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PREPARED FOR

MOBICA

6-Month B2B Content Strategy & Editorial Calendar for Hotel Supply

VERTICAL

Furniture
& FF&E

PRODUCTS

hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting,
curtains, doors, ceilings, flooring, and cladding

DATE

March
2026

POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

OVERVIEW

Content Strategy Executive Summary

This 6-month B2B content strategy positions Mobica for Integrated Industries as a thought leader in the Furniture & FF&E segment of the hotel supply industry. It builds trust with hotel procurement teams, specifiers, and decision-makers through high-value content across LinkedIn, trade publications, email, and the company blog.

5

CONTENT PILLARS

6

MONTH PLAN

5

CHANNELS

24

WEEKS MAPPED

Strategic Objectives

- **Establish thought leadership** -- Position Mobica for Integrated Industries as the go-to expert in Furniture & FF&E for hotel buyers and procurement teams
- **Generate qualified leads** -- Drive inbound inquiries from hotel chains, management companies, and independent properties through gated content
- **Support sales enablement** -- Create content assets that sales reps can share during the procurement cycle to accelerate decisions
- **Build brand awareness** -- Increase visibility at trade shows, in industry publications, and across LinkedIn
- **Nurture existing accounts** -- Keep current clients engaged with product updates, case studies, and seasonal recommendations

Target Audience Segments

Hotel Procurement

Purchasing directors and procurement managers at hotel chains seeking reliable supply partners

Specifiers & Designers

Interior designers, FF&E specifiers, and architects who recommend products for hotel projects

Owners & GMs

Hotel owners, general managers, and operations directors who approve major supply contracts

FOUNDATION

Content Pillars

Five strategic content pillars ensure every piece of content serves a defined purpose in the B2B buyer journey, from awareness through to contract renewal.

PILLAR 01**Thought Leadership**

Industry trend analysis, market insights, and forward-looking commentary that positions Mobica for Integrated Industries as a strategic advisor to hotel buyers. Includes opinion pieces on hospitality design trends, sustainability mandates, and procurement best practices.

PILLAR 02**Product Education**

Technical deep-dives, specification guides, product comparison sheets, and performance data. Helps procurement teams understand material quality, certifications, lead times, and total cost of ownership for hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding.

PILLAR 03**Case Studies & Social Proof**

Documented success stories from hotel clients showing measurable outcomes: cost savings, guest satisfaction scores, durability benchmarks, and installation timelines. Builds buyer confidence through real-world proof.

PILLAR 04**Industry Insights**

Market research, competitor benchmarking, hospitality sector reports, and regulatory updates relevant to hotel supply chains. Positions Mobica for Integrated Industries as a well-informed supply partner.

PILLAR 05**Sustainability & Compliance**

Content around eco-certifications, sustainable sourcing, carbon footprint reduction, and compliance with hotel brand standards. Addresses growing ESG requirements from hotel chains and management companies.

DISTRIBUTION

Channel Strategy

A multi-channel approach ensures content reaches hotel buyers wherever they research, evaluate, and make purchasing decisions.

LinkedIn (Primary)

3-4 posts per week. Company page + employee advocacy. Thought leadership articles, case study highlights, product showcases, and industry commentary. Target: hotel procurement, hospitality design, and management company audiences.

3-4X/WEEK

Company Blog

2 long-form posts per month. SEO-optimized articles targeting hotel procurement keywords. Gated white papers and specification guides for lead capture. Repurpose into LinkedIn content and email campaigns.

2X/MONTH

Email Newsletter

Bi-weekly email to segmented lists: prospects, active clients, and lapsed accounts. Product updates, industry news digest, upcoming trade shows, and exclusive offers. Personalized by hotel tier and product interest.

BI-WEEKLY

Trade Publications

Quarterly contributed articles in Hotel Management, Hospitality Design, and regional trade magazines. Bylined thought leadership pieces on industry trends and product innovation within Furniture & FF&E.

QUARTERLY

Webinars & Virtual Events

Monthly live webinar or product demonstration targeting hotel procurement teams. Topics include product specification workshops, sustainability in hotel supply, and seasonal planning sessions. Recorded for on-demand access and content repurposing.

MONTHLY

EDITORIAL CALENDAR

90-Day Content Plan: Months 1-2

Week-by-week content assignments across all channels for the first 8 weeks of the strategy.

WEEK	CONTENT PIECE	CHANNEL	PILLAR	FORMAT
W1	Furniture & FF&E Trends for 2026	LinkedIn + Blog	THOUGHT LEADERSHIP	Article
W1	Product Specification Guide: hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding	Blog (Gated)	PRODUCT ED.	White Paper
W2	[Hotel Client] Case Study	LinkedIn + Email	CASE STUDY	Story
W2	5 Questions Every Hotel Buyer Should Ask	LinkedIn	THOUGHT LEADERSHIP	Carousel
W3	Sustainability Certifications Explained	Blog + LinkedIn	SUSTAINABILITY	Guide
W3	Product Comparison: hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding vs. Alternatives	Email + Blog	PRODUCT ED.	Comparison
W4	Monthly Webinar: Spec Workshop	Webinar	PRODUCT ED.	Live Event
W4	Industry Data: Hotel Renovation Pipeline	LinkedIn	INDUSTRY	Infographic
W5	Behind the Factory: Quality Control	LinkedIn + Blog	THOUGHT LEADERSHIP	Video
W5	[Hotel Chain] ROI Spotlight	Email	CASE STUDY	Email Spotlight
W6	Trade Publication: Future of Furniture & FF&E	Trade Pub	THOUGHT LEADERSHIP	Bylined Article
W6	Product Launch: New Collection Preview	LinkedIn + Email	PRODUCT ED.	Announcement
W7	Seasonal Buying Guide: Q2 Planning	Blog (Gated)	INDUSTRY	White Paper
W7	ESG Compliance Checklist for Hotels	LinkedIn	SUSTAINABILITY	Checklist
W8	Monthly Webinar: Sustainability Panel	Webinar	SUSTAINABILITY	Live Event
W8	Client Testimonial Video	LinkedIn	CASE STUDY	Video

EDITORIAL CALENDAR

90-Day Content Plan: Month 3

WEEK	CONTENT PIECE	CHANNEL	PILLAR	FORMAT
W9	Hotel Design Trends Report	Blog (Gated)	INDUSTRY	Research Report
W9	How to Write a Better RFP for Furniture & FF&E	LinkedIn	THOUGHT LEADERSHIP	Article
W10	[Boutique Hotel] Case Study	LinkedIn + Blog	CASE STUDY	Story
W10	Product Spotlight: hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding Features	Email	PRODUCT ED.	Newsletter
W11	Circular Economy in Hotel Supply	LinkedIn + Blog	SUSTAINABILITY	Article
W11	Competitor Landscape Overview	Internal Sales	INDUSTRY	Sales Deck
W12	Quarterly Review Webinar	Webinar	THOUGHT LEADERSHIP	Live Event
W12	Q1 Performance Case Study Roundup	Email + LinkedIn	CASE STUDY	Compilation

Content Format Guide

 **White Papers & Guides**

2,500-4,000 words. Gated for lead capture. Include data tables, comparison charts, and specification details. Target: procurement managers evaluating suppliers.

 **Case Studies**

1,200-2,000 words. Problem-solution-result structure. Include measurable outcomes, client quotes, and project photos. Target: decision-makers seeking social proof.

 **Spec Sheets**

1-2 pages. Technical specifications, dimensions, materials, certifications, and ordering information. PDF-optimized for email attachments and sales team distribution.

 **Blog Posts**

800-1,500 words. SEO-optimized for hotel procurement search terms. Include internal links to product pages and gated content. Publish 2x monthly minimum.

SEARCH STRATEGY

SEO Content Roadmap

Keyword-driven content targeting hotel procurement search behaviour across the buyer journey.

Target Keyword Clusters

KEYWORD CLUSTER	INTENT	VOLUME	CONTENT TYPE	PRIORITY
hotel Furniture & FF&E suppliers	Commercial	High	Landing Page	P1
best hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding for hotels	Commercial	Medium	Comparison Guide	P1
hotel Furniture & FF&E specifications	Informational	Medium	White Paper	P2
sustainable hotel supply	Informational	Medium	Blog Series	P2
hotel renovation Furniture & FF&E	Commercial	Medium	Case Study	P1
hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding vs [competitor product]	Commercial	Low	Comparison Page	P3
hotel procurement best practices	Informational	Low	Blog Post	P3
hotel supply chain management	Informational	Low	Thought Leadership	P3

SEO Content Calendar (6-Month)

Months 1-2

- Optimize existing product pages
- Publish 4 blog posts targeting P1 keywords
- Create 2 gated white papers
- Set up Google Search Console tracking

Months 3-4

- Launch comparison landing pages
- Publish 4 blog posts targeting P2 keywords
- Guest posts on trade publication sites
- Internal linking audit and optimization

Months 5-6

- Long-tail keyword expansion
- Case study SEO optimization
- FAQ schema markup implementation
- Content refresh on top-performing pages

LINKEDIN STRATEGY

LinkedIn Thought Leadership Plan

LinkedIn is the primary channel for B2B hotel supply. This plan maximizes organic reach and positions Mobica for Integrated Industries leadership as industry voices.

Weekly Posting Framework

DAY	POST TYPE	PILLAR	FORMAT
Monday	Industry Insight or Market Commentary	THOUGHT LEADERSHIP	Text + Image
Tuesday	Product Feature or Specification Highlight	PRODUCT ED.	Carousel / Document
Wednesday	Case Study Excerpt or Client Win	CASE STUDY	Story Post
Thursday	Sustainability Initiative or Certification	SUSTAINABILITY	Text + Infographic
Friday	Team Spotlight / Trade Show Coverage	THOUGHT LEADERSHIP	Photo / Video

Employee Advocacy Program

Internal Champions

- Identify 5-8 sales reps and executives to share company content
- Provide pre-written posts with personal customization prompts
- Weekly content distribution email with copy-paste-ready LinkedIn posts
- Track engagement metrics per advocate

Executive Profiles

- CEO/MD: 2 personal posts per week on industry vision
- Sales Director: 3 posts per week on client success and product news
- Optimize personal LinkedIn profiles with company positioning
- Monthly LinkedIn article from leadership

LinkedIn Content Benchmarks

3%

TARGET
ENGAGEMENT RATE

500

FOLLOWER
GROWTH/MO

10

LEADS/MONTH

15%

SSI SCORE
INCREASE

TRADE MEDIA

Trade Publication & Article Strategy

Securing bylined articles and editorial mentions in hospitality trade publications builds credibility and reaches hotel decision-makers who don't follow LinkedIn.

Target Publications

📁 Tier 1: High Priority

- **Hotel Management** -- Broadest reach among hotel operators
- **Hospitality Design** -- FF&E specifiers and designers
- **Hotel Business** -- Owners and investment community
- **Hotelier Magazine** -- Regional/international coverage

📁 Tier 2: Supporting

- **AHLA Insights** -- American Hotel & Lodging Association
- **Boutique Hotel News** -- Niche luxury and boutique segment
- **Green Hotelier** -- Sustainability-focused content
- **Regional hospitality magazines** -- Market-specific reach

Article Topic Pipeline

QUARTER	ARTICLE TOPIC	TARGET PUBLICATION	AUTHOR
Q1	The Future of Furniture & FF&E in Hotel Design	Hospitality Design	CEO/Founder
Q1	How hotel furniture, FF&E packages, casegoods, seating, beds, desks, lighting, curtains, doors, ceilings, flooring, and cladding Reduce Total Cost of Ownership	Hotel Management	Product Director
Q2	Sustainability Standards Every Hotel Buyer Should Know	Green Hotelier	Sustainability Lead
Q2	Renovation Case Study: [Hotel Project]	Hotel Business	Sales Director
Q3	Supply Chain Resilience in Hospitality	Hotel Management	CEO/Founder
Q3	Boutique Hotel Design Trends for 2027	Boutique Hotel News	Design Consultant

EFFICIENCY

Content Repurposing Framework

Maximize ROI from every content piece by systematically repurposing across formats and channels.

The Repurposing Cascade

Each anchor content piece (white paper, case study, or webinar) generates 8-12 derivative assets:

Anchor: White Paper or Research Report

LINKEDIN

3-4 excerpt posts with key data points, pull quotes, and infographic snippets

BLOG

2 blog posts expanding on key sections with SEO optimization

EMAIL

Newsletter feature with key findings and download CTA

SALES

1-page summary for sales team to share during procurement calls

Anchor: Webinar Recording

SHORT CLIPS

3-5 one-minute video clips for LinkedIn and email

BLOG RECAP

Written summary with embedded video highlights

SLIDE DECK

Repurpose presentation slides as LinkedIn carousels

Q&A CONTENT

Extract audience questions for FAQ page and blog posts

Monthly Content Output Target

1

ANCHOR PIECE

12

LINKEDIN POSTS

2

BLOG ARTICLES

2

EMAIL CAMPAIGNS

MEASUREMENT

KPI Targets & Measurement Framework

Measurable targets across all channels to track content strategy performance and ROI.

Channel-Level KPIs

CHANNEL	METRIC	MONTH 1-2	MONTH 3-4	MONTH 5-6
LinkedIn	Engagement Rate	1.5%	2.5%	3.5%
LinkedIn	Follower Growth	+200	+400	+600
Blog	Organic Traffic (monthly)	500	1,200	2,500
Blog	Gated Content Downloads	20	50	100
Email	Open Rate	25%	30%	35%
Email	Click-Through Rate	3%	5%	7%
Webinar	Attendees per Session	20	40	75
Trade Pub	Articles Published	1	2	2

Business Impact KPIs

Lead Generation

- **Month 1-2:** 15 marketing-qualified leads (MQLs)
- **Month 3-4:** 30 MQLs, 10 sales-qualified leads (SQLs)
- **Month 5-6:** 50 MQLs, 20 SQLs, 5 opportunities

Revenue Attribution

- **Pipeline influenced:** Track content touchpoints in CRM
- **Sample kit requests:** Attribute to content source
- **RFP responses:** Measure content-influenced opportunities

Reporting Cadence

Weekly

LinkedIn engagement metrics, email campaign performance, content publication status

Monthly

Full channel dashboard, lead attribution report, content audit, competitor content analysis

Quarterly

Strategy review, KPI assessment, editorial calendar adjustment, ROI analysis