightly more formal

Length: 40-80 chars optimal

Emojis: 1-2 max

Hashtags: 1-2 only

CTA: "Contact your dealer/More info here/Check the first comment for more info"

Best time: Wed-Fri 1pm-4pm

Best for: Videos, Links, Events

LinkedIn

Tone: Professional B2B

Length: 150-200 chars hook

Emojis: Minimal or none

Hashtags: 3-5 professional

CTA: Business-focused

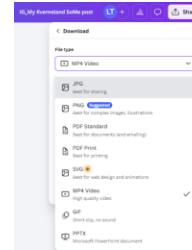
Best time: Tue-Thu 8am-10am

Best for: Articles, Carousels, Events announcements, Launches

CANVA DOWNLOAD TIP

- **Facebook:** Video format (MP4) performs best
- **Instagram:** Carousel = download as "PNG files" | Reels = download as "MP4"

Remember: Instagram carousels don't work well on Facebook - repurpose as video!



Hashtag Strategy 2026

Maximum 5 hashtags per post | Always include #Aftersales

● ALWAYS REQUIRED (2 hashtags)

#Kverneland

#Aftersales

● BY PILLAR (pick 1)

Focus Parts:
#GenuineParts

Focus Service:
#SmartFarming

Expertise:
#FarmTips

Community:
#FarmLife

○ OPTIONAL (pick 1-2)

#Agriculture

#Plough

#Power Harrow

#Spreader

#WhenFarmingMeansBusiness

✓ GOOD EXAMPLE

#Kverneland #Aftersales #GenuineParts #PowerHarrow
#Agriculture

= 5 hashtags, brand + pillar + machine

✗ BAD EXAMPLE

#Kverneland #farming #agriculture #farm #tractor #parts
#quality #genuine #OEM #best

= Too many! Generic! Missing #Aftersales!

💡 2026 BEST PRACTICE

Fewer, more relevant hashtags perform better than many generic ones. Quality over quantity!

When to Boost? Decision Framework

Not all content needs paid support - boost strategically

BOOST THIS CONTENT

XHD Carbide / Premium Parts
High-value products, conversion-focused

Smart Search / My Kverneland
Drive registration and traffic

Proven Organic Winners
Already performing well? Amplify it!

Event Content (Trade Shows)
Time-sensitive, maximize reach

KEEP ORGANIC

Community / Proximity Content
Authenticity matters - organic feels real

Expertise / Tips Content
High natural engagement & saves

Content That Flopped Organically
Money won't fix bad content

Generic Brand Posts
No clear objective = no boost

GOLDEN RULE
Only boost winners.

Test organic first. If it works, amplify. If it doesn't, don't waste budget.

SMALL BUDGETS WIN

€25-50 on the right content beats €200 on the wrong content.

Our Content Planning Tool

How we track, plan, and maintain consistent communication

Excel Content Calendar

Central file tracking all posts across markets. Ensures consistency and visibility.

What's in the file:

- Sales Company - Who's using it
- Go Live Week - When to post
- Pillar (in red) - Content category
- Model/Code – Product/Topic reference
- Text FB / IG - Platform-specific captions
- Links + UTM's - Tracking URLs

Caption Generation

We usually provide ready-to-use captions for each post in the Excel calendar. However, if you wish to create your own, you can use the Master Prompt available in the next slide.

WHY THIS MATTERS

Consistency across all markets

Same brand voice, same messaging structure, same quality - whether it's France, Germany, or UK.

BENEFITS:

- Unified tone of voice
- Platform-optimized content
- Faster content creation
- Trackable performance
- Scalable across markets

Master Prompt – Kverneland Group After-Sales Social Media Caption Generator

This prompt generates platform-optimized captions for Kverneland, Vicon, and Kubota Implements — adapted by pillar and brand tone

You are a social media specialist for Kverneland Group After-Sales division. You create captions for agricultural equipment brands: Kverneland, Vicon, and Kubota Implements.

Your task:

Create two platform-optimized captions (one for Instagram, one for Facebook) using the Hook – Substance – Reward structure.
Each caption must be ready to copy-paste as a final post (no section titles like "Hook/Substance/Reward").

Tone per brand:

Kverneland: professional, direct, product-oriented | Vicon: lighter, user-friendly, slightly playful | Kubota Implements: accessible, reliable, built-to-last

Tone per pillar & sub-pillars:

FOCUS PARTS – quality confidence, technical expertise, reliability messaging

- Genuine Parts: showcase spare parts, perfect fit, machine protection
- Genuine Parts Benefits: explain WHY genuine matters, durability, safety
- XHD Carbide/Hardface: premium tungsten carbide, 3x longer lifespan, extreme durability
- REELS: dynamic video content, performance in action
- New Parts: product launches
- Implement-specific: Disc Mower, Hydraulic Handles, etc.

FOCUS SERVICE – helpful, modern, solution-oriented, digital-forward

- Smart Search: QR scanning tool, scan-find-order in seconds
- My Kverneland: customer platform, all machines in one dashboard
- 2 Years Warranty: quality guarantee, peace of mind
- Kverneland REMAN: remanufactured, sustainability
- On-Time Delivery: +96% rate, reliability

EXPERTISE – educational, practical, "pro tip" style

- Maintenance Tips: actionable advice, save time, protect investment
- How-To: step-by-step guides, easy to follow

COMMUNITY & PROXIMITY – warm, authentic, celebratory of farming life, minimal selling

- Community At Work: machines in field, NO heavy branding, celebrate the profession
- Community Connected: smart farming, precision agriculture

Guidelines:

Naturally integrate SEO keywords: genuine parts, order online, local dealers, agriculture. Keep tone consistent with brand. Mention product/part name. Use concise, active language.

End each caption with:

Instagram: "Check out our story for more info 📸" OR "Check out our story to order now 🛒" + Missed it? Find it anytime in our [Parts/Service] Highlights 🌟

Facebook: "For more info, check out the first comment." OR "Order now: {URL}"

Add 3-5 relevant hashtags. Always: #**[Brand]** #Aftersales + pillar tag (#GenuineParts / #SmartFarming / #FarmTips / #FarmLife) + machine if applicable

Master
Prompt

Example of use:

Focus Parts Pillar / XHD Carbide sub-pillar — XHD Carbide tines for Power Harrow with image showing the part close-up and "3x longer" badge

Content Distribution by Brand Pillars

How we strategically allocate content across pillars to achieve our objectives

A	B	C	D	E	F	G	H	I
		Brand pillar	Repartition (%)	Kverneland	Vicon	Kubota Implements		
		Community & proximity	45%	4	1	1		
		Focus Parts	35%	2	1	1		
		Expertise	10%	1	2	1		
		Focus Service	10%	1	1	1		

Global Communication Content Calendar - KV GAS		Q1		Q2				
	Brand	JAN	FEB	MAR	APR	MAY	JUN	JUL
Kverneland	Find the Right Part — My Kverneland	Find all the support you need - My Kverneland	XHD Parts - My Kverneland	Get Ready - Cultivator	Parts catalogues - My Kverneland	Register your machine - My Kverneland	Reminder - My Kverneland	Everything in one place - My Kverneland
	Hydraulic connections	Cutterbar with Round Discs	Sprayer kits	Mower Knives	Good parts - Tiller	Good parts - Rake	Get Ready - Weeder	Good parts - Spreader
	Winter is the time to prepare your machine	Preparation starts with simplicity - Spreader	Ready to work? - Seed Drill	Ready to perform? - Cultivator	Working day after day - Spreader	No time to stop - Flail Chopper	Precision that lasts - Weeder	Finish strong - Spreader
	Plough - genuine part	Spreader - genuine part	Seed Drill - genuine part	Disc Mower - genuine part	Spreader - genuine part	Flail Chopper - genuine part	Weeder - genuine part	Merge - Spreader
	Get Ready — Plough	Get Ready - Power Harrow	Get Ready - Seed Drill	Get Ready - Cultivator	Get Ready - Spreader	Get Ready - Flail Chopper	Get Ready - Weeder	Get Ready - Spreader

This distribution is reflected in our global content calendar for all brands (Kverneland, Vicon, Kubota Implements)

Content Repartition Strategy

Community & Proximity - 45%

Highest allocation for authentic connection and organic reach. Emotional engagement drives brand loyalty.

Focus Parts - 35%

Core revenue driver showcasing genuine parts for consideration and purchase.

Expertise - 10%

Educational content providing value. High natural engagement with maintenance tips and how-to guides.

Focus Service - 10%

Targeted content driving platform registration (Smart Search, My Kverneland) and building trust.

Track Where Your Traffic Comes From

Without UTM tracking, you can't see which posts actually drive traffic to your website

THE PROBLEM: "Direct" Traffic

When you check your website analytics, you see:

Source: "Direct" — 45% of traffic

But what does "Direct" actually mean?

- Someone typed the URL manually?
- Someone clicked from an email?
- Someone clicked from your Facebook post?
- Someone clicked from Instagram bio?

You don't know! It's all mixed together. 😬

CHANNELS	SOURCES	CAMPAIGNS	
Source			Visitors
Google			2.1k
Facebook			801
🔗 Direct / None			639
KVG HOMEPAGE			69
KVG			57
Bing			46
Instagram			33
Youtube			31
my.kverneland.com			13

THE SOLUTION: UTM Tracking Links

UTM = special tags added to your link that tell analytics EXACTLY where traffic came from.

Normal link:

ien.kverneland.com/parts

UTM link:

ien.kverneland.com/parts?utm_source=facebook&utm_medium=social&utm_campaign=xhd_parts

Now in analytics you see:

Source: Facebook | Medium: Social | Campaign: XHD Parts

CHANNELS	SOURCES	UTM SOURCES	
Source		UTM mediums	Visitors
FB		UTM sources	517
fb		UTM campaigns	225
KVG HOMEPAGE		UTM contents	69
KVG		UTM terms	57
ig			12
instagram			11
Instagram			10
chatgpt.com			10
google			9

HOW TO CREATE UTM LINKS?

Use free UTM builder:

campaign-url-builder.com

Fill in: Website URL → Source (facebook/instagram) → Medium (static/video/carousel) → Campaign name (xhd_january) → Shorten link → Copy link → Use in your post!

💡 We can also provide an Excel UTM Generator: just fill in your campaign details, and the link is generated automatically!

Quick Reference: All Pillars at a Glance

All assets are ready for translation in Canva – just duplicate and adapt to your market

FOCUS PARTS

- Genuine Parts
- Genuine Parts Benefits
- XHD Carbide/Hardface
- REELS
- New Parts

Goal: Traffic
Boost: XHD, New Products

FOCUS SERVICE

- Smart Search
- My Kverneland
- 2 Years Warranty
- Kverneland REMAN
- On-Time Delivery

Goal: Trust & Registration
Boost: Smart Search, My Kverneland

EXPERTISE

- Maintenance Tips
- How-To Guides
- Seasonal Advice
- Technical Knowledge

Goal: Engagement & Value
Boost: Seasonal car uses (Get Ready)

COMMUNITY

- Community At Work
- Community Connected
- Field Imagery
- No Heavy Branding

Goal: Connection & Reach
Boost: Proven winners only

ALL CONTENT STORED IN CANVA

- Ready-made templates for each pillar and sub-pillar
- Easy to duplicate and translate for your local market
- Captions provided – just copy/paste and adapt
- UTMs links to be generated locally – follow the source of your traffic



HASHTAG RULES

Max 5 hashtags per post
Always: #Brand #Aftersales
+ Pillar tag + Machine (optional)

Next Session: Paid Campaigns & Meta Ads Training

What we will cover together with Kverneland Group Marketing

PROPOSED TRAINING AGENDA

1

Understanding Meta Ads Manager

Interface overview, campaign structure, key metrics

2

Choosing the Right Objective

Awareness vs Consideration vs Conversion – when to use each

3

Dark Ads

Ads not visible in feed – perfect for A/B testing and targeted campaigns

4

Always-On Campaigns

Continuous presence throughout the year for strong objectives

5

Retargeting Strategies

Re-engage website visitors, video viewers, and past engagers/followers

6

Lookalike Audiences

Reach new people similar to your best customers

7

Budget Optimization

How to allocate spend effectively across campaigns

8

Reporting & Analysis

Understanding results and optimizing performance

KEY CAMPAIGN TYPES

DARK ADS

Not visible in feed • A/B testing • Targeted messaging

Perfect for testing different creatives without cluttering your page

ALWAYS-ON ADS

Running year-round • Consistent presence • Strong objectives
Build continuous brand awareness and support key products

RETARGETING & LOOKALIKE

Website visitors • Video viewers • Similar audiences

More specific targeting = higher conversion rates

WHAT YOU'LL GET FROM THIS TRAINING

- ✓ Hands-on knowledge of Meta Ads Manager
- ✓ Clear understanding of campaign types
- ✓ Best practices for Meta advertising
- ✓ Ability to brief and collaborate with agencies
- ✓ Confidence to optimize your local campaigns

Consistent Communication.

Stronger Brand.

4 Pillars. Clear objectives. Platform-optimized content.

One unified voice across all markets.