



INNLEAD.AI

B2B CONTENT STRATEGY

CMF Doors

6-Month B2B Content Strategy & Editorial Calendar for Commercial Doors & Hardware

VERTICAL

Commercial Doors & Hardware
INNLEAD.AI

SERVICE AREA

Niagara Region, Ontario

DATE

March 2026

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

OVERVIEW

Content Strategy Executive Summary

CMF Doors currently has zero content marketing presence -- no blog, no LinkedIn company page, and no published thought leadership. This 6-month content strategy transforms that gap into a competitive advantage by positioning Norm Schwenker's 40+ years of AHC expertise and CMF's full-service capabilities as the go-to resource for hotel door procurement in Niagara and beyond.

5

CONTENT PILLARS

6

MONTH PLAN

5

CHANNELS

24

WEEKS MAPPED

Strategic Objectives

- **Establish thought leadership** -- Position Norm Schwenker and CMF Doors as the Niagara Region's foremost authority on fire-rated doors, AAADM inspections, and commercial door specifications for hotels
- **Generate qualified leads** -- Drive inbound inquiries from hotel properties, general contractors, and property managers across Niagara's 13,000+ hotel room market through gated content and SEO
- **Support sales enablement** -- Create specification guides, case studies, and compliance content that the sales team can share during the procurement cycle
- **Build brand awareness** -- Increase visibility for "commercial doors St Catharines," "fire rated doors Niagara," and related search terms where CMF currently has zero top-10 rankings
- **Nurture existing accounts** -- Keep commercial clients engaged with code updates, inspection reminders, and product innovation content

Target Audience Segments

Hotel Procurement

Facilities directors, property managers, and hotel owners in the Niagara Falls tourism corridor seeking door supply, installation, and maintenance partners



Architects & Contractors

General contractors, architects, and specifiers working on commercial and hospitality projects across the Niagara Region who need AHC-level specification writing



Building Owners & Managers

Commercial building owners, property management companies, and facility managers requiring fire door inspections, AAADM compliance, and ongoing maintenance

FOUNDATION

Content Pillars

Five strategic content pillars map to CMF Doors' core competencies and the information hotel buyers actively search for during the procurement cycle.

PILLAR 01**Fire Safety Compliance**

Fire door inspection requirements, NFPA 80 standards, Ontario Building Code compliance, fire-rated door specifications (20-min through 3-hr), and annual inspection protocols. Positions CMF's in-house AHC certification as a trust signal for facilities teams.

PILLAR 02**Hotel Door Specifications & Procurement Guides**

STC ratings explained for hotels, how to choose door suppliers, material comparisons (wood vs. metal vs. fiberglass), ADA compliance for hotel corridors, and total cost of ownership analyses. Targets hotel procurement decision-makers during the research phase.

PILLAR 03**AAADM Inspections & Automatic Door Systems**

AAADM inspection guide for Ontario, automatic door maintenance schedules, touchless entry system benefits for hospitality, and compliance requirements for public-facing commercial buildings. Leverages Austin's AAADM certification as unique content authority.

PILLAR 04**Touchless Entry & Smart Access**

Post-COVID touchless door solutions, electronic entry systems for hotels, mobile key integration, hands-free openers for accessibility, and smart lock trends. Aligns with the 16% CAGR smart lock market and hotel modernization budgets.

PILLAR 05**Niagara Region Project Showcases**

Local project documentation, before-and-after installations, team spotlights (40+ years combined experience), custom metal fabrication capabilities, and Niagara construction industry commentary. Builds local SEO authority and trust with regional buyers.

DISTRIBUTION

Channel Strategy

A multi-channel approach builds CMF Doors' content presence from scratch, prioritizing channels with the highest B2B reach for commercial door procurement.

Website Blog (New)

Launch a blog on cmfdoors.com with 2 articles per month. SEO-optimized for "commercial doors St Catharines," "fire rated doors Niagara," "AAADM inspection Ontario," and "hotel door supplier Ontario." Gated specification guides for lead capture.

2X/MONTH

LinkedIn (New Company Page)

Create CMF Doors company page. Post 3x/week. Thought leadership from Norm (40+ years AHC experience). Connect with architects, contractors, hotel procurement, and property managers across Niagara and Ontario.

3X/WEEK

Email Newsletter (New)

Monthly email to client and prospect lists. Fire door inspection reminders, code updates, new product announcements, and seasonal maintenance tips. Personalized by building type (hotel, commercial, institutional).

MONTHLY

Trade Publications

Quarterly pitched articles to Ontario construction and hospitality publications. Bylined thought leadership from Norm Schwenker on fire safety compliance, automatic door standards, and commercial door procurement best practices.

QUARTERLY

Instagram (Existing -- Optimize)

Upgrade existing Instagram (~21 posts, ~150 followers) with professional project photography, behind-the-scenes metal shop content, team spotlights, and before/after installations. Cross-promote blog content and link to full articles.

2-3X/WEEK

EDITORIAL CALENDAR

90-Day Content Plan: Months 1-2

Week-by-week content assignments across all channels for the first 8 weeks of CMF Doors' content strategy launch.

WEEK	CONTENT PIECE	CHANNEL	PILLAR	FORMAT
W1	Fire Door Inspection Requirements in Ontario	Blog	FIRE SAFETY	Guide (1,500 words)
W1	CMF Doors LinkedIn Company Page Launch	LinkedIn	SHOWCASE	Announcement
W2	AAADM Inspection Guide for Ontario Building Owners	Blog (Gated)	AAADM	White Paper
W2	Meet the Team: Norm Schwenker, AHC -- 40+ Years in Doors	LinkedIn	SHOWCASE	Profile Post
W3	How Hotels Choose Door Suppliers: A Procurement Guide	Blog + LinkedIn	PROCUREMENT	Article
W3	Behind the Scenes: CMF's In-House Metal Fabrication Shop	Instagram + LinkedIn	SHOWCASE	Photo/Video
W4	STC Ratings Explained: Acoustic Performance for Hotel Doors	Blog	PROCUREMENT	Guide
W4	5 Questions to Ask Before Hiring a Door Contractor	LinkedIn	FIRE SAFETY	Carousel
W5	Touchless Entry Systems: Why Hotels Are Making the Switch	Blog + LinkedIn	TOUCHLESS	Article
W5	Project Spotlight: [Commercial Installation]	Instagram + LinkedIn	SHOWCASE	Before/After
W6	Fire Rated Doors: 20-Minute vs. 45-Minute vs. 90-Minute	Blog	FIRE SAFETY	Comparison Guide
W6	Why Your Automatic Doors Need Annual AAADM Inspection	LinkedIn + Email	AAADM	Newsletter
W7	Hotel Door Specification Checklist (Downloadable)	Blog (Gated)	PROCUREMENT	PDF Download
W7	Electronic Entry vs. Traditional Key Systems for Hotels	LinkedIn	TOUCHLESS	Infographic
W8	Niagara Construction Trends: Commercial Door Demand in 2026	LinkedIn + Blog	SHOWCASE	Industry Commentary
W8	Monthly Newsletter: Code Updates + New Products	Email	FIRE SAFETY	Newsletter

EDITORIAL CALENDAR

90-Day Content Plan: Month 3

WEEK	CONTENT PIECE	CHANNEL	PILLAR	FORMAT
W9	Master Key Systems for Hotels: Security Without Complexity	Blog	TOUCHLESS	Guide
W9	How to Write a Better RFP for Commercial Doors	LinkedIn	PROCUREMENT	Article
W10	Case Study: [Niagara Commercial Project]	Blog + LinkedIn	SHOWCASE	Case Study
W10	AHC Certification: What It Means for Your Door Project	LinkedIn	FIRE SAFETY	Educational
W11	Hands-Free Door Solutions for Accessibility Compliance	Blog + LinkedIn	TOUCHLESS	Article
W11	Niagara Falls Hotel Corridor: 13,000+ Rooms Need Doors	LinkedIn	PROCUREMENT	Market Commentary
W12	Q1 Content Roundup + Top Downloads	Email + LinkedIn	SHOWCASE	Newsletter
W12	Video: CMF Doors Warehouse Tour	Instagram + LinkedIn	SHOWCASE	Video

Content Format Guide

Spec Guides & White Papers

2,000-3,000 words. Gated for lead capture. Fire door specifications, AAADM compliance checklists, hotel door procurement guides. Target: facilities managers and procurement teams evaluating suppliers.

Case Studies

1,000-1,500 words. Problem-solution-result format. Document commercial and hotel door installations in the Niagara Region. Include photos, timelines, and measurable outcomes. Build credibility for future hotel outreach.

Video Content

2-5 minute videos. Metal shop fabrication process, door installation time-lapses, team introductions, and product demonstrations. Filmed at 23A Hiscott St facility. Cross-posted to Instagram, LinkedIn, and YouTube.

Blog Posts

800-1,500 words. SEO-optimized for local commercial door search terms. Internal links to service pages. Published 2x monthly. Topics: code compliance, product comparisons, procurement advice, and regional market insights.

SEARCH STRATEGY

SEO Content Roadmap

CMF Doors currently has zero top-10 rankings for any commercial door search terms. This keyword-driven content plan targets the highest-value search queries for Niagara-area commercial door procurement.

Target Keyword Clusters

KEYWORD CLUSTER	INTENT	VOLUME	CONTENT TYPE	PRIORITY
commercial doors St Catharines	Commercial	Medium	Service Page + Blog	P1
fire rated doors Niagara	Commercial	Medium	Landing Page + Guide	P1
AAADM inspection Ontario	Commercial	Medium	Service Page + White Paper	P1
hotel door supplier Ontario	Commercial	Low-Medium	Vertical Landing Page	P1
fire door inspection requirements Ontario	Informational	Medium	Blog Guide	P2
touchless entry systems commercial	Commercial	Low-Medium	Blog + Product Page	P2
automatic door repair Niagara	Commercial	Low	Service Page	P2
STC rating doors explained	Informational	Low	Blog Post	P3

SEO Content Calendar (6-Month)

Months 1-2

- Add meta descriptions to all 9 existing pages
- Launch blog with 4 SEO-optimized posts
- Create 2 gated white papers for lead capture
- Set up Google Search Console and Analytics

Months 3-4

- Build location pages (St Catharines, Niagara Falls, Welland)
- Publish 4 blog posts targeting P2 keywords
- Create hotel vertical landing page
- Internal linking audit and optimization

Months 5-6

- Long-tail keyword expansion across verticals
- Case study SEO optimization with schema markup
- FAQ schema implementation on service pages
- Content refresh on top-performing pages

LINKEDIN STRATEGY

LinkedIn Thought Leadership Plan

CMF Doors has no LinkedIn company page. Norm Schwenker has a personal profile but has not leveraged it for thought leadership. This plan builds both from scratch, positioning Norm's 40+ years as the anchor for industry authority.

Weekly Posting Framework

DAY	POST TYPE	PILLAR	FORMAT
Monday	Code Compliance Tip or Fire Safety Insight	FIRE SAFETY	Text + Image
Wednesday	Product Feature or Project Spotlight	SHOWCASE	Photo / Carousel
Friday	Industry Commentary or Team Highlight	PROCUREMENT	Text + Video

Norm Schwenker -- Personal Brand Strategy

Norm's Personal Posts

- 2 personal posts per week on industry observations
- 40+ years of stories = unlimited authentic content
- "What I've learned in 40 years of door hardware" series
- Comment on architect and contractor posts regularly

Team Advocacy

- All 10 team members update LinkedIn with CMF Doors
- Andrew and Rudy (PMs) share project content weekly
- Austin (AAADM inspector) shares inspection insights
- Standard headline format: "Role | CMF Doors | AHC"

LinkedIn Content Benchmarks (Month 6 Targets)

3%

ENGAGEMENT RATE

500

FOLLOWERS

5

LEADS/MONTH

50+

NORM'S SSI SCORE

BLOG CONTENT

Blog Topic Pipeline: First 12 Articles

These 12 articles cover the first 6 months of CMF Doors' blog, aligned with seasonal hotel procurement cycles and local construction timelines.

MONTH	ARTICLE TITLE	SEO TARGET	PILLAR
Apr	Fire Door Inspection Requirements in Ontario: A Complete Guide	fire door inspection Ontario	FIRE SAFETY
Apr	AAADM Inspection Guide: What Ontario Building Owners Need to Know	AAADM inspection Ontario	AAADM
May	How Hotels Choose Door Suppliers: The Procurement Process Explained	hotel door supplier Ontario	PROCUREMENT
May	STC Ratings Explained: Acoustic Door Performance for Hotels	STC rating doors hotels	PROCUREMENT
Jun	Touchless Entry Systems for Hospitality: Benefits and ROI	touchless entry commercial	TOUCHLESS
Jun	Fire Rated Doors: Comparing 20-Min, 45-Min, and 90-Min Ratings	fire rated doors Niagara	FIRE SAFETY
Jul	Master Key Systems for Hotels: Security Best Practices	master key system hotel	TOUCHLESS
Jul	Commercial Door Materials: Wood vs. Metal vs. Fiberglass	commercial doors St Catharines	PROCUREMENT
Aug	Hands-Free Door Solutions for ADA and Accessibility Compliance	hands free doors commercial	TOUCHLESS
Aug	Why Your Hotel Needs an Architectural Hardware Consultant	architectural hardware consultant	FIRE SAFETY
Sep	Fall Maintenance Checklist for Commercial Door Systems	commercial door maintenance	SHOWCASE
Sep	Niagara Hotel Market: 13,000 Rooms and Growing -- Door Demand Ahead	Niagara hotel construction	SHOWCASE

Content Distribution Per Article

↑ Repurposing Cascade

LINKEDIN

INSTAGRAM

2-3 excerpt posts with key takeaways, pull quotes, and data points from the article | 1 carousel or visual summary post with link in bio

EFFICIENCY

Content Repurposing Framework

With a 10-person team and no dedicated marketing staff, CMF Doors must maximize ROI from every content piece. Each anchor asset generates 8-12 derivative pieces across channels.

The Repurposing Cascade

Anchor: Blog Article (e.g., "Fire Door Inspection Requirements in Ontario")

<p>LINKEDIN POSTS (3)</p> <p>Key statistics, compliance checklist excerpt, and "ask Norm" Q&A prompt</p>	<p>INSTAGRAM (1)</p> <p>Infographic carousel of inspection requirements with branded CMF template</p>
<p>EMAIL SNIPPET</p> <p>"Is your building fire door compliant?" teaser in monthly newsletter</p>	<p>SALES LEAVE-BEHIND</p> <p>1-page PDF version with CMF branding for prospect meetings</p>

Anchor: Video Tour of Metal Shop / Installation

<p>SHORT CLIPS (3-5)</p> <p>60-second clips for LinkedIn and Instagram Reels showing fabrication process</p>	<p>BLOG RECAP</p> <p>Written article with embedded video and process description</p>
<p>EMAIL FEATURE</p> <p>"See how your custom doors are made" with video thumbnail and CTA</p>	<p>GBP POST</p> <p>Google Business Profile update with video to boost local engagement</p>

Monthly Content Output Target

<p>2</p> <p>BLOG ARTICLES</p>	<p>12</p> <p>LINKEDIN POSTS</p>	<p>8</p> <p>INSTAGRAM POSTS</p>	<p>1</p> <p>EMAIL NEWSLETTER</p>
--------------------------------------	----------------------------------------	----------------------------------------	-----------------------------------------

MEASUREMENT

KPI Targets & Measurement Framework

Starting from zero content presence, these progressive targets track CMF Doors' growth across all channels over 6 months.

Channel-Level KPIs

CHANNEL	METRIC	MONTH 1-2	MONTH 3-4	MONTH 5-6
LinkedIn	Follower Count (from 0)	100	300	500
LinkedIn	Engagement Rate	2%	3%	3.5%
Blog	Organic Traffic (monthly)	200	600	1,500
Blog	Gated Content Downloads	10	30	60
Email	Subscriber List Size	100	250	500
Email	Open Rate	30%	32%	35%
Instagram	Follower Growth (from 150)	200	350	500
GBP	New Reviews	5	10	15

Business Impact KPIs

📈 Lead Generation

- **Month 1-2:** 5 inbound inquiries from content
- **Month 3-4:** 15 inquiries, 5 qualified prospects
- **Month 5-6:** 25 inquiries, 10 qualified, 3 proposals

💰 Revenue Attribution

- **Pipeline influenced:** Track first-touch content in CRM
- **SEO rankings:** Track top 8 keywords weekly
- **Inspection bookings:** Attribute to content source

Reporting Cadence

Weekly

LinkedIn engagement, content published status, Instagram metrics

Monthly

Full channel dashboard, lead attribution, SEO rank tracking, blog traffic

Quarterly

Strategy review, editorial calendar adjustment, ROI analysis, competitive audit