



B2B SOCIAL MEDIA STRATEGY

CMF Doors LinkedIn Social Media Kit

A LinkedIn-first social media strategy to position CMF Doors as the Niagara Region's premier commercial door and hardware authority — March 2026

2 PLATFORMS **5** CONTENT PILLARS **8** POST TEMPLATES **16** POSTS / MONTH

Platform Strategy

LinkedIn-first approach with Instagram support for visual storytelling



LinkedIn (Primary)

New company page — 3x/week

CMF Doors currently has no LinkedIn company page. Creating one is the single highest-impact social media action for B2B hotel door sales.

- ✓ Create CMF Doors company page with optimized headline, banner, and about section
- ✓ Target audience: hotel GMs, facility directors, GCs, property managers in Ontario
- ✓ Post 3x/week: Mon (thought leadership), Wed (product/project), Fri (industry/culture)
- ✓ Leverage Norm Schwenker's 40+ years as AHC for personal brand amplification
- ✓ Connect with Niagara Region hotel operators, construction firms, and architects



Instagram (Supporting)

Optimize existing @cmfdoors — 1x/week

@cmfdoors has ~21 posts and ~150 followers. The account needs a refresh to serve as a visual portfolio and reinforce LinkedIn content.

- ✓ Update bio with AHC credential, service area, and clear CTA to website
- ✓ Create story highlights: Fire Rated, Automatic Doors, Team, Certifications
- ✓ Post 1x/week: project photos, before/after, installation progress shots
- ✓ Use Reels for 30-60 second installation timelapses and hardware demos
- ✓ Cross-post visual content from LinkedIn to maximize production efficiency

WHY LINKEDIN FIRST

LinkedIn is where CMF Doors' target buyers — hotel GMs, facility directors, GCs, and property managers — research suppliers and evaluate credibility. With no company page currently, CMF is invisible to the 900M+ LinkedIn professionals. Creating and actively posting on LinkedIn is the fastest path to B2B visibility for commercial door and hardware services in the Niagara Region.

Content Pillars & Weekly Schedule

5 pillars across 4 posts per week (3 LinkedIn + 1 Instagram)



Thought Leadership

Mondays — Norm's 40+ years of expertise

Position Norm Schwenker as the go-to AHC authority in Ontario. Share insights on fire code compliance, hardware specification, and door lifecycle management that demonstrate deep industry knowledge.

- ✓ Fire safety code updates and compliance tips
- ✓ Hardware specification best practices for building owners
- ✓ "Ask the AHC" Q&A format posts
- ✓ AAADM inspection insights and why annual inspections matter



Product Features

Wednesdays — showcase capabilities

Highlight CMF Doors' full product range and unique capabilities: custom metal fabrication, touchless entry systems, electronic access control, and the broadest material range in the region.

- ✓ Fire-rated door solutions and testing ratings
- ✓ Touchless and hands-free entry system demos
- ✓ Yale hardware partnership and electronic entry options
- ✓ In-house metal shop custom fabrication capabilities



Project Showcases

Wednesdays (alternating) — visual proof

Document completed installations and ongoing projects across the Niagara Region. Before/after comparisons, timelapse videos, and client testimonials build social proof for prospective hotel clients.

- ✓ Before/after installation photography
- ✓ Multi-door commercial project walkthroughs
- ✓ Client testimonials and satisfaction stories
- ✓ Niagara Region landmark project highlights



Team & Culture

Fridays — humanize the brand

Introduce CMF Doors' 10-person team to build trust and rapport. Highlight certifications, training milestones, and day-in-the-life content that shows the people behind the brand.

- ✓ Team member spotlights (Norm, Andrew, Rudy, Austin, Caleb, Cory)
- ✓ Gianmarco's apprenticeship journey (next-gen story)
- ✓ Certification achievements and training milestones
- ✓ Community involvement and Niagara Chamber events



Industry Insights

Fridays (alternating) — market intelligence

Share industry trends, code updates, and market data that position CMF Doors as a knowledgeable partner, not just a vendor. Curate and comment on NFPA updates, DHI news, and Ontario building code changes to demonstrate continuous learning and industry engagement.

- ✓ NFPA fire code updates and Ontario Building Code changes
- ✓ Smart lock and touchless entry technology trends
- ✓ Hotel construction pipeline updates for Niagara Region

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- ✓ Trade show recaps from DHI conNextions, HD Expo, and BDNY

Weekly Posting Schedule

DAY	PLATFORM	PILLAR	CONTENT TYPE	EXAMPLE TOPIC
Monday	LinkedIn	Thought Leadership	Text + Image	Norm's take: Why your fire door inspection is overdue
Wednesday	LinkedIn	Product / Project	Carousel or Video	5 fire-rated door specs every hotel must meet (carousel)
Thursday	Instagram	Project / Product	Photo or Reel	Automatic door installation timelapse at Niagara property
Friday	LinkedIn	Culture / Industry	Text + Image	Meet Austin: Our AAADM-certified inspector keeping doors safe



Post Templates

Ready-to-customize LinkedIn post templates for CMF Doors

All Posts

Thought Leadership

Product

Project

Culture

Industry

THOUGHT LEADERSHIP

The Fire Door Inspection Gap Nobody Talks About

After 40+ years in the commercial door industry, here's what still keeps me up at night:

Most building owners don't realize their fire-rated doors are out of compliance.

NFPA 80 requires annual inspections of every fire door assembly. Yet I've walked into properties where doors haven't been inspected in 5+ years.

Here's what I check on every fire door inspection:

- Self-closing device engages fully
- Latching hardware operates without sticking
- No visible damage to door, frame, or seal
- Gaps between door and frame meet code specs
- All signage is present and legible

If you manage a commercial property in the Niagara Region, when was your last inspection?

CMF Doors offers comprehensive fire door inspections by our AHC-certified team. We don't just find problems — we fix them.

[#FireDoorSafety](#) [#NFPABO](#) [#CommercialDoors](#) [#BuildingCompliance](#) [#NiagaraRegion](#)

Norm Schwenker, AHC

LinkedIn • Monday

PRODUCT FEATURE

Touchless Entry: Not a Pandemic Trend — A Permanent Upgrade

Hands-free door systems aren't going anywhere. In fact, demand has accelerated.

At CMF Doors, we're seeing a 3x increase in touchless entry inquiries from:

- Hotels looking to modernize guest experience
- Healthcare facilities requiring hygiene compliance
- Commercial buildings meeting accessibility standards

Our hands-free solutions include:

1. Automatic sliding systems (high-traffic lobbies)
2. Touchless swing operators (corridor and suite doors)
3. Sensor-activated openers (washrooms and service areas)

Every system we install meets AAADM standards and is backed by our in-house inspection program.

What's holding your property back from going touchless?

[#TouchlessEntry](#) [#AutomaticDoors](#) [#HandsFree](#) [#HotelTech](#) [#CommercialBuilding](#) [#AAADM](#)

[#TouchlessEntry](#) [#AutomaticDoors](#) [#AAADM](#) [#HotelTech](#) [#CMFDoors](#)

CMF Doors

LinkedIn • Wednesday

PROJECT SHOWCASE

From Blueprint to Installation: 47 Fire-Rated Doors in 3 Weeks

Last month, we completed a full fire-rated door replacement at a commercial property in St. Catharines.

The scope:

- 47 fire-rated door assemblies (45-minute rated)
- Custom hollow metal frames to match existing openings
- Full hardware packages including panic devices and closers
- Zero business interruption during installation

This is what turnkey means at CMF Doors:

Specification writing → Custom fabrication in our metal shop → Supply → Professional installation → Final inspection

No subcontractors. No finger-pointing. One team, one call, one guarantee.

Have a multi-door project coming up? Let's talk scope.

[#CommercialDoors](#) [#FireRatedDoors](#) [#StCatharines](#) [#NiagaraConstruction](#) [#DoorInstallation](#)

[#FireRatedDoors](#) [#CommercialDoors](#) [#NiagaraConstruction](#) [#TurnkeySolutions](#)

CMF Doors

LinkedIn • Wednesday

TEAM & CULTURE

Meet Austin: The Inspector Who Keeps Automatic Doors Safe

Most people walk through automatic doors 10+ times a day without thinking twice.

Austin thinks about them all day.

As CMF Doors' AAADM-certified inspector technician, Austin inspects automatic door systems across the Niagara Region to ensure they operate safely and meet manufacturer specifications.

What AAADM inspection covers:

- Activation device testing (sensors, push plates)
- Safety sensor verification
- Door speed and force measurements
- Emergency breakout functionality
- Full documentation and certification

Having an in-house AAADM inspector means our clients get faster scheduling, consistent quality, and a technician who knows their systems inside out.

Annual automatic door inspections aren't optional — they're required by building code. Is your property due?

[#AAADM](#) [#AutomaticDoors](#) [#DoorSafety](#) [#TeamSpotlight](#) [#CMFDoors](#)

[#AAADM](#) [#DoorSafety](#) [#AutomaticDoors](#) [#TeamCMF](#) [#NiagaraRegion](#)

CMF Doors

LinkedIn • Friday

THOUGHT LEADERSHIP

The Hidden Cost of Cheap Door Hardware

I've been specifying architectural hardware for over 40 years. Here's a lesson that keeps proving itself:

Cheap hardware costs more in the long run. Every time.

When a hotel or commercial building installs budget hardware:

- Closers fail within 18 months (replacement + labour = 3x original cost)
- Locks malfunction, creating security and liability exposure
- Exit devices don't meet code, putting occupants at risk
- Warranty claims go nowhere because the product was never tested for commercial use

As an Architectural Hardware Consultant (AHC), I specify hardware based on: 1. Cycle count ratings matched to actual traffic

PRODUCT FEATURE

Master Key Systems: One Key to Rule Them All

Managing 100+ doors with 100+ keys is a security nightmare.

Master key systems solve it — but only when designed correctly.

At CMF Doors, our in-house locksmith Caleb designs master key systems that give you:

Tiered access control:

- Grand Master — building owner/GM (all doors)
- Master — department heads (their area)
- Sub-Master — supervisors (specific floors)
- Individual — staff (assigned rooms only)

Why this matters for hotels:

2. Fire rating compatibility with the door assembly
3. ADA compliance requirements
4. Keying integration with existing master systems
5. Manufacturer warranty and support infrastructure

The right hardware isn't the cheapest. It's the one that doesn't need replacing.

Want a hardware audit of your property? We do those.

#ArchitecturalHardware #AHC #CommercialHardware #BuildingMaintenance #DoorHardware

#AHC #ArchitecturalHardware #CommercialDoors #QualityMatters #CMFDoors

Norm Schwenker, AHC

LinkedIn • Monday

- Housekeeping needs floor access, not building-wide
- Maintenance needs utility room access across floors
- Management needs override capability for emergencies
- Guest room keys must be isolated from staff systems

We use restricted key blanks that can't be duplicated at hardware stores. That's real security.

Upgrading to electronic entry? We integrate both systems for phased transitions.

#MasterKeySystems #HotelSecurity #CommercialLocksmith #AccessControl #CMFDoors

#MasterKeySystems #AccessControl #HotelSecurity #Locksmith #CMFDoors

CMF Doors

LinkedIn • Wednesday

INDUSTRY INSIGHTS

Niagara's Hotel Boom: What It Means for Door & Hardware Suppliers

The Niagara Region has 13,000+ hotel rooms. And the pipeline is growing.

With Niagara Falls tourism, wine country expansion, and casino developments driving new construction and major renovations, the demand for commercial doors and hardware has never been higher.

Key trends we're seeing:

1. Fire-rated door upgrades during PIP (Property Improvement Plan) cycles
2. Touchless entry retrofits across hotel lobbies and common areas
3. Electronic access control replacing traditional key systems
4. ADA compliance audits requiring door and hardware modifications
5. Acoustic door upgrades for guest room corridors (STC 30-50 ratings)

For hotel operators planning 2026 renovations:

- Fire-rated doors have 8-12 week lead times
- Budget \$8K-\$25K per room for full door/hardware PIP packages
- Annual AAADM inspections are required for all automatic doors

CMF Doors is the Niagara Region's only full-service door supplier with AHC specification, in-house fabrication, and AAADM inspection under one roof.

#NiagaraFalls #HotelRenovation #CommercialConstruction #DoorIndustry #Ontario

#NiagaraRegion #HotelConstruction #CommercialDoors #HospitalityIndustry

CMF Doors

LinkedIn • Friday

TEAM & CULTURE

Building the Next Generation: Gianmarco's Apprenticeship Story

The skilled trades gap is real. At CMF Doors, we're doing something about it.

Meet Gianmarco ("G") — our apprentice who's learning the commercial door trade from the ground up.

What G is learning at CMF Doors:

- Fire-rated door assembly and installation techniques
- Hardware fitting and adjustment to manufacturer specs
- Automatic door system servicing and troubleshooting
- Metal fabrication in our in-house shop
- Building code requirements and inspection standards

Under the mentorship of Norm (40+ years), Andrew, and Rudy, G is getting hands-on training that no classroom can replicate.

The commercial door industry needs more skilled technicians. We're investing in that future — one apprentice at a time.

Know a young tradesperson looking for a career with real growth potential? Send them our way.

#SkilledTrades #Apprenticeship #CommercialDoors #NextGeneration #NiagaraJobs #CMFDoors

#SkilledTrades #Apprenticeship #NiagaraJobs #TradesCareers #CMFDoors

CMF Doors

LinkedIn • Friday

Hashtag Strategy

Branded, industry, and location hashtags for maximum discoverability

Branded (Always)

Use on every post

#CMFDoors

#ReallyAnyDoor

#CMFTeam

Industry (3-5 per post)

Sector-specific reach

#CommercialDoors

#FireRatedDoors

#AutomaticDoors

#ArchitecturalHardware

#DoorHardware

#AAADM

#AHC

#AccessControl

#TouchlessEntry

#HotelRenovation

Location (1-2 per post)

Geo-targeted visibility

#NiagaraRegion

#StCatharines

#NiagaraFalls

#NiagaraConstruction

#OntarioConstruction

#NiagaraBusiness

HASHTAG RULES

Use 5-8 total hashtags per LinkedIn post (branded + industry + location). Place hashtags at the end of the post, separated by a line break. Never use more than 10 — LinkedIn's algorithm penalizes hashtag stuffing. Rotate industry hashtags based on the post's pillar to maintain variety and reach different audience segments.

LinkedIn Company Page Setup

Complete optimization checklist for CMF Doors' new LinkedIn presence

Visual Identity

Profile and banner images

- ✓ Logo: CMF Doors logo on dark background (300x300px)
- ✓ Banner: Professional installation photo showcasing range of doors with tagline "Really... any door you need!" (1128x191px)
- ✓ Include certifications in banner: AHC, AAADM
- ✓ Consistent with website branding at cmfdoors.com

Company Description

Optimized headline and about

Headline (120 chars):

Commercial Doors, Hardware & Automatic Door Systems | AHC-Certified | Niagara Region, Ontario

About (recommended copy):

*CMF Doors is the Niagara Region's full-service commercial door and hardware specialist. Led by Norm Schwenker, AHC, with 40+ years of industry experience, we provide everything from specification writing and

custom fabrication to installation, locksmith services, and AAADM inspections — all under one roof. Our team handles custom wood, metal, aluminum, stainless steel, and fiberglass doors, plus architectural hardware, automatic door systems, and electronic entry solutions. Serving St. Catharines, Niagara Falls, and the broader Niagara Region."

Page Details

Complete all fields for SEO

- ✓ Industry: Construction / Building Materials
- ✓ Company size: 2-10 employees
- ✓ Headquarters: St. Catharines, Ontario, Canada
- ✓ Website: <https://www.cmfdoors.com>
- ✓ Specialties: Commercial Doors, Fire Rated Doors, Automatic Doors, Architectural Hardware, AAADM Inspections, Locksmith Services, Custom Metal Fabrication

Launch Actions

First 30 days checklist

- ✓ All 10 CMF team members follow the page on day one
- ✓ Norm posts personal announcement about the new company page
- ✓ Invite existing clients and GC contacts to follow
- ✓ Publish 5 posts in first week to establish content rhythm
- ✓ Add LinkedIn URL to email signatures and website footer



Employee Advocacy Program

Amplifying CMF Doors' reach through personal LinkedIn profiles



Norm Schwenker (Primary Voice)

President / AHC — personal brand amplification

Norm's 40+ years as an Architectural Hardware Consultant is CMF Doors' single greatest differentiator. His personal LinkedIn should be the primary voice for thought leadership.

- ✓ Optimize headline: "President & AHC at CMF Doors | 40+ Years in Commercial Door & Hardware | Niagara Region"
- ✓ Post 1-2x/week from personal account (higher reach than company pages)
- ✓ Share industry opinions, code updates, and "lessons from 40 years" series
- ✓ Comment on hotel construction and renovation news in Ontario
- ✓ Connect with 10+ new hotel/construction contacts per week



Team Engagement Protocol

Amplification through the full CMF team

Every team member with a LinkedIn profile should engage with company posts to boost organic reach. Employee engagement typically increases post visibility by 3-5x.

- ✓ Andrew and Rudy (PMs): Like and share project showcase posts
- ✓ Austin (AAADM Inspector): Comment on safety-related posts with field insights
- ✓ Caleb (Locksmith): Share master key and security hardware posts
- ✓ All team: Like every company post within 1 hour of publishing (algorithm boost)
- ✓ Monthly team meeting: 5-minute "social media wins" review



Engagement Playbook

Daily engagement tactics to build CMF Doors' LinkedIn network



Daily (15 min)

Morning routine

- ✓ Like 5-10 posts from target accounts (hotel GMs, GCs, architects)
- ✓ Leave 2-3 thoughtful comments on industry posts
- ✓ Respond to all comments on CMF posts within 4 hours
- ✓ Accept and send 3-5 connection requests



Weekly (30 min)

Strategic outreach

- ✓ Search "hotel renovation Ontario" and connect with relevant profiles
- ✓ Join and contribute to 2-3 LinkedIn groups (DHI, commercial construction)
- ✓ Share 1 third-party article with CMF commentary
- ✓ Review LinkedIn analytics and note top-performing content



Monthly (1 hr)

Strategy review

- ✓ Review full month's analytics: impressions, engagement rate, follower growth
- ✓ Identify top 3 performing posts and replicate format
- ✓ Plan next month's content calendar (4 weeks of posts)
- ✓ Update target account list and competitor monitoring

ENGAGEMENT PRIORITY TARGETS

Focus engagement on these Niagara Region LinkedIn profiles: hotel General Managers and facility directors, general contractors working on commercial projects, architects and design firms, property management companies, and Greater Niagara Chamber of Commerce connections. Norm's personal outreach should prioritize hotel decision-makers within the Niagara Falls tourism corridor (13,000+ hotel rooms).



Analytics & KPI Targets

Measurable goals for the first 6 months of CMF Doors' social media program

500

LinkedIn Followers

Target within 6 months (from 0 — new company page)

3%

Engagement Rate

Target average across all LinkedIn posts (industry avg: 2%)

5K

Monthly Impressions

Target monthly post impressions by month 6

10

Inbound Leads

Target LinkedIn-sourced inquiries within first 6 months

Monthly Milestone Targets

METRIC	MONTH 1	MONTH 2	MONTH 3	MONTH 4	MONTH 5	MONTH 6
LinkedIn Followers	50	100	200	300	400	500
Posts Published	16	16	16	16	16	16
Engagement Rate	1.5%	2.0%	2.5%	2.5%	3.0%	3.0%
Monthly Impressions	500	1K	2K	3K	4K	5K
Website Clicks	10	25	40	60	80	100

