



The Complete Construction Marketing Playbook: 12 Strategies to Grow Leads & Visibility

Introduction

The construction industry has experienced dramatic shifts — from the pandemic-fueled boom to today's reality of slowed demand, rising interest rates, and shrinking margins. Competition is tougher, and projects are harder to win. The companies that continue to grow are those that treat marketing as a strategic growth driver, not an afterthought.

At *Sliq By Design*, we partner with construction firms to build trusted brands, generate high-quality leads, and position them as leaders in their markets.

This playbook shares **12 proven marketing strategies** to help you win more projects, strengthen your visibility, and future-proof your business.

01

Build a High-Impact Website

- Showcase your services clearly.
- Feature projects, testimonials, and case studies.
- Load quickly and perform well on mobile.
- Be optimized for SEO and user experience.

Websites that convert tell your story, prove your expertise, and turn visitors into leads.

02

Invest in SEO Content Marketing

- Use keywords your clients actually search for
- Create ***how-to guides*** and ***explainer blogs*** that position you as the expert.
- Understand that SEO compounds over time

SEO content keeps your brand visible in the long term, generating leads even when you're not running ads.

03

Claim & Optimize Your Google Business Profile

- Add high-quality photos of projects.
- Keep business hours and contact info updated.
- Encourage and respond to reviews.

A strong GBP increases calls, credibility, and local visibility without added ad spend

04

Leverage Local Directories

Consistency is key — your business name, address, and phone number should match across all platforms.

05

Show Up on Social Media

Your projects tell stories worth sharing.

- Highlight behind-the-scenes work.
- Repurpose project updates into quick videos.

Social media humanizes your brand and builds trust at scale.

06

Run Smart PPC Campaigns

- Focus on location-based keywords to reduce costs.
- Track conversions (calls, form fills, consultations).
- Continuously refine your campaigns.

07

Use Email Marketing to Nurture Leads

- Segment your list (past clients, prospects, referral partners).
- Share updates, tips, and exclusive offers.
- Track open and click-through rates to refine content.

08

Encourage Client Referrals

Referrals only come if you ask for them. Make it part of your project closeout process.

09

Build Social Proof

Case studies, testimonials, and before-and-after galleries prove your expertise. Don't just show the finished project — tell the story of the challenge, your solution, and the result.

10

Create Video Content

Video dominates online attention. Showcase time-lapses, project walkthroughs, and customer testimonials. Short clips work well on social media, while longer videos help with credibility on your website.

11

Join Industry Associations & Groups

Membership in associations like **AGC** or **NAHB** boosts credibility and opens doors to networking and referrals. Promote your involvement online to reinforce your authority.

12

Attend Networking Events & Trade Shows

Showcase your work, join panels, or sponsor local events to position your firm as a leader in the community.

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