



# 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.



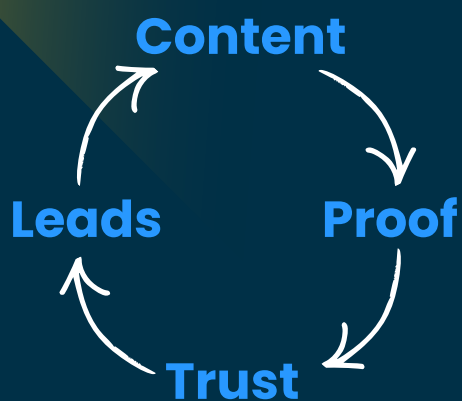
## **ATTRACT CLIENTS INSTEAD OF COMPETING FOR THEM.**

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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