

Constructing the Digital Engagement Highway for James Hardie® Building Products



Twitter
Timely updates for both consumers and building industry professionals about James Hardie products, tradeshows and PR events

Facebook
Enhanced communication portal, building lasting industry and consumer relationships



YouTube
Informative videos showcasing James Hardie products and competitive advantages



Digital Engagement
Networking with consumers and B2B (builders, developers and architects)

Vertical Marketing Network brought digital engagement to James Hardie to enhance their brand relationships with consumers, distributors, builders, property managers and architects. As the industry innovator, James Hardie looked to Vertical Marketing Network to provide the year-long content refresh strategy to position itself as both a design and product resource among its audiences. **The results – increased sales lead generation, better insight into their consumer and professional audiences, and a cost effective way to promote their brands and new products.**