



The Sustainable Alternative

Using [Facebook](#) to Promote ModWood

Effective Date: 26/11/2024

Compelling Content: Start with one of the captivating visuals already created for you from this folder [Facebook 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 [Facebook 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 posts. This connects your content to ModWood and expands 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.

Consistent Posting: Maintain a regular posting schedule to keep your audience engaged. Posting consistently keeps your brand top-of-mind.

Audience Interaction: Respond promptly to comments and messages and engage with your followers. This fosters a sense of community and trust.

Educational Content: Share posts that inform your audience about the benefits of using ModWood in various applications.

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

Analytics: Monitor the performance of your posts using Facebook Insights to understand what resonates best with your audience and adjust your strategy accordingly.

Using Facebook posts is a valuable way to showcase ModWood's qualities and engage with your audience. Tailor your content to align with your brand's unique attributes and qualities.

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