



The **BID-WINNING BUILDER** Blueprint

Why your content isn't winning you bids—and how to fix it.

HEY CONSTRUCTION LEADER, IS THIS YOU?

- ✖ YOU DO GREAT WORK, BUT IT NEEDS MORE VISIBILITY
- ✖ LOSING BIDS TO LESSER COMPETITORS
- ✖ YOUR PAST CONTENT DIDN'T MOVE THE NEEDLE
- ✖ YOU RELY HEAVILY ON WORD-OF-MOUTH

THIS BLUEPRINT IS FOR YOU IF...

- YOUR CONSTRUCTION COMPANY DOES \$5M–\$50M ANNUALLY
- YOU COMPETE ON QUALITY, NOT LOWEST PRICE
- YOU HAVE A SALES PROCESS BUT NEED MARKETING SUPPORT
- YOU WANT CLIENTS TO COME TO YOU AFTER SEEING YOUR WORK

WHAT IF YOU HAD A CONTENT SYSTEM THAT HELPED YOU LAND MORE BIDS?



MAKE YOUR BEST WORK VISIBLE

Show the craftsmanship buyers would never see otherwise, with emotive, energy-driven video content.



OUTSHINE COMPETITORS WITH AN IRRESISTIBLE BRAND

Your content should consistently showcase your expertise, company culture, and successful projects/partnerships.



STOP MAKING RANDOM CONTENT – BE STRATEGIC

No more sporadic posting. Follow a plan that builds awareness, trust, desire, and decision.



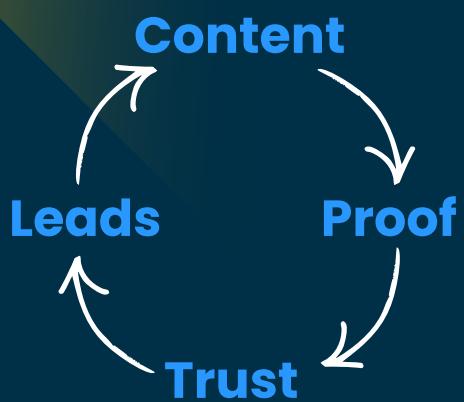
ATTRACT CLIENTS INSTEAD OF COMPETING FOR THEM.

Keep your brand seen, trusted, and chosen—even when you're not doing the selling.

IN ORDER FOR YOUR CONTENT TO WIN BIDS...

- **Targeted distribution**
- **Consistency**
- **Provide value**
- **Address prospects' fears**

THE CONTENT LEAD FLYWHEEL



We strongly believe in the Marketing Rule of 7, meaning that on average, a potential customer needs to see or hear a brand's message at least seven times before they take action, like making a purchase. That's a lot! With that in mind, the goal is to keep hitting your audience with content, to keep providing proof and building trust, until these leads transform into clients.

1 CONTENT

Create content that creates awareness of your company, and positions yourself as the solution to your prospect's problem.

2 PROOF

Through client testimonial videos, project progress videos, etc., your content provides proof that you are who you say you are.

3 TRUST

Proof leads to trust. Each new piece of content proves that your prospects can trust you to solve their problems.

4 LEADS

The more content you produce, the more proof you create. With increased proof, your brand gains more trust overall, ultimately resulting in more leads.

THE ESSENTIAL CONTENT

BRAND STORY VIDEO

A 2–3 minute video explaining who you are, what you build, and why you do it differently.

Uses: Top of the website homepage, pinned on social profiles, retargeting ads

TESTIMONIAL VIDEOS

Real clients explaining why they chose you and what it was like working with you.

Uses: Social media content, website homepage, ads, YouTube

CASE STUDY VIDEOS

A walkthrough of a completed project: problem → solution → result.

Uses: Website portfolio pages, sales follow-up emails, ads

COMPANY CULTURE VIDEOS

Behind-the-scenes videos showing how your team operates and what you stand for.

Uses: Recruiting, careers page, employer branding, social media

PROCESS VIDEOS

Simple explanations of how it works to hire you—from first call to final walkthrough.

Uses: FAQ pages, proposal follow-ups

PROJECT PROGRESS VIDEOS

Ongoing updates from active job sites that create constant proof that you're active, capable, and trusted.

Uses: FAQ pages, proposal follow-ups

BRAND PHOTOGRAPHY

Team headshots, brand photos, project stills, etc.

Uses: Website, social media, ads

WHAT'S NEXT?

Get a custom content strategy built around your bid process, team capacity, and growth goals.

MOST CONSTRUCTION TEAMS DON'T FAIL AT CONTENT BECAUSE OF EFFORT.

They fail because it becomes one more thing to manage.
That's why we created a simple, done-for-you system.

THE SYSTEM

- ▶ FULL STRATEGY + 12-MONTH CONTENT PLAN
- ▶ ONGOING EXPERTLY-PRODUCED VIDEO CONTENT
- ▶ TEAM HEADSHOTS AND BRAND PHOTOGRAPHY
- ▶ MONTHLY SOCIAL CONTENT CREATION & MANAGEMENT
- ▶ AD CREATION & MANAGEMENT
- ▶ DONE-FOR-YOU FILMING, EDITING, AND POSTING

Schedule your free consultation today!



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