



INNLEAD.ai

PREPARED FOR

MOBICA

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

VERTICAL

Furniture &
FF&E

PRODUCTS

office furniture, hotel FF&E, seating systems,
interior fit-out solutions

DATE

March
2026

OVERVIEW

Content Strategy Executive Summary

This 6-month B2B content strategy positions Mobica for Integrated Industries -- the Middle East's largest office furniture manufacturer with 280,000 m2 of factory space and exclusive partnerships with Poliform Italy, Edra, and Moooi -- as a thought leader in the hotel FF&E segment. With only 1 blog post in 3+ years despite 65K LinkedIn followers, Mobica has a massive content gap to fill. This plan builds trust with hotel procurement teams across the MENA region's record 710-project hotel pipeline 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's CEO Mohamed Farouk Abdel Moneim and LIVE division leaders as go-to experts in hotel FF&E for procurement teams across MENA
- **Generate qualified leads** -- Drive inbound inquiries from the 710 hotel projects in MENA pipeline, targeting Marriott, Hilton, Accor, and IHG procurement teams through gated content
- **Support sales enablement** -- Create content assets showcasing Mobica's 87,000 units/month capacity, Poliform partnership, and turnkey delivery for sales reps to share during the 12-18 month procurement cycle
- **Build brand awareness** -- Maximize visibility at Hotel Show + INDEX Dubai (June 2-4, 2026) and position for Saudi Vision 2030's 362,000 new hotel rooms
- **Nurture existing accounts** -- Keep current clients engaged with product updates from WORK, LIVE, HEAL, and LEARN divisions, case studies, and seasonal recommendations

Target Audience Segments

Hotel Procurement

Purchasing directors and procurement managers at hotel chains across Egypt, UAE, Saudi Arabia, and Qatar seeking integrated FF&E supply partners for new builds and PIP renovations

Specifiers & Designers

Interior designers, FF&E specifiers, and architects who specify furniture, fixtures, and finishes for luxury and upscale hotel projects across MENA

Owners & GMs

Hotel owners, asset managers, and operations directors who approve FF&E budgets -- particularly Saudi Vision 2030 mega-project stakeholders and Egyptian tourism expansion investors

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**

CEO Mohamed Farouk Abdel Moneim's industry perspective, MENA hotel market analysis, and forward-looking commentary. Topics include biophilic design trends, Saudi Vision 2030 hotel opportunities, and how Mobica's 50-year manufacturing heritage informs next-generation hotel interiors. Leverage Shark Tank Egypt visibility for personal brand amplification.

PILLAR 02**Product Education**

Technical deep-dives into Mobica's five divisions. Showcase Poliform Italy exclusive partnership, Varaschin outdoor collections, and Tarkett flooring solutions for hotel environments. Specification guides for the LIVE division hotel suite collections, WORK workspace solutions for hotel business centers, and HEAL healthcare furniture for hotel wellness facilities. Highlight 87,000 units/month production capacity and ISO 9001:2008 certification.

PILLAR 03**Case Studies & Social Proof**

Documented success stories from Mobica's turnkey projects. Leverage the SODIC Work-Plex partnership (30,000+ sqm Class A office), GM Suppliers' Excellence Award (5 consecutive years), and IKEA OEM manufacturing credibility. Document new hotel projects as they complete, highlighting Mobica's 7-phase delivery model from vision alignment through post-delivery support.

PILLAR 04**Industry Insights**

MENA hotel pipeline data (710 projects, 176,402 rooms), Egypt's record 19M tourist arrivals, and Saudi Arabia's \$110B hospitality expansion. Cover competitor landscape (Danube Hospitality, Mohm Furniture) and differentiate Mobica's vertically integrated manufacturing advantage. Leverage upcoming Hotel Show + INDEX Dubai 2026 for real-time industry coverage.

PILLAR 05**Sustainability & Compliance**

Address Mobica's sustainability gap -- no green certifications are currently confirmed. Content should document the journey toward FSC wood certification, low-VOC finishes, and LEED-contributing products. By 2026, ESG is expected to be standard in hotel RFPs. Position Mobica's local manufacturing as a sustainability advantage (shorter supply chains vs. imports from China).

DISTRIBUTION

Channel Strategy

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

LinkedIn (Primary)

Leverage Mobica's dominant 65,198 LinkedIn followers (vs. 2,516 for nearest competitor). Increase from current 1-2 posts/week to 3-4. Company page + CEO personal brand + employee advocacy. Add hotel-specific content to the current mix of showroom showcases and material features. Target: hotel procurement, hospitality design, and management company audiences across MENA.

3-4X/WEEK

Company Blog

Transform Mobica's dormant "Media Room" (only 1 post in 3+ years) into an active blog. 2 long-form posts per month, SEO-optimized for "hotel furniture supplier Egypt," "FF&E procurement Middle East," and "hotel renovation furniture MENA." Create dedicated /hotel-furniture landing page. Gated white papers on Poliform hotel collections and specification guides.

2X/MONTH

Email Newsletter

Bi-weekly email to segmented lists: hotel procurement prospects (from Hotel Show Dubai leads), active corporate clients, and design firms. Product updates across WORK, LIVE, HEAL, and LEARN divisions. Pre-event campaign for Hotel Show + INDEX Dubai (June 2-4, 2026). Personalized by hotel tier (luxury vs. midscale) and region (Egypt, GCC, Africa).

BI-WEEKLY

Trade Publications

Quarterly contributed articles in Hotelier Middle East, Hospitality Design, and Hotelivate. Bylined thought leadership by CEO Mohamed Farouk on Egypt's furniture manufacturing advantage, MENA hotel design trends, and Poliform's hospitality collections. Target Hotel & Catering News and Arab News tourism supplements.

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 | MENA Hotel FF&E Trends 2026: Biophilic Design and Smart Furniture | LinkedIn + Blog | THOUGHT LEADERSHIP | Article |
| W1 | Mobica LIVE Division: Hotel Suite Specification Guide | Blog (Gated) | PRODUCT ED. | White Paper |
| W2 | SODIC Work-Plex: How Mobica Furnished 30,000 sqm of Class A Offices | LinkedIn + Email | CASE STUDY | Story |
| W2 | 5 Questions Hotel Procurement Teams Should Ask FF&E Suppliers | LinkedIn | THOUGHT LEADERSHIP | Carousel |
| W3 | FSC, LEED, OEKO-TEX: Sustainability Certifications Hotel Buyers Need | Blog + LinkedIn | SUSTAINABILITY | Guide |
| W3 | Poliform vs. Standard Hotel Furniture: Total Cost of Ownership Analysis | Email + Blog | PRODUCT ED. | Comparison |
| W4 | Webinar: Specifying Hotel FF&E for the MENA Market | Webinar | PRODUCT ED. | Live Event |
| W4 | 710 Hotel Projects: MENA Construction Pipeline Q1 2026 Analysis | LinkedIn | INDUSTRY | Infographic |
| W5 | Inside Mobica's 280,000 m2 Factory: From Raw Material to Hotel Suite | LinkedIn + Blog | THOUGHT LEADERSHIP | Video |
| W5 | GM 5x Excellence Award: What Automotive Quality Means for Hotel Furniture | Email | CASE STUDY | Email Spotlight |
| W6 | Egypt's Manufacturing Advantage for Hotel FF&E (Hotelier Middle East) | Trade Pub | THOUGHT LEADERSHIP | Bylined Article |
| W6 | Introducing Mobica + Poliform Hospitality Collection | LinkedIn + Email | PRODUCT ED. | Announcement |
| W7 | Hotel Show Dubai 2026: Pre-Event Buying Guide | Blog (Gated) | INDUSTRY | White Paper |
| W7 | ESG Checklist: What Hotel Procurement Teams Need from FF&E Suppliers | LinkedIn | SUSTAINABILITY | Checklist |
| W8 | Webinar: Sustainable Sourcing for MENA Hotels -- A Supplier's Perspective | Webinar | SUSTAINABILITY | Live Event |
| W8 | Mobica VR Showroom Tour: Experience Hotel Furniture Without Leaving Your Office | LinkedIn | CASE STUDY | Video |

EDITORIAL CALENDAR

90-Day Content Plan: Month 3

| WEEK | CONTENT PIECE | CHANNEL | PILLAR | FORMAT |
|------|---|------------------|--------------------|-----------------|
| W9 | Saudi Vision 2030 Hotel Design Trends: What FF&E Suppliers Need to Know | Blog (Gated) | INDUSTRY | Research Report |
| W9 | How to Write a Better FF&E RFP: A Manufacturer's Guide for Hotel Buyers | LinkedIn | THOUGHT LEADERSHIP | Article |
| W10 | Mobica Turnkey Delivery: From Design to Installation in 7 Phases | LinkedIn + Blog | CASE STUDY | Story |
| W10 | Product Spotlight: Varaschin Outdoor Collections for Hotel Pool and Terrace Areas | Email | PRODUCT ED. | Newsletter |
| W11 | Local Manufacturing, Lower Carbon: The Sustainability Case for Egyptian FF&E | LinkedIn + Blog | SUSTAINABILITY | Article |
| W11 | MENA FF&E Competitive Landscape: Mobica vs. Danube, Mohm, and El Helow | Internal Sales | INDUSTRY | Sales Deck |
| W12 | Webinar: Hotel Show Dubai 2026 Preview -- What to Expect from Mobica's Booth | Webinar | THOUGHT LEADERSHIP | Live Event |
| W12 | Q1 Results: From Factory Floor to Hotel Floor -- Mobica Project 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 supplier Egypt | Commercial | High | Landing Page | P1 |
| FF&E procurement Middle East | Commercial | High | Landing Page | P1 |
| hotel renovation furniture MENA | Commercial | Medium | Case Study | P1 |
| hospitality interior solutions Dubai | Commercial | Medium | Comparison Guide | P1 |
| hotel FF&E specification guide | Informational | Medium | White Paper | P2 |
| sustainable hotel furniture supplier | Informational | Medium | Blog Series | P2 |
| turnkey hotel furniture manufacturer | Commercial | Low | Landing Page | P3 |
| hotel supply chain management MENA | 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

With 65,198 LinkedIn followers -- 26x more than nearest competitor El Gallad -- Mobica has an unmatched social asset. This plan converts that following into hotel procurement leads by adding hospitality-specific content and activating CEO Mohamed Farouk's personal brand.

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 Mohamed Farouk Abdel Moneim: 2 personal posts per week on MENA hotel market vision and entrepreneurship (leverage Shark Tank Egypt visibility)
- Sales Director: 3 posts per week on project wins, Hotel Show Dubai prep, and product launches
- Optimize personal LinkedIn profiles: "Role | Mobica | Hotel FF&E + Office Furniture"
- Monthly LinkedIn article from CEO on hospitality industry transformation

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

- **Hotelier Middle East** -- Broadest reach among MENA hotel operators
- **Hospitality Design** -- FF&E specifiers and designers globally
- **Hotel & Catering News ME** -- Owners and investment community in GCC
- **Hotelivate** -- Hospitality consulting and advisory audience

☐ Tier 2: Supporting

- **Arab News Tourism Supplement** -- Saudi readership, Vision 2030 coverage
- **Daily News Egypt** -- Business and tourism coverage in Egypt
- **Green Hotelier** -- Sustainability-focused content for eco-conscious buyers
- **INDEX Exhibition Magazine** -- Interior design trade audience in Dubai

Article Topic Pipeline

| QUARTER | ARTICLE TOPIC | TARGET PUBLICATION | AUTHOR |
|---------|---|--------------------------|--------------------|
| Q2 | Why Egypt Is the Next Hub for Hotel FF&E Manufacturing | Hotelier Middle East | CEO Mohamed Farouk |
| Q2 | From BMW Interiors to Hotel Suites: How Automotive Precision Elevates Furniture Quality | Hospitality Design | LIVE Division Head |
| Q3 | Sustainability in FF&E: What Hotel Brands Need from Suppliers in 2027 | Green Hotelier | Quality Manager |
| Q3 | Poliform Meets Hospitality: Italian Design for MENA Hotels | Hotel & Catering News ME | CEO Mohamed Farouk |
| Q4 | Saudi Vision 2030: Opportunities for Vertically Integrated FF&E Suppliers | Arab News Tourism | CEO Mohamed Farouk |
| Q4 | Turnkey Hotel Furnishing: A 7-Phase Delivery Model for Complex Projects | Hotelivate | Project Director |

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