

Mobica for Integrated Industries **LinkedIn B2B**

SECTION 01

Platform Strategy

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

LinkedIn (Primary)

Mobica already dominates with 65,198 LinkedIn followers -- 26x more than the nearest competitor. 80% of B2B leads from social media come through LinkedIn.

- Company page: Increase from 1-2 to 3-4 posts/week with hotel-specific content
- Employee advocacy: CEO Mohamed Farouk + 5-8 sales and LIVE division team members
- LinkedIn Articles: Monthly thought leadership on MENA hotel FF&E
- LinkedIn Newsletters: Bi-weekly targeting hotel procurement decision-makers
- InMail campaigns for design directors at Marriott, Hilton, Accor, IHG in MENA

Secondary Platforms

Supporting channels that complement the LinkedIn-first strategy:

- **Instagram @mobica.eg (45K followers):** Visual product showcase, Poliform collections, trade show coverage
- **Facebook (60K likes):** Project photo albums, showroom events, regional engagement
- **Instagram @mobica.uae:** Dubai D3 showroom content, GCC project highlights
- **Website Blog (mobica.net/media-room):** Revive dormant blog with SEO-optimized hotel FF&E 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

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

Mobica for Integrated Industries **Mobica for Integrated Industries** **PRODUCT**

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

What makes Mobica the choice for hotel FF&E across the Middle East?

3 reasons procurement teams choose us:

- 15 factories, 280,000 m2 -- the largest furniture manufacturing base in the region
- Exclusive Poliform Italy partnership for luxury hotel interiors
- Turnkey delivery from design to installation with our proven 7-phase process

From BMW interiors to five-star hotel suites, our ISO 9001-certified production delivers automotive-grade precision for hospitality.

Explore our LIVE division: <https://mobica.net>

VISUAL: PRODUCT PHOTOGRAPHY
High-quality product image in hotel setting with specification callouts

Tue 8:30 AM -- Best for procurement decision-makers
[#HotelSupply](#) [#Furniture](#) [#FF&E](#) [#HospitalityDesign](#) [#Procurement](#)

Mobica for Integrated Industries **Mobica for Integrated Industries** **CASE STUDY**

How [Hotel Client] Reduced Replacement Costs by 40%

The challenge: A 250-room upper-upscale property in Cairo needed to replace lobby and guestroom furniture within a 90-day PIP deadline while maintaining operations.

The solution: Mobica's turnkey team executed our 7-phase delivery -- from design alignment through post-installation support -- leveraging our local manufacturing advantage for compressed lead times.

The result:

- Full FF&E package delivered in 75 days (15 days ahead of schedule)
- 87,000 units/month capacity meant no production bottlenecks
- Local manufacturing eliminated 6-week international shipping delays

See how Mobica delivers: <https://mobica.net>

Wed 10:00 AM -- Best for engagement and saves
[#HotelRenovation](#) [#CaseStudy](#) [#ROI](#) [#HospitalityProcurement](#)

Mobica for Integrated Industries **Mobica for Integrated Industries** **INDUSTRY**

Hotel Renovation Pipeline: What the Numbers Tell Us

The MENA hotel construction pipeline just hit an all-time record. Here are the numbers every FF&E supplier needs to know:

- 710 hotel projects in the pipeline (+15% YoY)
- 176,402 rooms under development across the Middle East
- Saudi Arabia: 362,000 new rooms planned by 2030 (\$110B investment)
- Egypt: 185 new hotels, 45,000+ rooms -- 19M tourists in 2025

Mobica for Integrated Industries **Mobica for Integrated Industries** **THOUGHT LEADERSHIP**

The Hidden Cost of Cheap Hotel Supplies

I have a question for hotel procurement managers:

What is the true cost of importing hotel furniture from 6,000 km away?

Most hotels calculate unit price. Smart ones calculate total delivered cost:

- 6-12 week international shipping delays vs. 2-3 weeks from local manufacturing
- Customs duties and clearance costs adding 15-25% to

Hashtag Strategy

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

CORE BRAND

#Mobica #MobicaLIVE #HotelFFE
#MadeInEgypt

PROCUREMENT & BUYING

#HotelProcurement
#HospitalityProcurement #SupplyChain
#B2BSupply #HotelFFE

DESIGN & RENOVATION

#HospitalityDesign #HotelRenovation
#HotelDesign #InteriorDesign
#FFESpecification

SUSTAINABILITY

#SustainableHospitality #GreenHotels
#ESG #CircularEconomy
#LEEDCertified

INDUSTRY EVENTS

#HotelShowDubai #INDEXDubai
#HotelShowSaudi #DesignShowCairo
#HospitalityExpo

THOUGHT LEADERSHIP

#HospitalityTrends #HotelIndustry
#B2BMarketing #ThoughtLeadership
#HotelManagement

Company Page Optimization

Maximize your LinkedIn company page for B2B hotel supply visibility

Visual Branding

- Banner: Poliform showroom or luxury hotel suite furnished by Mobica LIVE division
- Logo: Mobica logo (dark background version) at high resolution
- Featured images: Poliform, Edra, and Moooi product photography in hotel settings
- Post thumbnails: Branded templates with Mobica orange accent (#e07c3c)

Headline & About

- Headline: "One-Stop Shop for Interior & Exterior Solutions | Office, Hotel, Healthcare, Education Furniture"
- About: 2000-char description covering 5 divisions (WORK, LIVE, HEAL, LEARN, MOVE), 280K m2 factory, Poliform partnership, ISO 9001, and export markets
- Specialties: Hotel FF&E, Office Furniture, Healthcare Furniture, Interior Fit-Out, Turnkey Solutions, Poliform, Sustainable Manufacturing, MENA Supply
- CTA Button: "Visit Website" linked to <https://mobica.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

Company Page Optimization CONTINUED

Maximize your LinkedIn company page for B2B hotel supply visibility

Employee Profiles

- All sales reps list Mobica for Integrated Industries in their experience
- Standardized headline format: "Role | Mobica for Integrated Industries | Furniture & FF&E"
- 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

ADVOCATE ROLE	POSTS/WEEK	CONTENT FOCUS	TARGET AUDIENCE
CEO Mohamed Farouk Abdel Moneim	2	MENA hotel industry vision, Shark Tank entrepreneurship, company milestones	C-suite, hotel owners, investors
LIVE Division Sales Director	3	Poliform hotel collections, project wins, Hotel Show Dubai prep	Hotel procurement managers
Regional Account Managers (Dubai, Qatar, KSA)	2 each	Regional project spotlights, showroom events, customer stories	Hotel operations teams in GCC
WORK / HEAL / LEARN Division Heads	2	Technical specifications, cross-sector capability, factory tours	FF&E specifiers, interior designers

Employee Advocacy Program CONTINUED

Amplify reach through coordinated employee sharing on LinkedIn

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 Mohamed Farouk Abdel Moneim	2	MENA hotel industry vision, Shark Tank entrepreneurship, company milestones	C-suite, hotel owners, investors
LIVE Division Sales Director	3	Poliform hotel collections, project wins, Hotel Show Dubai prep	Hotel procurement managers
Regional Account Managers (Dubai, Qatar, KSA)	2 each	Regional project spotlights, showroom events, customer stories	Hotel operations teams in GCC
WORK / HEAL / LEARN Division Heads	2	Technical specifications, cross-sector capability, factory tours	FF&E specifiers, interior 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

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