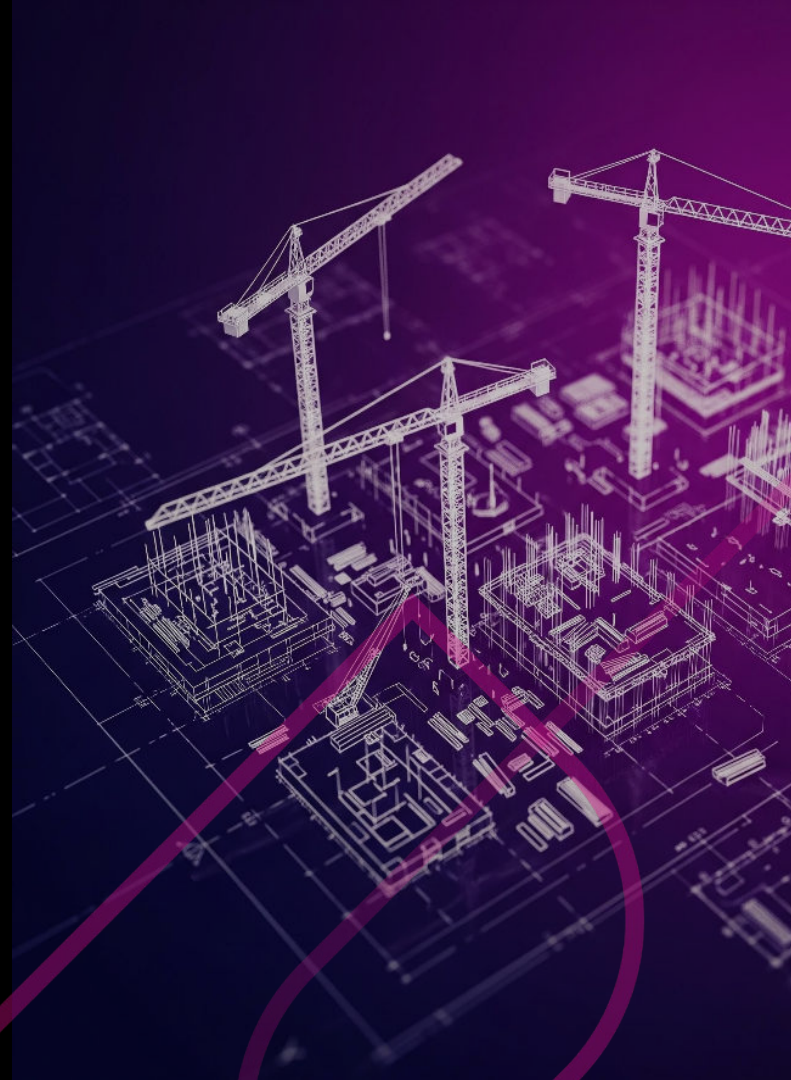


Content That Builds

Content That Builds

A Guide to Content Marketing for
Construction Firms





The Why This Guide

Budgets are tighter, timelines are critical, attention is scarce. Content marketing helps you win attention by solving real problems—before a buyer is ready.

01

Meet the Buyer

Ops and project leaders under pressure to deliver on time and on budget. They'll read what reduces risk, saves time, and prevents surprises.



02

The Noise Problem

Buyers see countless promos daily and ignore most. Over half of the decision happens before a sales call, driven largely by trust. Earn attention with useful content.



03

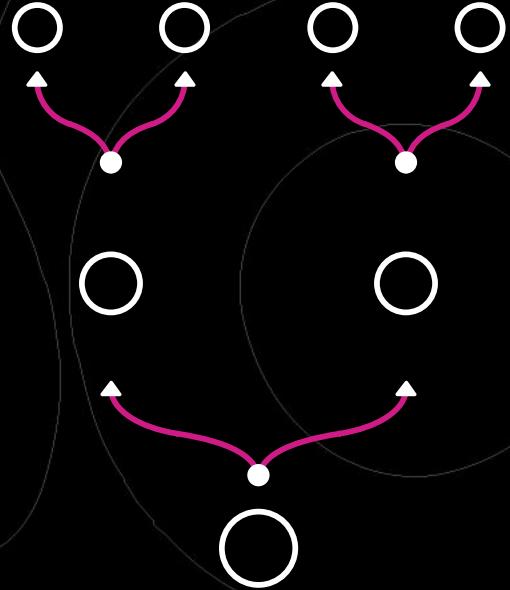
Why Content (Not Just Ads)

Ads nudge. Content earns. Teach first; sell later.
Make your brand the safe, informed choice when
timing opens.

04

Value First: Lead Magnet Examples

- 10 Maintenance Tips to Reduce Downtime
- Pre-Construction Planning Checklist
- Cost Buffer & Timeline Risk Calculator
- Vendor Comparison Worksheet



05

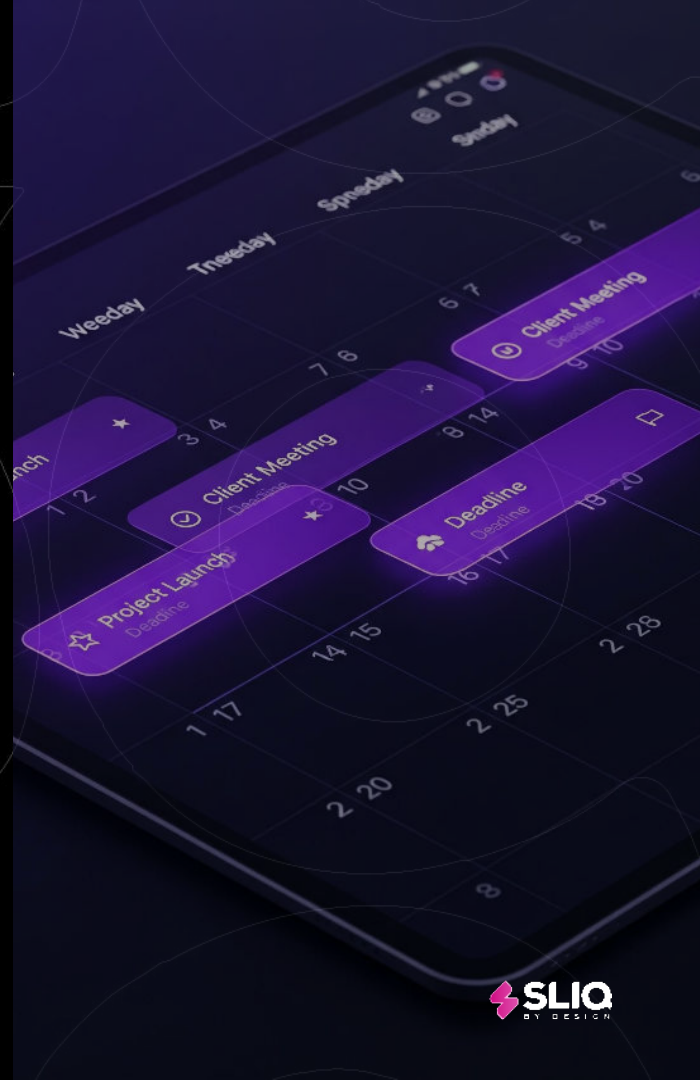
The Exchange: Landing Page & Form

One promise. One form.
Deliver instantly. Set expectations for a short,
helpful email series—no spam.

07

Most Prospects Aren't Ready (Yet)

Timing kills deals. Useful content keeps you top-of-mind until the next.



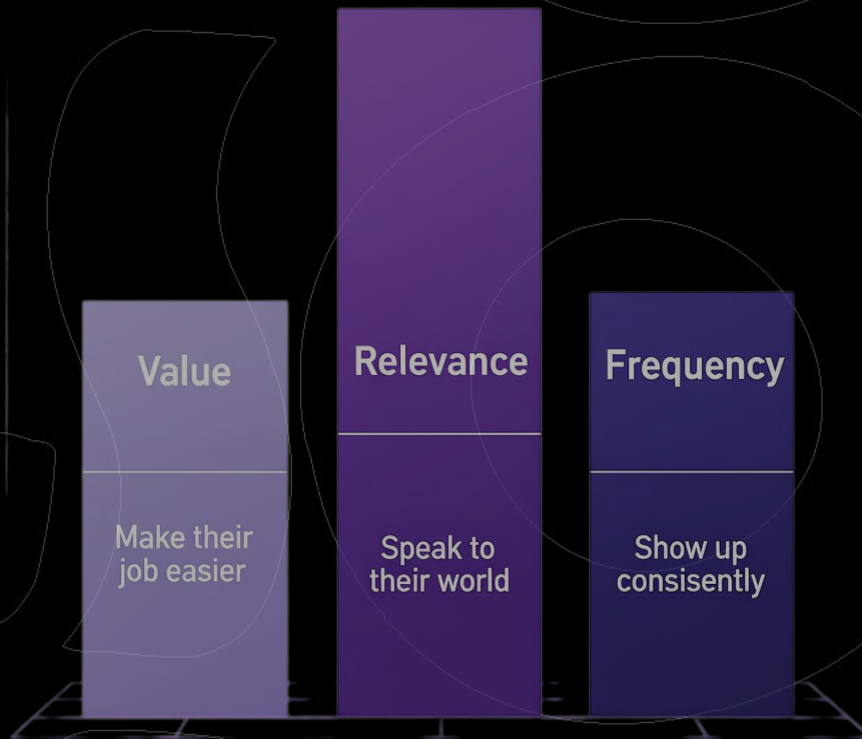
08

The Three Pillars of Effective Content

Value: Make their job easier

Relevance: Speak to their world

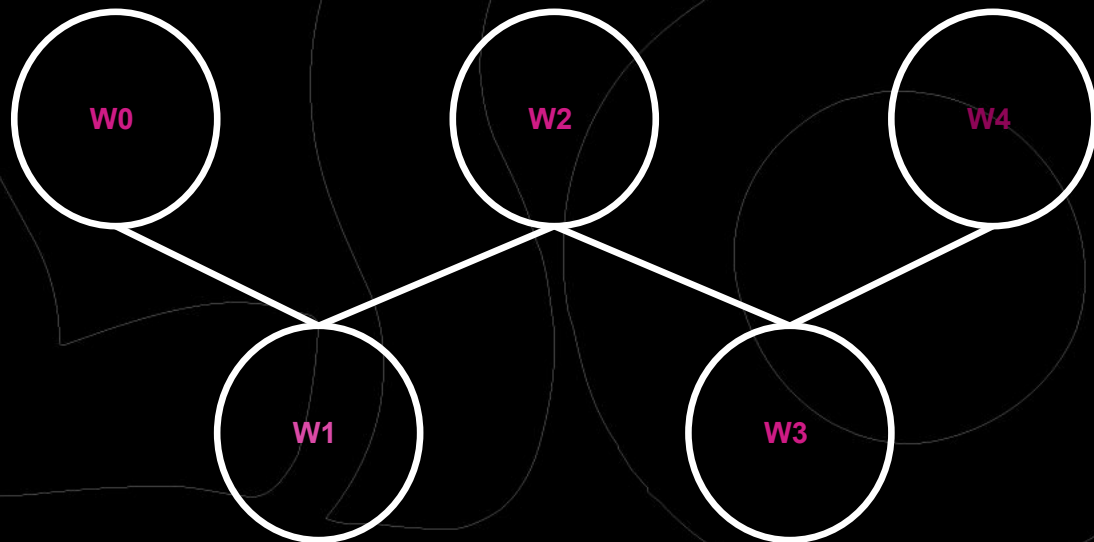
Frequency: Show up consistently



09

Lead Nurturing: From Interest to Intent

- W0: Deliver guide + quick wins
- W1: Blog/how-to + case snippet
- W2: Checklist/template
- W3: Short video demo
- W4: Case study + light CTA



10

Multi-Channel Distributi

Email, LinkedIn, Website/Blog, Paid promotion,
GBP/Directories. Expect 5–10 touch points before a
form fill.

Getting Started



Looking to
Build something big?

LET'S
TALK



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