

PORTFOLIO CASE STUDY

Corkart

Building a Social Media Strategy for an International Sustainable Brand

From industrial know-how to premium global authority through structured social media.

Group project • Portfolio case by Fábio Pires

Social Media Strategy • B2B/B2C • Content • Brand Authority



Turn industrial credibility into social authority.

The opportunity was to transform technical know-how, sustainability and design into a clearer digital presence.

CORE QUESTION

How can an industrial flooring brand make technical expertise feel credible, useful and aspirational on social media?

The diagnosis pointed to a need for clearer consistency across markets, channels and content roles.

BRAND CONTEXT

Portuguese manufacturer of cork-based flooring and wall solutions.

COMMUNICATION GAP

Content was too institutional and product-led to fully express brand value.

SOCIAL OPPORTUNITY

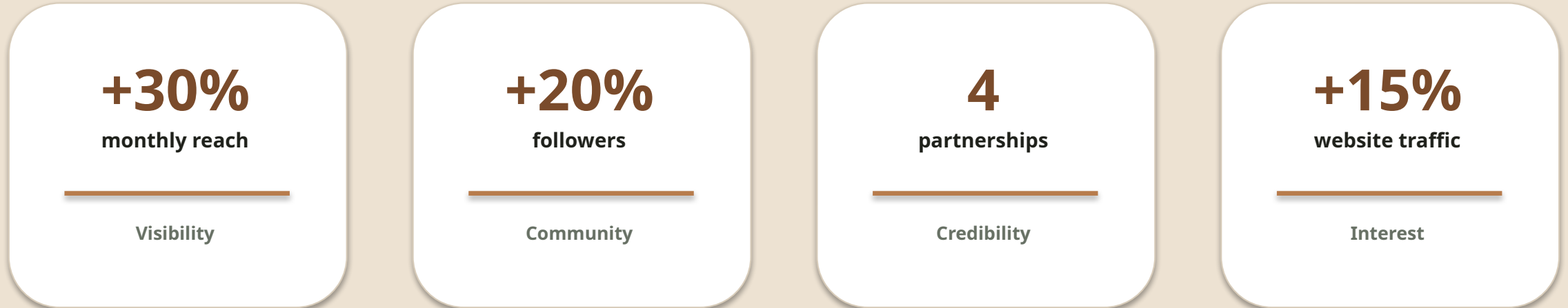
Use content to convert industrial heritage into trust, education and inspiration.

PORTFOLIO VALUE

Shows social strategy for a complex B2B/B2C brand, not a simple posting plan.

Set goals before choosing formats.

The social media plan was anchored in quantified strategic targets for the next six months.



Strategic interpretation · Reach, community, partnerships and traffic work together as a funnel: visibility creates attention, community builds trust, partnerships add authority and website traffic moves interest closer to business value.

Note: these are strategic targets defined in the academic project, not measured campaign results.

Three audiences, three different strategic roles.

The plan separates prescription, commercial scale and brand desire instead of treating all followers as equal.

01

Architects & designers

B2B Contract

Influence · prescription · reputation

Highest priority

02

Distributors & retail channel

B2B Commercial

Volume · scale · recurring sales

Commercial engine

03

Premium conscious end consumer

B2C Indirect

Brand desire · lifestyle · advocacy

Demand creator

Implication: the content system needs both rational proof for B2B audiences and aspirational storytelling for B2C influence.

Inspirational expertise.

The strategic idea connects technical authority with visual inspiration, sustainability and Portuguese industrial heritage.



POSITIONING SYSTEM

Technical credibility

Make specifications, innovation and certifications accessible.

Sustainable innovation

Translate circularity and renewable energy into perceived value.

Premium design

Show real spaces, textures and aesthetic applications.

Industrial heritage

Turn manufacturing knowledge into trust and authority.

Goal: move from manufacturer communication to premium global authority.

Every platform needs a job.

The case avoids copy-paste publishing by assigning each social platform a clear strategic function.

Instagram	Aspirational portfolio	Reels · carousels · stories · project share	Brand image + interest
LinkedIn	Technical authority	Certifications · innovation · B2B content	Credibility + sales support
YouTube	Knowledge library	Installation · product education · launches	SEO + B2B support
Facebook	Institutional proximity	Press · events · support · local credibility	Presence + contact
TikTok	Humanisation	Factory BTS · quick transformations · circularity	Organic reach + future audience

Strategic principle · Same brand idea, different platform role.

Turn positioning into repeatable editorial pillars.

The content plan balances product, proof, sustainability, education, humanisation and commercial intent.

Product & Collections

Drive traffic

Projects

Proof + inspiration

Sustainability

Brand value

Factory & Innovation

Technical trust

Institutional Authority

Reputation

Education

Engagement

Human / Emotional

Proximity

Partnerships

Business credibility



CONTENT LOGIC

The brand should not speak only about flooring. It should educate, prove expertise, inspire projects and create trust across professional and consumer audiences.

A plan only works if it can be executed.

The strategy defined frequency by platform, keeping ambition connected to operational rhythm.

Instagram

3 posts/week

3-5 stories/week

Visual inspiration +
engagement

Facebook

2-3 posts/week

stories included

Institutional presence +
contact

LinkedIn

2 posts/week

B2B focus

Authority + commercial
support

YouTube

1-2 videos/month

evergreen content

Knowledge hub + SEO

TikTok

2-3 videos/week

short-form video

Humanisation + organic
reach

Execution principle · Consistency matters more than volume when the brand has to maintain technical accuracy and premium perception.

Strategy becomes concrete through planned content.

A February 2026 calendar translated themes into format, message and metrics.

EDUCACIONAL

Portuguese cork as the future of flooring

Reel + site link

Reach · saves · shares

PRODUTO

Thermal comfort in winter

Reel

Engagement · watch time

PROJETOS

Before / After real project

Reel

Saves · DMs · shares

INSPIRACIONAL

Spring renovation

Photo + site link

Sessions · leads · CTR

The calendar links each post to a business role: awareness, engagement, proof, traffic or contact generation.

Measure outcomes and diagnose the path to them.

The project distinguishes success KPIs from diagnostic KPIs and defines a monthly content workflow.

VISIBILITY

Unique reach
Total impressions

COMMUNITY

Net followers
Engagement rate

CREDIBILITY

Partnerships closed
Partnership reach

TRAFFIC

Website sessions
Bounce rate

MONTHLY WORKFLOW

Strategy

until day 5

Content map

until day 10

Approval

until day 15

Calendar

until day 20

Schedule

until day 25

Optimise

monthly

Bottom line · Social media becomes a managed growth system, not isolated content production.

Social strategy with business logic.

The case shows the ability to connect positioning, audiences, platforms, execution rhythm and measurement.

01 DIAGNOSIS

Identify the gap between brand potential and fragmented social communication.

02 SEGMENTATION

Adapt content roles for B2B specifiers, commercial channels and end consumers.

03 CHANNEL STRATEGY

Give each platform a distinct job instead of repeating the same content everywhere.

04 EXECUTION

Translate strategy into themes, cadence, calendars, KPIs and a working process.

PORTFOLIO ROLE · This case adds B2B social media strategy and content planning to the portfolio, complementing the previous strategy, analytics and e-commerce cases.