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# **7 RELIABLE VIDEO MARKETING IDEAS FOR CONSTRUCTION COMPANIES**

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Get started with video marketing using **these seven ideas for construction companies**. Build trust and **credibility, close sales faster, and humanize your brand**.

In 2022, **82 percent of all global internet traffic** was from video. That statistic alone should have you stopping and considering ways to incorporate this medium into your marketing programs.

But another crucial video marketing statistic is **viewers remember 95 percent of a message delivered in a video** compared to 10 percent in text.

And yet many construction companies still put their entire marketing budgets toward websites, online ads, and print materials.

It's time to **upgrade your marketing** to include video. To get you started, **here's a look at seven ideas for video content** specifically designed for construction companies.



## 7 Construction Video Marketing Ideas

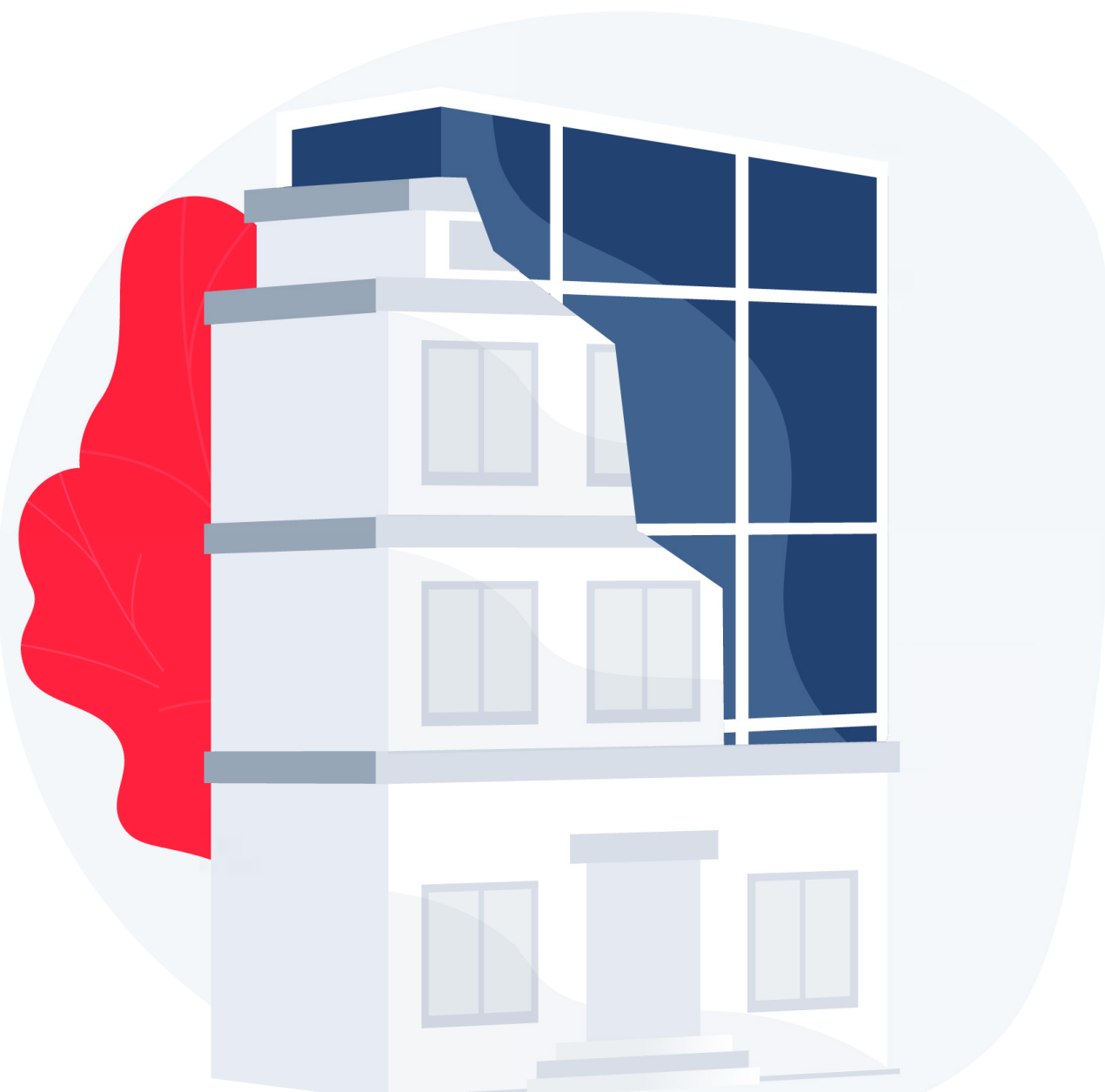
Construction companies can't ignore the power of video marketing. And those that learn how to incorporate video effectively could become the most sought-after company in their community. Review these ideas and build a video marketing plan for your business.



# 1

## Timelapse

Creating a timelapse video will show the long process of building a project in a minute or less. And all you have to do is set a tripod at your site and place a camera or phone there during external work. Or if you're renovating a building,



put tape on the floor showing where the tripod stands to ensure your timelapse video is filmed from the same point every day.

Then you edit it together, close with a call to action, and you have an outstanding video for online promotions. People enjoy timelapse videos and seeing fast progress toward something.

Just be sure that your team follows protocols and is aware that you're filming the project from start to finish. You'll also want approval from the site owner to use the video in your marketing.

It might seem like tons of work for such a short video, but it will be worth it. You can consider using timelapse videos on shorter projects to get started with generating videos and start getting the hang of shooting these types of videos.

# 2

## Company Culture/About the Company



When considering your audience, don't count out recruiting new contractors or partners. Company culture videos can help attract new talent to your company.



And about the company videos can aid people in feeling a connection to your business, which might lead to more contracts.

During these videos, you want to try and share unique history, facts or ownership details, such as a family business that has passed through multiple generations. But also talk about your specialties or areas of focus.

Another important detail when talking about your business is sharing details about your connection to the community. Share how long you've been serving the area and what tie prominent employees have to the business.

The goal of these videos is to build trust and help your viewer feel like they know you.

## 3

## Meet the Team

Before a prospect reaches out to inquire about a quote, they'll review your website and social media content to get to know you. And during that process, they'll be looking to familiarize

themselves with the faces who might be coming to their job site.

Share that content in meet-the-team videos. Take time to highlight each prominent member of the team so prospects will recognize the leaders who they'll meet with.

Highlight what each member of your team does and how long they've been doing it to demonstrate expertise. If your team member is comfortable with it, invite them to share a few personal details as well to humanize them. This might be details about their families or hobbies and interests. You can keep this part brief and optional. Just know that it can have an impact on building relationships with customers.

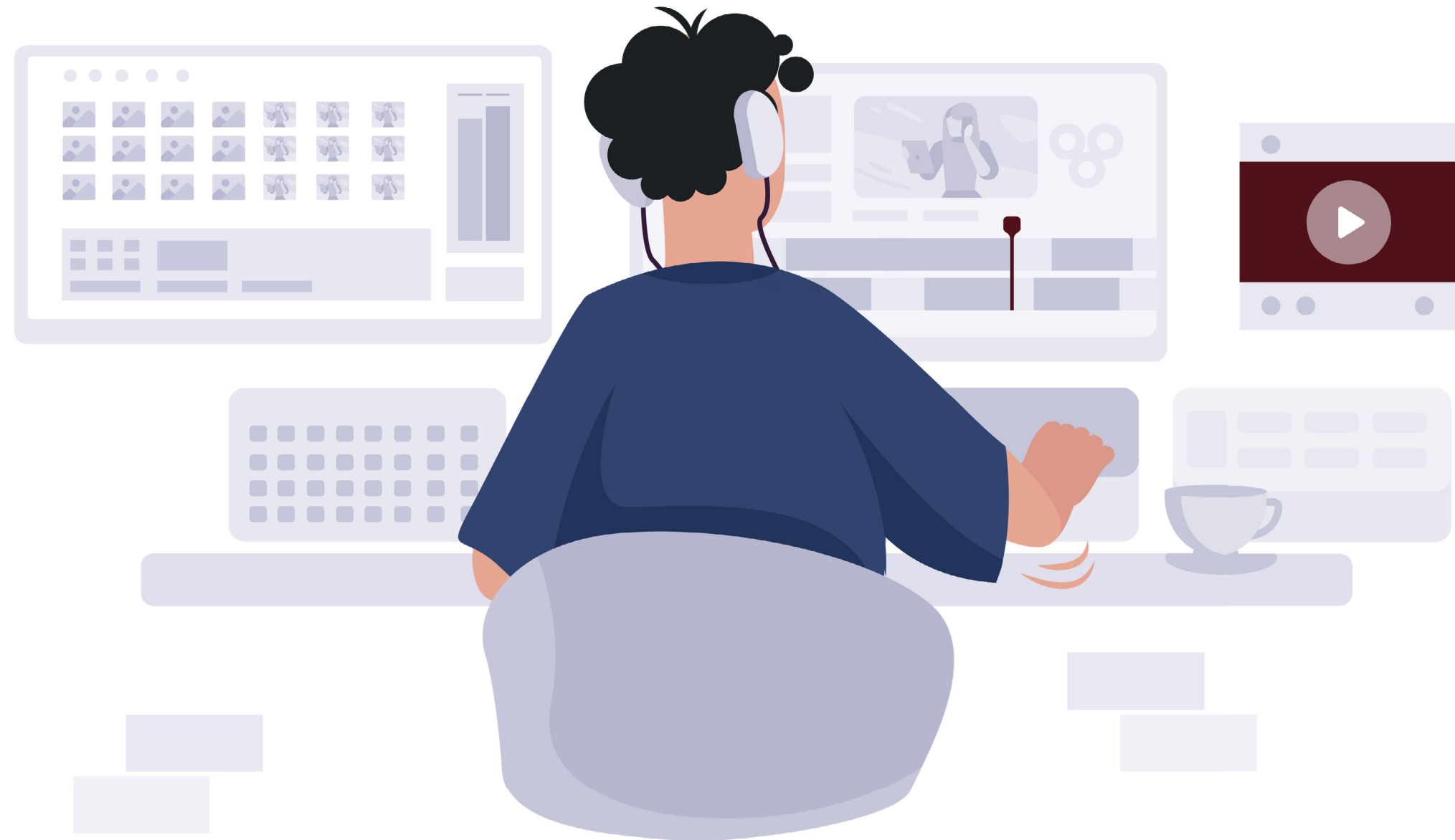


# 4

## Case Studies

Everyone loves a good story. Humans are born storytellers. It's how we used to spread news from one person to another and remains a centuries-old tradition.

Tell the story of a hero (your client) and their journey to your company. Explain what they were looking for and what they found in your company.



How did your construction business aid the client in overcoming a challenge or making their complicated vision a reality?

Because you're telling a hero story, also explain how you saved the day. So the format for a good case study is:

- Info about the client
- Challenges the client faced or what they hoped to accomplish
- Your company's solution
- The outcome

If you can get the client to be a face on the video, it will make it far more engaging and believable. But in some cases, you might just need to use footage of the job site with voiceovers telling the story. No matter how you film it, be sure to get your client's sign-off on using it in your marketing.

# 5

## What to Expect

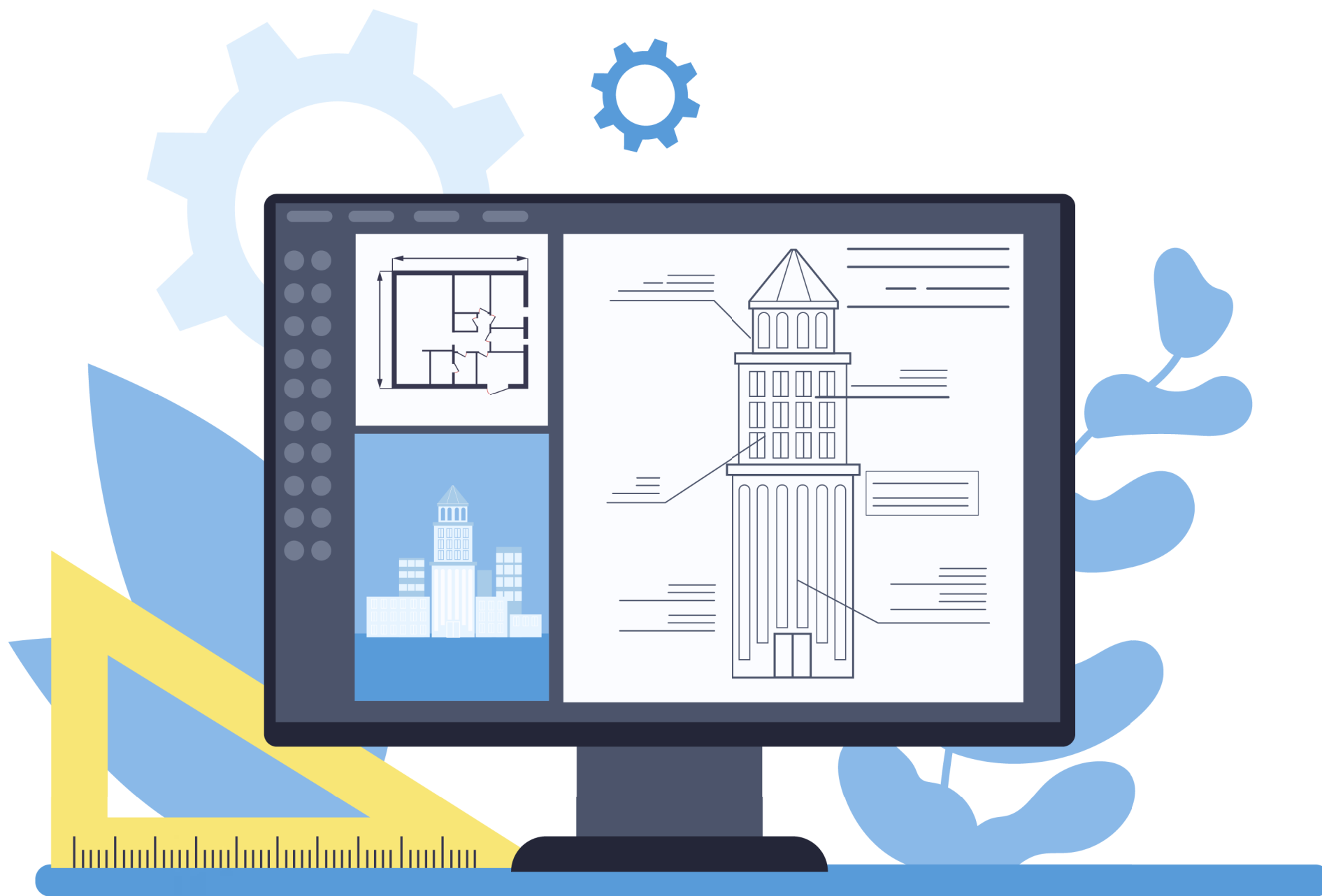
Construction projects are complicated but they might not feel that way to you because you do it every day. For you, the inner workings are mundane. But for someone who hasn't

experienced a large project, it might seem confusing or daunting.

What to expect videos give potential clients an idea of what happens when they reach out to your company. They help the client visualize the process and build out a rough timeline in their heads.

Explain a construction project process in detail. Set expectations for working together and what your company brings to the relationship.

If you use lead funnels on your website to collect prospective client information and then send follow-up emails to them, this is a great video to include in your marketing automation to guide prospects.



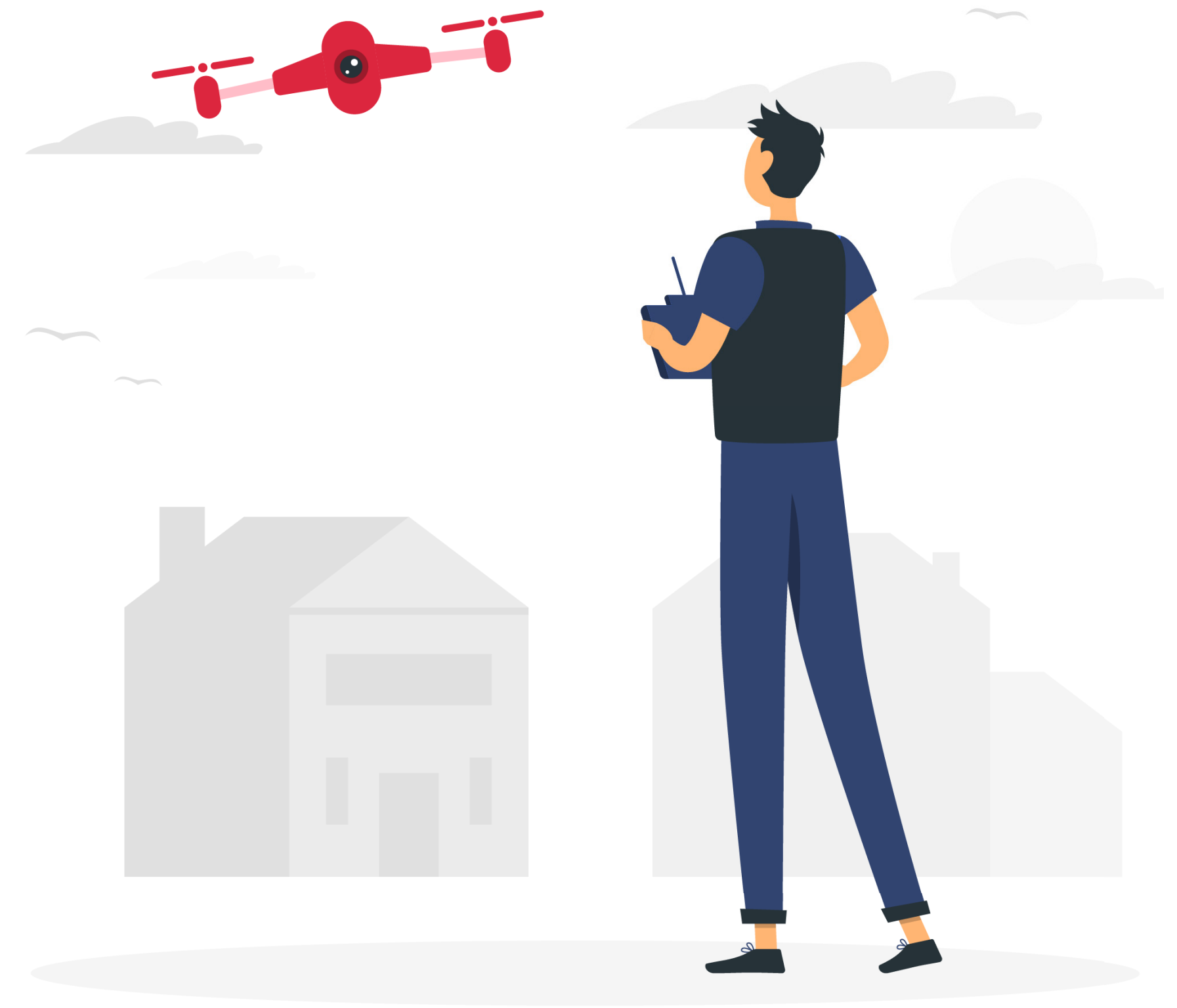
# 6

## Aerial/Drone Footage of Completed or In-progress Projects

Nothing captures a job site quite like a drone. These impressive machines can create attractive video content that shows parts of the building we could only dream of a decade ago. And drones are affordable now making them attainable for the average business owner.

You just have to have proper permits and know where you can fly a drone to avoid costly fines. An aerial view of a building can show details like unique roofing types or help highlight special building details.

While you might not make an entire video solely out of aerial footage, this type of video can augment case studies and about-the-company videos well by showcasing your work.



# 7

## Client Testimonials

When a client shares what they enjoyed about working with you, they help build confidence in prospective buyers that they could experience a similar outcome. Client testimonials feature



live people who have gone through what your prospects are about to go through. They are relatable and have made it to the other side of the project. Existing clients can share a unique perspective about not just working with your company but what others can expect when going through a similar situation.

Client testimonials are powerful because they provide reassurance from people who are like us. And while written testimonials are helpful, that human connection of seeing the face of the person the testimonial is from is incredibly powerful.

# Why Construction Companies Benefit from Video Marketing

Video marketing is essential for construction companies because it:

- Builds trust
- Increases credibility
- Can aid in boosting online rankings
- Has the ability to speed up the sales process

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