



The Sustainable Alternative

Using [Instagram Posts](#) to Promote ModWood

Effective Date: 26/11/2024

Compelling Content: Start with one of the captivating visuals already created for you from this folder [Instagram Posts](#) or create your own engaging content related to ModWood.

Showcase its benefits, applications, or customer success stories.

Concise Messaging: Utilise one or several of our 8 keywords & phrases available below. In conjunction with the available images in the [Instagram Posts](#) folder or craft your own clear and concise captions that highlight ModWood's strengths. Mention its quality, durability, and suitability for Australian conditions.

We have provided 8 keywords and phrases that can be utilised for this purpose.

- High Brand Awareness
- Uses Aussie Waste – plastic milk bottles and wood shavings
- Proven track record in Aussie harsh environment
- Compliant to AUS Building Codes – including up to BAL-40
- Competitive market pricing
- Local technical support
- Broad and nationally readily available product range
- Original Aussie Owned and Made Composite decking

@modwoodtechnologies Mention: Boost visibility by tagging [@modwoodtechnologies](#) in your Instagram posts. This links your content to ModWood and increases your reach.

Strategic Hashtags: Include relevant hashtags like **#modwood #naturalgraincollection #xtremeguard #modwoodwould #australianmade&owned #sustainable #woodcompositedecking #compositedecking @iti_au @modwoodtechnologies**, and any industry-specific ones.

This makes your posts discoverable to professionals interested in these topics.

Consistent Posting: Maintain a regular posting schedule to keep your audience engaged.

Quality and consistency go hand in hand.

Interact with Your Audience: Respond to comments and messages promptly. Engage with your followers and address their queries or feedback.

Showcase Success Stories: Share customer testimonials or projects that highlight ModWood's application and value.

Educational Content: Create posts that inform your audience about the benefits of using ModWood in different scenarios.

Call to Action (CTA): Encourage your followers to visit your website and/or [ModWood's](#) website for more information or to explore specific products.

Analyse and Adjust: Use Instagram Insights to track the performance of your posts. Adjust your strategy based on what works best for your audience.

Remember, Instagram posts are a fantastic way to showcase ModWood's strengths and engage with your audience. Tailor your content to align with our brand's unique attributes and qualities and your business!.

If you still need help, contact ModWood on info@modwood.com.au for further information.