

2026 RFID Campaign Pillar Page Strategy & Content Roadmap

TSC Auto ID · Bluebird · DLS | North America | April 2026

Prepared by Justin Welnack

AGENDA

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What Is a Pillar Page?

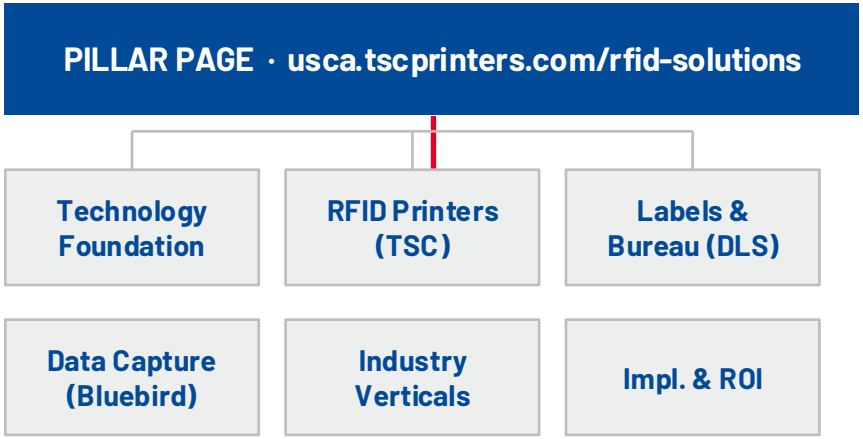
A single, comprehensive web page that covers one topic in depth — designed to be the most authoritative resource on that subject for buyers and search engines alike.

Acts as the content hub

- All blog posts, product pages & guides link back to it
- Signals search authority — we "own" the RFID topic
- One starting point regardless of how buyers find us

Serves all funnel stages: ToFu → MoFu → BoFu

- Feeds retargeting audiences for paid LinkedIn campaigns



27 cluster articles link back to the pillar

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Three Brands. One Complete RFID Stack.

TSC Auto ID

PRINT & ENCODE

RFID printers: T6000e, T4000, T800, Alpha 40L, DH220L

Industrial & mobile — full range

GS1, RAIN, ISO, AIAG standards

RTV tag validation lab

Bluebird

READ & CAPTURE

Handheld readers: RFR900, RFR901

Fixed reader: FR901

Mobile computers: X40, S10 RFID (May)

BOS software suite

DLS

LABELS & SERVICE BUREAU

RFID labels: standard, on-metal, specialty

Pre-encoded service bureau labels

Walmart/retailer mandate compliance

Validation lab support

"RFID Intelligence — From Tag to System"

The RFID Pillar: 27 Cluster Topics Across 6 Groups

Technology Foundation

4 topics

Chris / Justin

RFID Printers (TSC)

5 topics

Chris / Justin

Labels & Bureau (DLS)

4 topics

Ryan / Katie

Data Capture (Bluebird)

5 topics

Jong-Il / Justin

Industry Verticals

4 topics

Chris / Justin

Implementation & ROI

4 topics

Ryan / Katie

27 total topics · 23 have existing content · 3 confirmed GAPS

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Content Audit: 23 of 27 Topics Have Existing Pages

tscprinters.com · 15 topics

How RAIN RFID works → /rfid-solutions
RFID vs barcode → blog post
GS1, RAIN & ISO standards → blog
RFID encoding → blog post
How to select RFID printer → blog
T6000e 4" vs 6" → product pages
On-metal RFID tagging → blog post
Alpha 40L mobile printing → blog
HF/NFC healthcare / DH220L → blog
RFID for retail / Walmart → 2 blogs
RFID for logistics → blog post
RFID for healthcare → blog post
RFID for manufacturing → blog
DPP compliance → white paper PDF
FR901 fixed reader → product page

teamdls.com · 4 topics

RFID label selection → label-markets
Standard vs on-metal labels → product
Service bureau → services page
Label validation / Walmart → blog

bluebirdcorp.com · 4 topics

RFR900 / RFR901 → product pages
X40 short-range RFID → product page
S10 RFID → nav listed, page in dev
BOS software suite → product section

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3 Content Gaps — Net-New Content Required

01

Building an RFID Business Case

5 Key Considerations

High-value entry point for budget holders. No comparable piece exists across any of the three sites. Critical for demand gen.

Ryan / Katy | Wk of May 19 | ToFu

02

Piloting RFID: PoC to Full Deployment

From Proof of Concept to Scale

Addresses the most common sales obstacle — "we're still evaluating." Bridges awareness to purchase intent.

Chris / Justin | Wk of Jul 21 | MoFu

03

Integrating RFID with ERP & WMS

Enterprise Systems Integration

Decision-stage buyers need to understand integration effort before committing. Missing this risks late-funnel drop-off.

Ryan / Katy | Wk of Sep 15 | BoFu

TSC

2026 Promotion Calendar

1 piece/week preferred · 2 max · Paid ads active late Apr – early Dec

APRIL	MAY	JUNE	JULY	AUG	SEP–DEC
Webinar promo starts mid-Apr	X40 launch May 12 — email+paid	RFID vs Barcode Jun 2	RFID for Retail Jul 7	Logistics visibility Aug 4	RFID encoding Sep 8
Brochure + paid ads live Apr 28	RFID Business Case May 19	Webinar event Jun 9 — last call	Sustainable Blog Jul 14 — email	GS1/RAIN standards Aug 11	ERP integration Sep 15
FR901 reader social push	S10 RFID launch May 26 — email	Handheld readers Jun 16	Piloting RFID Jul 21	How RAIN works Aug 18	Healthcare RFID Sep 29
		Printer selector Jun 30	Label guide Jul 28	T6000e comparison Aug 25	+ 5 more through Dec 1

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Campaign Channels & Budget



Social

LinkedIn organic

All 27 topics



Paid Ads

LinkedIn Sponsored

TSC + new content
Late Apr – Dec 1



Email

HubSpot

Blog, Webinar,
Brochure, Launches



Web

Pillar + clusters

All content
linked to pillar

LinkedIn Budget Breakdown · Total: $45,000 · April – December 2026

Phase 1 · Apr–May	Brand awareness · pillar page · brochure · product launches	**$9,000**
Phase 2 · Jun–Aug	Product campaigns · vertical content · webinar follow-up	**$21,000**
Phase 3 · Sep–Dec	Retargeting · BoFu conversion · demo requests	**$15,000**

Campaign Assets

LIVE

RFID Portfolio Brochure

Wk of Apr 28

Full product ecosystem — TSC, Bluebird & DLS. Gated PDF lead gen asset.

📣 Social · 🎯 Paid Ad · ✉ Email · 🌐 Web

IN DEV

Blog: Sustainable RFID Printing Solutions

Wk of Jul 14

ESG positioning, eco-consumables & green packaging messaging. TSC Auto ID.

📣 Social · 🎯 Paid Ad · ✉ Email · 🌐 Web

IN DEV

Webinar: RFID at Scale

Weekly mid-Apr → Jun 9

Enterprise Deployment Strategies — Retail, Logistics & Manufacturing. All brands.

📣 Social · 🎯 Paid Ad · ✉ Email · 🌐 Web

NEXT STEPS

1. **Align content owners**
   Brief Chris, Justin, Jong-Il, Ryan & Katie on cluster assignments and deadlines

2. **Close 3 content gaps**
   Business Case (due May 5) · Piloting RFID (due Jul 7) · ERP Integration (due Sep 1)

3. **Confirm S10 & X40 product pages**
   usca.tscprinters.com pages must be live by May 12 for launch promotion

4. **Activate LinkedIn paid ads**
   Campaign Manager + Insight Tag + brochure Lead Gen Form — go live Apr 28

5. **Launch webinar production**
   Content, speakers, registration page & 8-week promo cadence starting mid-April

THANK YOU

tscprinters.com · teamdls.com · bluebirdcorp.com

Questions? Contact Justin — North America Marketing