

Digital Marketing Toolkit

Version 1: April 2024

A resource for Fielders® Distributors, Resellers, Customers and Channel Partners



Building a digital footprint for your business

In an age where the line between the digital and physical realms is increasingly blurred, establishing a robust digital presence is crucial. Your business's digital footprint is the collective impact of all your online interactions and the way your brand resonates in the expansive digital world.

The Fielders Digital Commitment

Accessibility and Visibility: In the sprawling digital marketplace, being seen is vital. A robust digital footprint guarantees that your business stands out where your customers are searching and engaging.

Trust and Authenticity: Your online presence narrates your brand's story, showcasing its credibility and earning the trust of your audience with every genuine interaction.

Insights and Connections: Engaging online allows you to comprehend and connect with your customers deeply, gaining valuable insights that drive targeted strategies.

Competitive Edge: A digital presence can set you apart. It places you directly in front of potential customers at crucial decision-making moments online.

Synergy Fielders®

As part of our pledge to support your growth, Fielders is dedicated to guiding you in establishing a prominent digital presence. We provide the tools and know-how to traverse the digital realm with ease.

Partnership and Brand Unity: Combining Fielders' strong brand heritage with your unique offerings, we forge a partnership that multiplies impact and extends reach.

All-Encompassing Strategies: From social media to SEO, we offer a blueprint for an expansive digital presence.

Together, with Fielders, lay down a digital foundation that not only portrays your brand but propels it forward in the dynamic online world.

For a complete digital strategy we recommend seeking professional advice and can connect you with Fielder's preferred marketing agencies.

For more information please email marketing@fielders.com.au

The significance of social media

Social media is a cornerstone of modern commerce. It's not merely about being online but establishing a connection with your audience. Fielders appreciates the influence of digital platforms and empowers you to harness their potential.

Expanding Horizons: Platforms like Facebook, with billions of active users, offer vast potential for brand visibility.

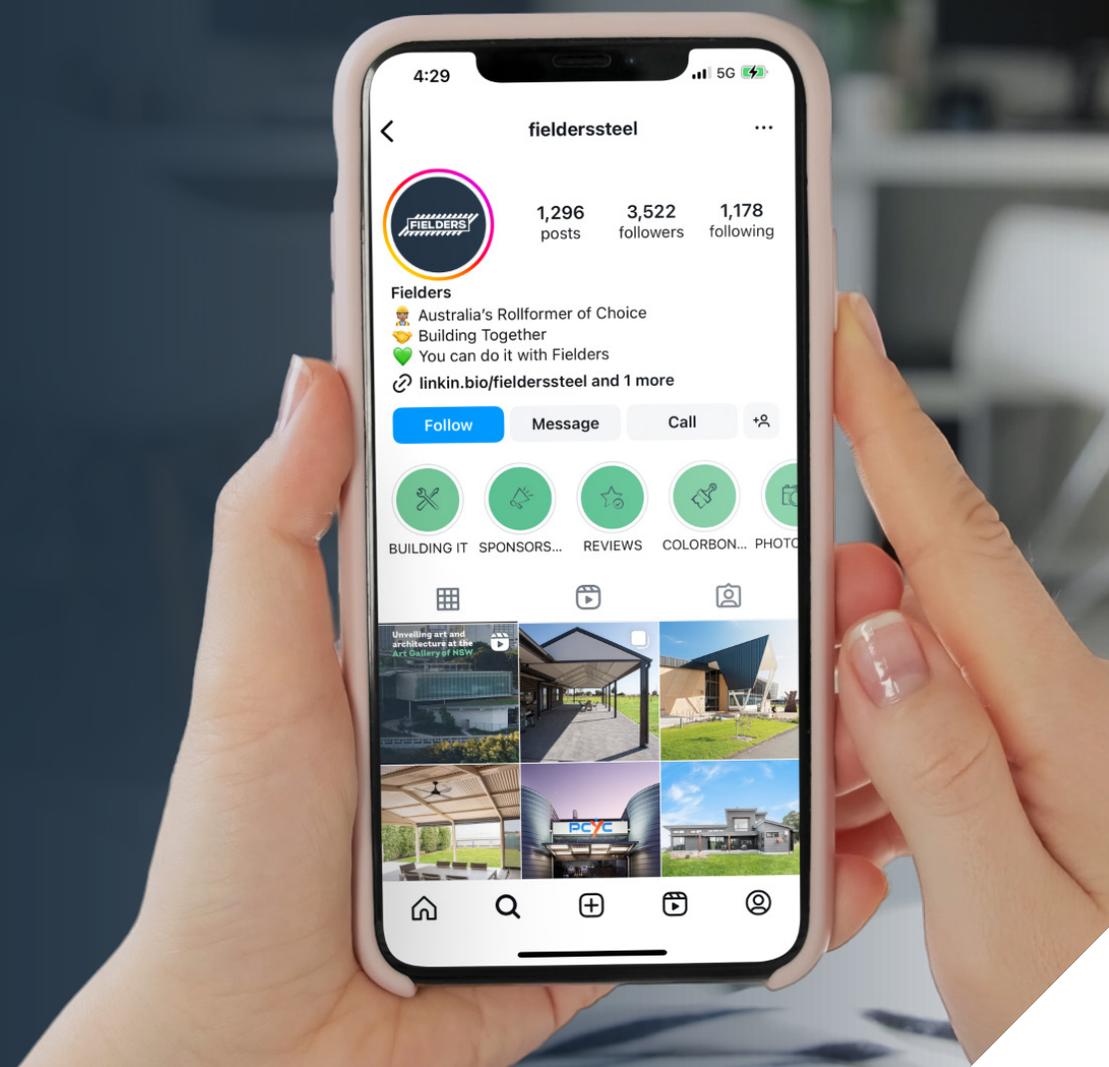
Narrative through Imagery: Instagram and Pinterest are ideal for showcasing Fielders products with visual flair.

Brand Storytelling: Use these platforms to share your narrative, display your finest projects, and genuinely engage with your audience.

Interactive Engagement: Social media provides unmatched opportunities to interact with customers and collaborate with peers in the industry.

Customer Expectations: Your customers anticipate finding you online. Make sure you're not just present but actively engaging.

Tag Fielders in your posts for enhanced visibility. Connect with us using **@FieldersSteel** on various platforms to strengthen our collective presence.



Creating effective social media posts

Impactful social media posts provide value and mirror your brand's ethos.

Content Strategy

Educate, Inform, Entertain, Inspire: Distribute valuable content like high-definition images, informative videos, and captivating stories.

Tagging: Mention @FieldersSteel and use hashtags such as #FieldersQuality, #FieldersInnovation, #DoltWithFielders to align with our brand and broaden your post's visibility.

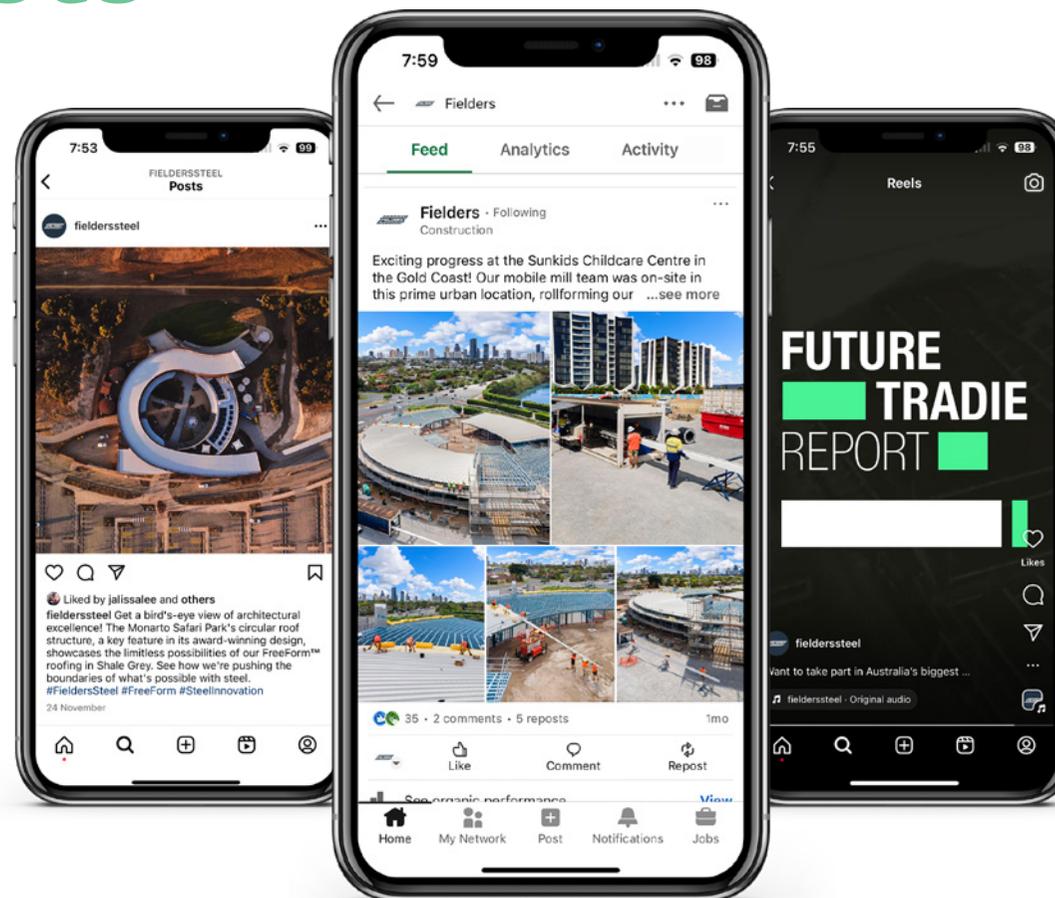
Account Linking: Sync your Facebook and Instagram accounts for seamless cross-posting.

Geo-Tagging: Tag locations in your posts to validate your presence and engage with local communities.

Shareable Content: Craft content that prompts sharing, organically enhancing your reach.

Photography: Ensure photography heroes your brand and products by being well lit, clear and is sized to suit the social platform.

On Instagram, focus on high-quality visuals that highlight the durability and design of Fielders products. Use platforms like Facebook to promote blog posts and LinkedIn for professional content.



Approved Key Messages

To help you formulate copy when talking about Fielders® and Fielders products in your marketing and communications we have formulated the opposite approved key messages for your use:

Note: *Warranties are subject to exclusions, application and eligibility criteria. For full terms and conditions and to determine the eligibility of your product for the warranty visit bluescopesteel.com.au/warranties or contact BlueScope on 1800 064 384. Warranties provided by BlueScope do not affect consumer rights under the Australian Consumer Law.

Fielders® proudly shapes products from Australian COLORBOND® steel.

Fielders® products have been manufactured in Australia for over 100 years.

We/our customer have/has done it with Fielders using Fielders ARAMAX® (insert relevant product) manufactured from COLORBOND® Steel.

Fielders® products conform to relevant Australian standards.

Fielders® products are guaranteed by warranties from COLORBOND® and BlueScope.*

Fielders® offers a range of roofing, walling and fencing products and structures to help Australians bring their visions to life.

Enhancing your social media presence

Elevate your online engagement with insights-driven methods.

Data Driven Insights

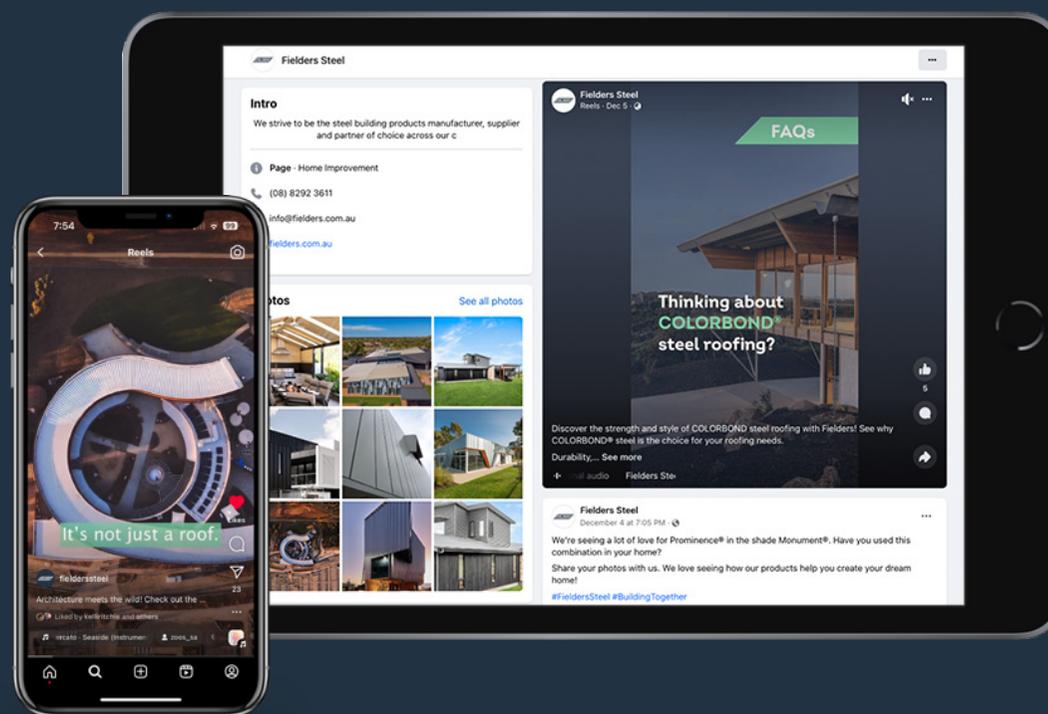
Utilise tools like Facebook Insights and LinkedIn Analytics to delve into your audience's preferences. This invaluable feature provides data such as post reach, engagement levels, brand mentions, and the traffic your social media drives to your website.

Consistency is Key

Develop a content calendar for consistent posting, which is essential for sustained audience interest.

Embrace Creativity

Embrace Instagram's dynamic features like Stories, Reels, and IGTV to display Fielders' products in action, showcasing the functional elegance and versatility that our products bring to every project.

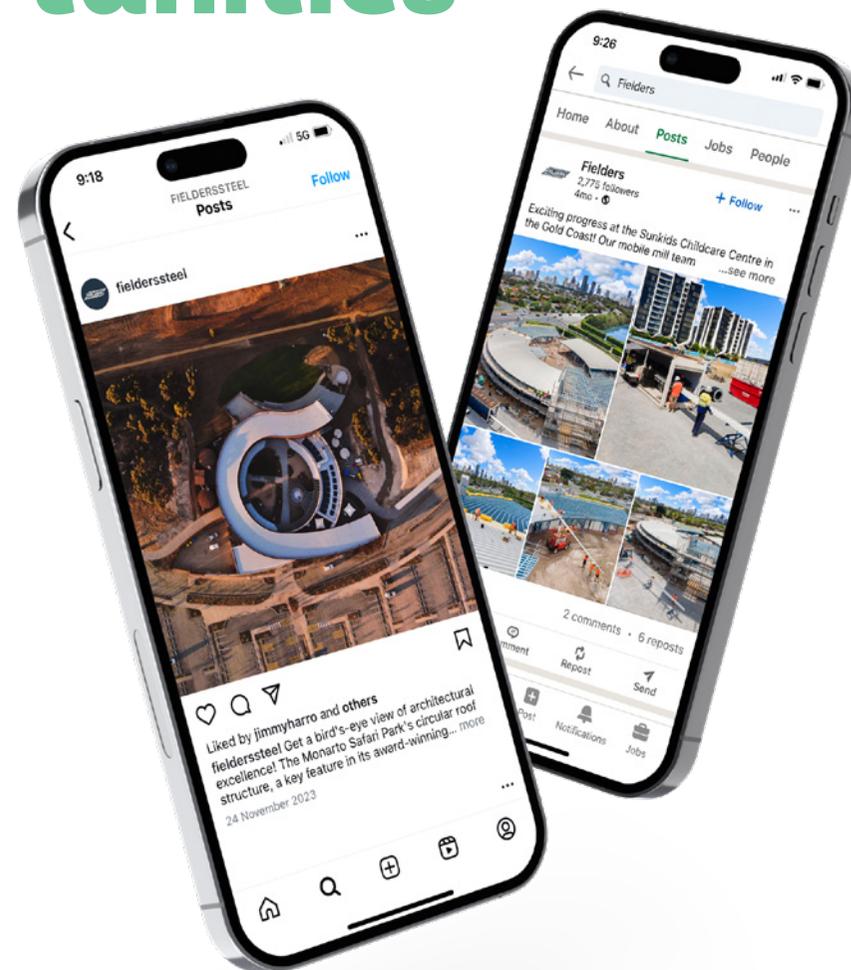


Collaborative posts and partnerships opportunities

Foster marketing collaborations on platforms like Instagram and Facebook. Shared content allows Fielders and our partners to co-author posts, appearing on both feeds or Reels. This collective approach broadens reach, enhances engagement, and reflects our collaborative efforts with the community.

Advantages include an extended audience base, heightened engagement, streamlined content creation, and reinforced brand authenticity and community relationships.

Should you have a collaborative opportunity please contact marketing@fielders.com.au



Optimising your search engine visibility: **SEO and SEM**

SEO (Search Engine Optimisation)

Understanding SEO: It's about creating website content that ranks well on search engines like Google while remaining natural and helpful to your potential customers. Enrich your site's content with keywords that match your audience's search intent.

Link-Building: Forge connections with esteemed sites to enhance your website's authority and search rankings.

Google My Business: Accurately represent your business on Google My Business to strengthen your local SEO presence.

SEM (Search Engine Marketing)

Paid Advertising: Employ Google Ads to compete for search phrases crucial to your business.

Ad Copy: Develop succinct ad copy with a definitive call-to-action.

Budgeting: Keep a watchful eye on your paid search expenditure to maintain cost-efficiency.



Managing your google reviews

The impact of google reviews

Google Reviews are public assessments left by customers, offering a glance at your business through genuine customer experiences. These reviews enhance your digital word-of-mouth, bolster your online reputation, and can sway potential customers' decision-making.

Significance of google reviews

They're a testament to your commitment to customer satisfaction, showcasing real-world interactions with your brand.

Effective review management

- Learn from feedback to enhance your offerings.
- Address negative reviews professionally, accentuating positive customer experiences.
- Encourage content customers to share their experiences online.

Actively managing your online reviews aligns with Fielders' dedication to quality and customer satisfaction, reflecting our commitment to not just meet but exceed customer expectations in the digital realm.



Contact Details:

marketing@fielders.com.au

**We hope you found this resource useful
and it supports your digital marketing efforts.**

If you have any questions please speak with your
account manager or email marketing@fielders.com.au

