



The Sustainable Alternative

Using [LinkedIn](#) to Promote ModWood

Effective Date: 28/11/2024

Compelling Content: Start with one of the captivating visuals already created for you from this folder [LinkedIn](#) 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 [LinkedIn](#) 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 LinkedIn 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.

Educational Posts: Share thought leadership content that informs your audience about the advantages of ModWood in various professional applications.

Call to Action (CTA): Encourage your network to visit your own website and/or [ModWood's](#) website for more information or to explore specific products, promoting engagement and interaction.

Professional Engagement: Engage with comments, messages, and connections professionally. Respond to inquiries and build meaningful connections with industry peers.

Analytics: Using LinkedIn as a promotional tool for ModWood allows you to connect with professionals who value high-quality exterior decking & screening products. Tailor your content to showcase ModWood's strengths and engage with a professional audience effectively.

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

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