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TRENDS AND TECHNOLOGIES

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WELCOME TO SOCIAL INTERACTION, a new column on how you can grow your business and your professional relationships by leveraging the power of social media. We would love to hear from readers about your social media experiences, successes and tips. Email Managing Editor Denise Gable at dgable@dhi.org.

THE ROAD TO PHOENIX

By Ginny Powell

Phoenix is hot right now! Not only are door and hardware professionals getting ready to head to Arizona's urban heart for DHI conNextions 2017, but the NCAA March Madness Final Four is being played there April 1-3.

Big ticket events, especially sports, bring together a large audience on many of the social media platforms, but Twitter is king during any professional, college and even high school sports games. Hashtags and Twitter handles are prevalent during sports analysis programs to continue the conversation while promoting their respective shows and people. Those hashtags can give brands, not typically associated with sports, an opportunity to have their tweets read by a global audience.

Who remembers when the power went out during Super Bowl XLVII? The marketing team at Oreo quickly created a starkly-lit image of a single Oreo with the caption "You can still dunk in the dark." That tweet was retweeted over 15,000 times and talked about for years afterwards.

While the Super Bowl is a large event, it isn't ranked as high as March Madness and the Final Four. Last year, college basketball's annual tournament drew 9.1 billion impressions over three weeks. The hashtag #selectionsunday drew 5,280,180 impressions on March 12. Even a simple hashtag like #Nascar drew over 5,808,000 impressions on a non-race weekend.

How can our industry take advantage of these hashtags? The #RoadtoPhoenix hashtag had 42,626 impressions March 5-12.

That number will increase as the NCAA Basketball Tournament advances to the Final Four. I invite all exhibitors and attendees of DHI conNextions 2017 to use the #roadtophoenix hashtag to help spread the word about our industry over the next few months, as well as #DHI2017.



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INCORPORATING TRENDING HASHTAGS INTO YOUR SOCIAL STRATEGY

By Amanda Wilson

I hope you have taken the time to practice using hashtags in your posts. Some popular ones in our industry are #commercialdoors, #lockdontblock, and #commercialdoorhardware.

To expand your knowledge in this area, begin to experiment with trending hashtags. Trending hashtags emerge regarding a popular topic at any present moment. In fact, if you want an up-to-date glance at what is going on around the world, simply check out what's trending on Twitter.

Trending hashtags are an extremely powerful tool. They cover all topics, including politics, natural disasters, entertainment and major sporting events. Want a play-by-play commentary on a game? You don't have to watch the game to hitch a ride on the up and down emotional roller coaster of your team's performance.

The inclusion of trending hashtags in your social media posts is a fun way to increase the exposure of your brand beyond your own followers. After all, every reader of your post walks through doors every single day.

To implement this strategy successfully, it's important to create content, relevant to your message, centered around the trending hashtag. Their unpredictability and short life span make this objective a bit challenging.

Dependable recurring trending hashtags have developed that make this task more easily achievable. Some are focused on a certain day of the week such as #motivationmonday or #throwbackthursday.

To the right are two examples of successfully using content relevant to our industry centered around such hashtags.

Major sporting events also foster predictable trending hashtags like #superbowl or #SB51. We are in the midst of #marchmadness and #thebigdance heading to the #final4 right now. Can you think of ways to incorporate these trending hashtags around your business, products or services? We as an industry can continue the excitement surrounding #roadtophoenix as we countdown to #DHI2017 conNextions.



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