

# Tutamen Group LinkedIn B2B Social Media Kit

LinkedIn-First Content Strategy for Hotel Supply B2B Engagement

20

5

6

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## SECTION 01

### Platform Strategy

LinkedIn as the primary B2B channel, with supporting platforms for extended reach

#### **LinkedIn (Primary)**

The core channel for B2B hotel supply engagement. 80% of B2B leads from social media come through LinkedIn.

- Company page: 3-4 posts per week
- Employee advocacy: 5-8 team members sharing
- LinkedIn Articles: Monthly thought leadership
- LinkedIn Newsletters: Bi-weekly subscriber updates
- InMail campaigns for targeted outreach

#### **Secondary Platforms**

Supporting channels that complement the LinkedIn-first strategy:

- **YouTube:** Product demos, factory tours, webinar recordings
- **Instagram:** Visual product showcase, trade show coverage
- **X/Twitter:** Industry news commentary, event live-tweeting
- **Website Blog:** SEO-optimized long-form content

# Content Pillars & Posting Schedule

Five B2B content pillars mapped to a weekly posting cadence



## PILLAR 1

### Thought Leadership

Industry trends, market insights, and forward-looking commentary on hospitality supply chains, hotel design, and procurement innovation.



## PILLAR 2

### Product Education

Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings, IoT enclosures, Lighting components, Decorative metal elements, Architectural hardware features, specifications, material science, installation guides, and product comparison content for hotel procurement teams.



## PILLAR 3

### Case Studies

Client success stories, project spotlights, before/after showcases, and ROI metrics from hotel installations and renovations.



## PILLAR 4

### Industry Insights

Hotel market data, renovation pipeline reports, competitor analysis, trade show coverage, and hospitality sector commentary.



## PILLAR 5

### Sustainability

ESG initiatives, eco-certifications, sustainable sourcing practices, carbon footprint data, and green procurement guidance for hotels.

## WEEKLY SCHEDULE

MONDAY

Thought Leadership

TUESDAY

Product Education

WEDNESDAY

Case Study

THURSDAY

Industry Insight

FRIDAY

Sustainability

# Post Templates

Ready-to-customize LinkedIn post templates for each content pillar



Tutamen Group

PRODUCT

**Product Showcase: Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings, IoT enclosures, Lighting components, Decorative metal elements, Architectural hardware**

What makes our Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings, IoT enclosures, Lighting components, Decorative metal elements, Architectural hardware the choice of leading hotel chains?

**3 reasons procurement teams keep coming back:**

1. Durability tested to 50,000 cycles -- outlasting alternatives by 3x
2. Full sustainability certification (LEED, Green Key, ISO 14001)
3. Custom specification support with 2-week sample turnaround

Our Precision Hardware & FF&E Manufacturing solutions are designed for the demands of hospitality, not adapted from residential products.

Request a sample kit: <https://tutamen.net>

VISUAL: PRODUCT PHOTOGRAPHY

High-quality product image in hotel setting with specification callouts

Tue 8:30 AM -- Best for procurement decision-makers

#HotelSupply #Precision Hardware & FF&E Manufacturing #HospitalityDesign #Procurement



Tutamen Group

CASE STUDY

**How [Hotel Client] Reduced Replacement Costs by 40%**

**The challenge:** [Hotel Client], a 250-room property, was replacing Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings, IoT enclosures, Lighting components, Decorative metal elements, Architectural hardware every 18 months due to quality issues with their previous supplier.

**The solution:** After switching to Tutamen Group, they specified our commercial-grade Door hardware, Bathroom fixtures, Furniture hardware, Smart lock housings, IoT enclosures, Lighting components, Decorative metal elements, Architectural hardware with enhanced durability ratings.

**The result:**

- 40% reduction in replacement costs
- 4.2-year average product lifecycle (up from 1.5)
- 92% guest satisfaction score improvement

Full case study: [\[link\]](#)

Wed 10:00 AM -- Best for engagement and saves

#HotelRenovation #CaseStudy #ROI #HospitalityProcurement



Tutamen Group

INDUSTRY

**Hotel Renovation Pipeline: What the Numbers Tell Us**

We analyzed Q1 2026 hotel renovation data. Here is what every Precision Hardware & FF&E Manufacturing supplier needs to know:

- \$28B in hotel renovations planned for 2026-2027
- 67% of projects prioritize sustainability upgrades



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THOUGHT LEADERSHIP

**The Hidden Cost of Cheap Hotel Supplies**

I have a question for hotel procurement managers:

What is the true cost of your Precision Hardware & FF&E Manufacturing supply decisions?

Most hotels calculate cost per unit. The smart ones calculate

# Hashtag Strategy

Curated hashtag groups for maximum LinkedIn discoverability in the hotel supply space

## CORE BRAND

#Tutamen Group #HotelSupply  
#Precision Hardware & FF&E Manufacturing  
#HospitalitySupplier

## PROCUREMENT & BUYING

#HotelProcurement  
#HospitalityProcurement #SupplyChain  
#B2BSupply #HotelFFE

## DESIGN & RENOVATION

#HospitalityDesign #HotelRenovation  
#HotelDesign #InteriorDesign  
#FFESpecification

## SUSTAINABILITY

#SustainableHospitality #GreenHotels  
#ESG #CircularEconomy  
#LEEDCertified

## INDUSTRY EVENTS

#HITEC #BDNY #HD\_Expo  
#AHLA #HospitalityExpo

## THOUGHT LEADERSHIP

#HospitalityTrends #HotelIndustry  
#B2BMarketing #ThoughtLeadership  
#HotelManagement

# Company Page Optimization

Maximize your LinkedIn company page for B2B hotel supply visibility

## Visual Branding

- Banner: Hotel property image with Tutamen Group products installed
- Logo: High-resolution company logo on dark background
- Featured images: Product photography in hotel settings
- Post thumbnails: Branded templates with teal accent colors

## Headline & About

- Headline: "Precision Hardware & FF&E Manufacturing Solutions for Hotels | [Tagline]"
- About: 2000-char description with keywords, service areas, certifications
- Specialties: List 10+ relevant hotel supply keywords
- CTA Button: "Visit Website" linked to <https://tutamen.net>

## Featured Content

- Pin top case study or product catalog to featured section
- Add LinkedIn Newsletter for subscriber capture
- Showcase product demo video
- Feature latest trade show appearance

## Employee Profiles

- All sales reps list Tutamen Group in their experience
- Standardized headline format: "Role | Tutamen Group | Precision Hardware & FF&E Manufacturing"
- Key executives publish LinkedIn Articles monthly
- Sales team adds "Featured" section with company content

# Employee Advocacy Program

Amplify reach through coordinated employee sharing on LinkedIn

## Program Structure

- Recruit 5-8 advocates from sales, leadership, and product teams
- Weekly content package with 2-3 pre-written posts per advocate
- Each post includes personal customization prompts
- Monthly leaderboard tracking engagement per advocate
- Quarterly training on LinkedIn best practices

## Expected Impact

- Employee posts get 8x more engagement than company page posts
- 6 advocates sharing 3x/week = 18 additional touchpoints weekly
- Estimated 3x increase in total LinkedIn impressions
- Personal networks of sales team reach hotel procurement directly

ADVOCATE ROLE	POSTS/WEEK	CONTENT FOCUS	TARGET AUDIENCE
CEO / Managing Director	2	Industry vision, company milestones	C-suite, hotel owners
Sales Director	3	Client wins, product launches, trade show updates	Procurement managers
Account Managers (3-4)	2 each	Project spotlights, customer stories	Hotel operations teams
Product Manager	2	Technical content, specification guides	FF&E specifiers, designers

# Engagement Playbook

Proactive engagement tactics to build relationships with hotel procurement audiences

## Daily Engagement (15 min)

- Comment on 3-5 posts from hotel industry leaders
- Respond to all comments on company posts within 2 hours
- Like and share relevant industry news
- Send 2-3 personalized connection requests to hotel buyers

## Weekly Community Building

- Participate in 2-3 LinkedIn Groups (hotel industry, procurement)
- Answer 1-2 questions in hospitality forums
- Share and comment on competitor and industry content
- Tag hotel clients in relevant posts (with permission)

## LinkedIn Lead Gen Tactics

- Use LinkedIn Sales Navigator to identify hotel procurement contacts
- Share gated content with personalized InMail messages
- Create LinkedIn Events for webinars and product demos
- Run LinkedIn Sponsored Content targeting hotel management

## Content Amplification

- Tag industry publications and journalists in relevant posts
- Cross-promote LinkedIn content in email signatures
- Embed LinkedIn posts in email newsletters
- Share LinkedIn articles on company website blog

# Analytics & KPIs

Track, measure, and optimize LinkedIn performance for B2B hotel supply

**3%+**

ENGAGEMENT RATE

Industry avg: 1.5% for B2B

**500**

FOLLOWER GROWTH/MO

Qualified hotel industry  
followers

**10**

INBOUND LEADS/MO

From LinkedIn content +  
InMail

**25K**

IMPRESSIONS/MO

Company + employee  
combined

**70+**

SSI SCORE

Social Selling Index for sales  
team

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PREPARED BY **INNLEAD.ai** — B2B HOTEL SUPPLY INTELLIGENCE