

LINCOLN ENGINEERS PTY LTD

# SOCIAL MEDIA STRATEGY

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The Trusted Name in Structural Steel Fabrication & Erection



# BRAND AT A GLANCE



**60+ Years**

IN BUSINESS (EST.  
1966)



**6,000m<sup>2</sup>**

WORKSHOP CAPACITY



**200-250T**

MONTHLY STEEL  
OUTPUT



**ISO9001**

+ ASI CC2 CERTIFIED

Lincoln Engineers Pty Ltd is a South Australian family-owned company established in Port Lincoln in 1966 and now based at Port Adelaide. Celebrating 60 years in 2026, Lincoln Engineers delivers end-to-end structural steel solutions, from in-house 3D BIM design through to fabrication and on-site erection, across commercial, industrial, and residential markets throughout Greater Adelaide and across Australia.

# BRAND ANALYSIS

## ★ UNIQUE SELLING POINTS

- ✓ 60 years of SA steel expertise
- ✓ Full end-to-end service (design → fabrication → erection)
- ✓ In-house 3D BIM design (Tekla Structures)
- ✓ ISO9001 + ASI CC2 certified
- ✓ 6,000m<sup>2</sup> workshop, 200–250T/month capacity
- ✓ Australian-made quality steelwork
- ✓ Family-owned, locally operated

## 🎯 TARGET AUDIENCE

- Commercial builders & head contractors
- Property developers
- Architects & structural engineers
- Industrial project managers
- Residential builders & developers
- Aged care & education facility developers
- Government & infrastructure clients

## 👤 IDEAL AVATAR

### "The Project Manager"

A commercial construction PM at a mid-to-large SA building firm. Age 35–55. Needs a reliable, certified steel subcontractor who delivers on time, communicates clearly, and can handle complex projects. Values experience, certifications, and a proven track record.

### Account Inspiration

Bowhill Engineering

Advanced Steel Fab

Hansen Yuncken

Built Environs

# WHO WE'RE TALKING TO

## COMMERCIAL BUILDERS

Builders like Mossop, Lanskey, Dzine. Need reliable steel subs who deliver on programme.

🎯 RESPOND TO: SHOWCASES & TESTIMONIALS

## ARCHITECTS & ENGINEERS

Design professionals who specify steel. Need to know about BIM capability and precision.

🎯 RESPOND TO: 3D DESIGN & TECHNICAL

## LINCOLN ENGINEERS

TARGET MARKETS

## PROPERTY DEVELOPERS

Residential and commercial developers. Need cost-effective, quality steel solutions.

🎯 RESPOND TO: SCALE & CAPACITY 🎯

## INDUSTRIAL CLIENTS

Factories, warehouses, logistics. Need large-scale, high-capacity fabrication.

🎯 RESPOND TO: CAPACITY STATS 🎯



## RECRUITMENT TARGETS

Boilermakers, welders, estimators. Need to see a great workplace culture.

🎯 RESPOND TO: TEAM & CULTURE

# BRAND VOICE

## OUR VALUES

- ✓ Reliability & Delivery
- ✓ Quality Craftsmanship
- ✓ SA Family Pride
- ✓ Technical Excellence
- ✓ Safety First
- ✓ Long-Term Relationships

## HOW PEOPLE DESCRIBE US

- “ *"The most reliable steel sub in Adelaide"*
- “ *"60 years of experience you can trust"*
- “ *"They always deliver on time"*
- “ *"Professional from quote to completion"*
- “ *"The gold standard in SA structural steel"*

## HOW PEOPLE SHOULD FEEL

- Confident their project is in safe hands
- Reassured by our certifications and experience
- Proud to be working with a local SA icon
- Impressed by our technical capability
- Valued as a long-term partner

## -tone OF VOICE

Professional, confident, and grounded. Never boastful; let the work speak. Warm and approachable for team/culture content. Technical and authoritative for industry/educational content.

# WHY SOCIAL MEDIA MATTERS



## WHY THE BUSINESS NEEDS IT

Lincoln Engineers has 60 years of project history and a workshop of strong visual content that is largely invisible online. With only **335 Facebook followers** and irregular posting, Lincoln is missing clear opportunities to win new clients, attract skilled tradespeople, and cement its reputation as SA's premier structural steel company.



## WHY PEOPLE WILL FOLLOW

- ✓ Behind-the-scenes fabrication content is genuinely fascinating
- ✓ 60th anniversary milestone content in 2026
- ✓ Educational content about steel, BIM, and construction
- ✓ Proof of capability for builders evaluating subcontractors
- ✓ Iconic Adelaide projects people recognise
- ✓ Team stories from experienced tradespeople
- ✓ Time-lapse videos of complex steel erections

# SOCIAL MEDIA GOALS

## BRAND AWARENESS

Establish Lincoln Engineers as the most recognised structural steel brand in South Australia. **Target:** 2,000+ Facebook followers and 3,000+ LinkedIn followers within 12 months.

## LEAD GENERATION

Drive qualified enquiries from builders, developers, and project managers through strategic content and paid advertising. **Target:** 5–10 inbound enquiries per month from social channels.

## TALENT RECRUITMENT

Attract skilled boilermakers, welders, drafters, and estimators through authentic team and culture content. Reduce reliance on job boards and build an employer brand.

## INDUSTRY AUTHORITY

Position Lincoln Engineers' leadership as trusted voices in SA construction through LinkedIn thought leadership, certifications content, and project showcases.

## CLIENT RETENTION

Keep existing clients engaged and top-of-mind. Encourage referrals by showcasing completed projects (with client permission) and tagging builder partners.

## 60TH ANNIVERSARY

Leverage the 2026 milestone with a dedicated content campaign celebrating 60 years of SA steel heritage, iconic projects, and team stories.

# CONTENT PILLARS

## PROJECTS & CASE STUDIES

Showcase completed and in-progress projects with before/during/after content. Include project name, scale (tonnes of steel), client (where permitted), and location. This is the #1 driver of new business enquiries.

### EXAMPLE

*"200T of structural steel now standing at [project name]. Here's how we did it."*

## BEHIND THE SCENES

Raw, authentic content from the workshop floor and job sites. Fabrication processes, welding sparks, crane lifts, steel erection sequences. This content performs exceptionally well on Instagram and Facebook Reels.

### EXAMPLE

*Time-lapse of a complex steel frame going up over 3 days.*

## TEAM & CULTURE

Introduce the people behind Lincoln Engineers. Spotlight individual team members, apprentice journeys, work anniversaries, and the family business story. Humanises the brand and supports recruitment.

### EXAMPLE

*"Meet Bill, 15 years as Project Manager at Lincoln Engineers."*

## TECHNICAL & EDUCATIONAL

Demonstrate expertise through educational content about structural steel, BIM design, certifications, and construction processes. Positions Lincoln as the authority in the industry.

### EXAMPLE

*"What is BIM modelling and why does it save your project time and money?"*

## INDUSTRY CREDIBILITY

Highlight certifications (ISO9001, ASI CC2), industry memberships, awards, and standards compliance. Reassures builders and developers that Lincoln meets the highest standards.

### EXAMPLE

*"Why our ISO9001 certification matters for your next project."*

## PARTNERSHIPS & COMMUNITY

Tag and celebrate builder partners, suppliers, and community involvement. Acknowledge milestones with clients. Leverage the 60th anniversary story throughout 2026.

### EXAMPLE

*"Proud to be working alongside @MossopConstruction on another iconic Adelaide project."*

# PLATFORM STRATEGY

## LINKEDIN

### PRIMARY ROLE

B2B Lead Generation & Industry Authority

### TARGET AUDIENCE

Commercial builders, property developers, architects, structural engineers, and project managers.

### CONTENT FOCUS

- > Major project milestones & case studies
- > Technical expertise (BIM, engineering)
- > Company news & certifications
- > Thought leadership from directors

## FACEBOOK

### PRIMARY ROLE

Community Engagement & Recruitment

### TARGET AUDIENCE

Local SA community, potential employees (boilermakers, welders), smaller builders, and family/friends of staff.

### CONTENT FOCUS

- > Team culture & staff spotlights
- > Behind-the-scenes workshop action
- > Local community involvement
- > Job openings & apprenticeship news

## INSTAGRAM

### PRIMARY ROLE

Visual Portfolio & Brand Awareness

### TARGET AUDIENCE

Younger demographic, architects, design-focused professionals, and visual learners.





### CONTENT FOCUS

- > High-quality project photography
- > Reels of fabrication & steel erection
- > Aesthetic details of steelwork
- > Time-lapse construction videos

# CONTENT TYPES BY PLATFORM

CONTENT PILLAR	 LINKEDIN	 FACEBOOK	 INSTAGRAM
<b>Projects &amp; Case Studies</b>	<p><b>● PRIMARY FOCUS</b></p> <p>Focus on scale, technical details, builder tags, and B2B relationships. High-res imagery.</p>	<p><b>● PRIMARY FOCUS</b></p> <p>Focus on visual impact, local SA pride, and recognisable landmarks.</p>	<p><b>● PRIMARY FOCUS</b></p> <p>Highly visual carousels, striking architectural angles, and finished results.</p>
<b>Behind the Scenes</b>	<p><b>🕒 SECONDARY FOCUS</b></p> <p>Highlight process efficiency, safety standards, and workshop capacity.</p>	<p><b>● PRIMARY FOCUS</b></p> <p>Raw video, welding sparks, crane lifts, time-lapses. Highly engaging for general audience.</p>	<p><b>● PRIMARY FOCUS</b></p> <p>Reels and Stories. Fast-paced, trending audio, visually captivating workshop action.</p>
<b>Team &amp; Culture</b>	<p><b>● PRIMARY FOCUS</b></p> <p>Professional milestones, leadership profiles, hiring announcements, company growth.</p>	<p><b>● PRIMARY FOCUS</b></p> <p>Apprentice stories, family business history, team BBQs, community involvement.</p>	<p><b>🕒 SECONDARY FOCUS</b></p> <p>Culture highlights, behind-the-scenes fun, "day in the life" short videos.</p>
<b>Technical &amp; Educational</b>	<p><b>● PRIMARY FOCUS</b></p> <p>Thought leadership, BIM capabilities, ISO/ASI certifications, industry standards.</p>	<p><b>○ LOW FOCUS</b></p> <p>Keep it simple. Explain complex concepts in layman's terms if used.</p>	<p><b>○ LOW FOCUS</b></p> <p>Visual infographics or quick "Did you know?" facts only.</p>
<b>Company News</b>	<p><b>● PRIMARY FOCUS</b></p> <p>Major contract wins, awards, 60th Anniversary announcements, strategic partnerships.</p>	<p><b>🕒 SECONDARY FOCUS</b></p> <p>Community-focused news, local sponsorships, general business updates.</p>	<p><b>🕒 SECONDARY FOCUS</b></p> <p>Use Instagram Stories for quick, ephemeral updates and event coverage.</p>

# WEEKLY POSTING SCHEDULE

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>  </p> <p><b>PROJECT SHOWCASE</b></p> <p>Start the week strong. High-quality images of a current or completed project. Tag builders and partners.</p>	<p> </p> <p><b>BEHIND THE SCENES</b></p> <p>Raw workshop action. Video reel of welding, fabrication, or material handling. Focus on scale and capacity.</p>	<p></p> <p><b>TECHNICAL / EDU</b></p> <p>Deep dive into BIM capabilities, ISO9001 certification, or engineering problem-solving.</p> <hr/> <p></p> <p><b>TEAM SPOTLIGHT</b></p> <p>Introduce a team member, celebrate a work anniversary, or highlight an apprentice.</p>	<p> </p> <p><b>INDUSTRY CREDIBILITY</b></p> <p>Share company news, awards, 60th anniversary milestones, or industry thought leadership.</p>	<p> </p> <p><b>END OF WEEK WRAP</b></p> <p>Culture focus. Friday BBQ, team achievements, or a time-lapse of the week's progress on site.</p>

*\*Recommended Frequency: LinkedIn (2-3x/week), Facebook (3-4x/week), Instagram (2-3x/week + Stories)*

# 15 READY-TO-EXECUTE CONTENT IDEAS

## PROJECTS & CASE STUDIES

- 01.** "Then & Now" slider of a major project from empty site to finished steel frame.
- 02.** Drone footage Reel of a large-scale steel erection in progress.
- 03.** Client testimonial quote graphic featuring a top-tier builder.
- 04.** "Project Spotlight" detailing tonnage, challenges, and solutions.
- 05.** Tagging builder partners on completed jobs to drive B2B engagement.

## BEHIND THE SCENES

- 06.** Time-lapse video of workshop fabrication over a full shift.
- 07.** "Meet the Machine" - showcasing specific high-tech equipment.
- 08.** Welding sparks slow-motion Reel with trending industrial audio.
- 09.** "Why BIM Matters" visual infographic explaining 3D design benefits.
- 10.** Explaining ISO9001 certification and what it means for clients.

## TEAM & CULTURE

- 11.** "Day in the Life" short video following a Lincoln apprentice.
- 12.** Celebrating a long-term staff member's work anniversary.
- 13.** Throwback Thursday: 1966 vs 2026 family business history.
- 14.** "We're Hiring" post featuring a genuine, smiling team photo.
- 15.** Community sponsorship or local SA event participation update.

# VISUAL DIRECTION

## STYLE GUIDELINES

### 📷 Photography

High-contrast, authentic, well-lit imagery focusing on scale and structural geometry. Use real site/workshop shots; avoid generic stock.

### A Typography

Bold, sans-serif headers (Inter) and legible body copy with consistent spacing for clarity.

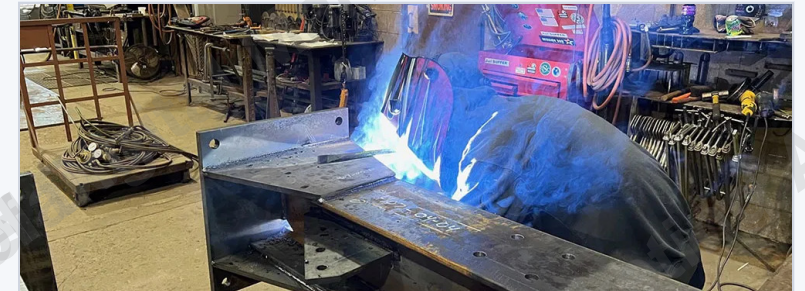
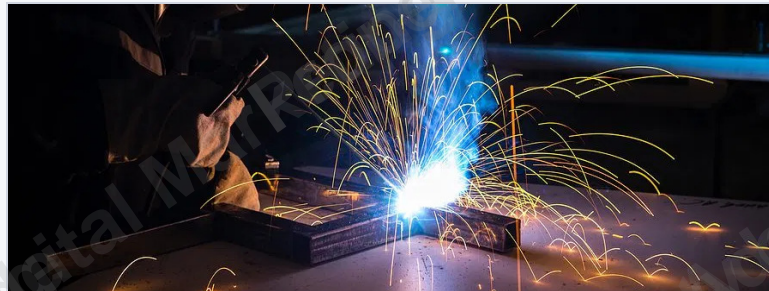
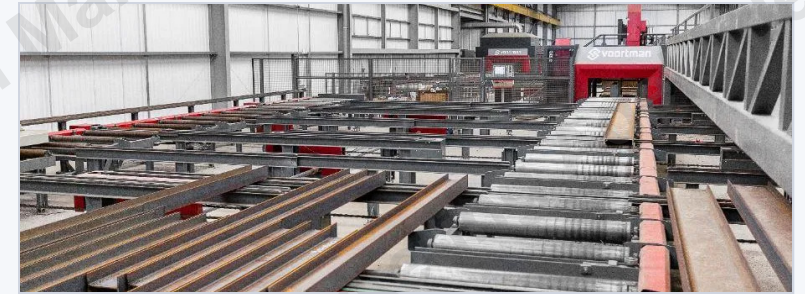
### 🎨 Colour Palette

Heritage Navy for grounding, Industrial Red for accents, and Steel Grey for balance.



### 📐 Graphics & Layout

Clean, blueprint-inspired grids and generous negative space; keep layouts minimal to showcase the work.



# COMPETITOR LANDSCAPE

## BOWHILL ENGINEERING

**The Benchmark:** Very strong online presence. Excellent use of high-quality video, drone footage, and team culture posts. High engagement rates and clear brand storytelling. They position themselves as industry leaders.

## ADVANCED STEEL FABRICATIONS

**Consistent Performer:** Good mix of workshop action and on-site erection photos. Regular updates keep them top-of-mind. Strong visual identity, though less video content than Bowhill.

## SA STEEL FABRICATIONS

**Moderate Presence:** Sporadic posting schedule. Content relies heavily on static images of finished projects. Missed opportunity for behind-the-scenes storytelling and team engagement.

## GANT & SONS

**Limited Presence:** Very limited social media activity. Outdated content and low engagement. They rely almost entirely on traditional word-of-mouth and existing relationships.

## LINCOLN'S OPPORTUNITY

Lincoln Engineers has the 60-year history, scale, and capacity to rival Bowhill and Advanced Steel, but currently looks like Gant & Sons online. The immediate opportunity is to rapidly elevate the digital brand to match the company's actual real-world capability.

# CURRENT SOCIAL MEDIA AUDIT

## FACEBOOK

~335 Followers

### CURRENT STATUS

Irregular posting schedule. Content is mostly older project photos without detailed context or storytelling.

### WHAT'S MISSING

- × Consistent posting rhythm
- × Video content and Reels

### THE OPPORTUNITY

Reactivate local community & showcase the workshop.

## LINKEDIN

~150 Followers

### CURRENT STATUS

Very low activity. The page exists but is not being utilised as a B2B networking or lead generation tool.

### WHAT'S MISSING

- × Project case studies
- × Tagging builder partners

### THE OPPORTUNITY

Establish authority and connect with industry partners.

## INSTAGRAM

Untapped

### CURRENT STATUS

Minimal to no official active presence. Missing out on a highly visual platform suited for construction.

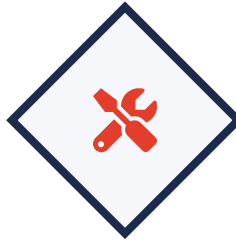
### WHAT'S MISSING

- × Visual portfolio of steelwork
- × Behind-the-scenes Stories

### THE OPPORTUNITY

Build a striking visual portfolio to attract builders and talent.

# GROWTH STRATEGY



## PHASE 1: FOUNDATION

**MONTHS 1 - 3**

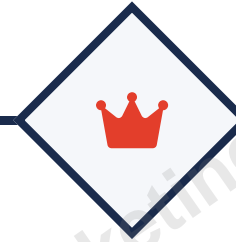
- ✓ Profile optimisation across LinkedIn, Facebook, and Instagram.
- ✓ Establish visual branding guidelines and templates.
- ✓ Build initial content bank (project photos, team headshots).
- ✓ Commence consistent posting (2-3 times per week).



## PHASE 2: MOMENTUM

**MONTHS 4 - 6**

- ✓ Increase posting frequency to 3-4 times per week.
- ✓ Introduce video content (Reels, workshop time-lapses).
- ✓ Launch initial paid advertising campaigns for lead generation.
- ✓ Proactive community management and builder engagement.



## PHASE 3: AUTHORITY

**MONTHS 7 - 12**

- ✓ Establish thought leadership articles on LinkedIn.
- ✓ Scale paid advertising based on top-performing content.
- ✓ Begin teaser campaigns for the 2026 60th Anniversary.
- ✓ Implement employee advocacy programme to amplify reach.

# VIDEO & REELS STRATEGY

**1200%**

MORE SHARES GENERATED BY  
VIDEO THAN TEXT AND IMAGES  
COMBINED

## THE POWER OF VIDEO

- ✓ Algorithms on Facebook and Instagram heavily prioritise short-form video (Reels).
- ✓ Structural steel fabrication is inherently visual, dynamic, and impressive in motion.
- ✓ Video builds trust faster by showing real people and real capabilities.

## RECOMMENDED FORMATS

### TIME-LAPSE

Set up a camera on-site or in the workshop to capture days of complex steel erection or fabrication, condensed into a satisfying 30-second clip.

### WORKSHOP ACTION

Raw, authentic clips of the fabrication process. Slow-motion welding sparks, heavy crane lifts, and machinery in action paired with trending audio.

### DRONE FOOTAGE

Sweeping aerial shots of completed structural frames on major commercial sites. Highlights the massive scale and precision of Lincoln's work.

### TEAM STORIES

Short "Day in the Life" clips following a project manager, or quick interview snippets with apprentices. Highly effective for recruitment.

# HASHTAGS & SOCIAL SEO

## 🔍 SOCIAL SEO OPTIMISATION

Social platforms act as search engines. Optimise profiles and captions with clear keywords so Lincoln Engineers appears for steel fabrication searches in SA.

### PROFILE BIO OPTIMISATION

- ✓ **Name Field:** "Lincoln Engineers | Structural Steel SA".
- ✓ **Bio/About:** "End-to-end structural steel fabrication & erection in South Australia. ISO9001 & ASI CC2."
- ✓ **Link:** Use a direct, trackable link to contact or projects.

### CAPTION STRATEGY

Write descriptive captions that naturally include keywords like **structural steel**, **Adelaide construction**, and **steel fabrication** alongside hashtags.

## # HASHTAG STRATEGY

Use 5–15 targeted hashtags per post. Prefer niche and location tags over generic ones.

### BRAND & MILESTONE

#LincolnEngineers #LincolnSteel #Lincoln60Years  
#SAFamilyBusiness

### INDUSTRY & NICHE

#StructuralSteel #SteelFabrication #SteelErection #BIM  
#Tekla

### LOCATION & COMMUNITY

#AdelaideConstruction #SAConstruction #SouthAustralia  
#PortAdelaide

### PROJECT SPECIFIC (EXAMPLES)

#CommercialConstruction #IndustrialBuild #SteelFramework  
#CraneLift

# PAID ADVERTISING STRATEGY

## META ADS (FB & IG)

### CAMPAIGN OBJECTIVES

Brand Awareness, Website Retargeting, Recruitment.

### TARGET AUDIENCE

SA adults 25–55: construction, engineering, and local trades; website visitors for retargeting.

### AD FORMATS & CONTENT

- › **Video Views:** Drone footage of steel erection.
- › **Carousel Ads:** Project portfolios showcasing scale.

## LINKEDIN ADS

### CAMPAIGN OBJECTIVES


B2B Lead Generation and Industry Authority.

### TARGET AUDIENCE

Project Managers, Commercial Builders, Architects, Engineers, Developers in SA.

### AD FORMATS & CONTENT

- › **Sponsored Content:** Case studies of major SA projects.
- › **Document Ads:** Downloadable guides on BIM benefits.

 **Budget & Tracking:** Start with a conservative test budget (e.g., \$1,000/month). Install the **Meta Pixel** and **LinkedIn Insight Tag** to begin capturing audience data.

# EXAMPLE MONTHLY CONTENT CALENDAR



## WEEK 1

### PROJECT SPOTLIGHT

Deep dive into a recently completed major project. High-res photos, builder tags, and key stats (tonnage, timeline, challenges overcome).



## WEEK 2

### BEHIND THE SCENES

Workshop action. Time-lapse of fabrication, slow-motion welding close-ups, and showcasing machinery capability and scale.



## WEEK 3

### TEAM & CULTURE

Highlighting the people behind the steel. Apprentice spotlight, safety training updates, or a Friday team BBQ.



## WEEK 4

### TECHNICAL EXPERTISE

Educational content establishing authority. Explaining BIM modelling benefits, ISO9001 certification, or complex engineering solutions.



## WEEK 5

### COMPANY HERITAGE

Building up to the 60th anniversary. Throwback photos from 1966, company history milestones, and celebrating long-term client relationships.

# KPIS & SUCCESS METRICS

## BRAND AWARENESS

- > **Reach & Impressions:** Total number of unique users seeing Lincoln's content across all platforms.
- > **Follower Growth:** Steady increase in relevant followers (builders, architects, local talent).
- > **Profile Visits:** Number of users clicking through to view the full company profile.

## LEAD GENERATION

- > **Website Traffic:** Clicks from social media profiles and posts to the Lincoln Engineers website.
- > **Inbound Enquiries:** Direct messages (DMs) or emails requesting quotes or capability statements.
- > **B2B Connections:** New LinkedIn connections with target commercial builders and project managers.

## ENGAGEMENT

- > **Engagement Rate:** Percentage of audience interacting (likes, comments, shares) with posts.
- > **Video Views & Retention:** Number of views and how long users watch Reels and time-lapses.
- > **Shares & Saves:** High-value interactions indicating content is useful or impressive.

## RECRUITMENT

- > **Job Post Views:** Engagement on posts advertising open positions or apprenticeships.
- > **Application Clicks:** Traffic directed to the careers page or application forms.
- > **Quality of Applicants:** Anecdotal feedback on whether social media is attracting better-fit candidates.

# COMMUNITY MANAGEMENT

## RESPONSE PROTOCOL

### TIMELINESS

Aim to respond to all direct messages and comments within 24 hours during business days.

### tone of voice

Professional, helpful, and authentic. Avoid overly corporate jargon; speak like an experienced project manager.

### HANDLING NEGATIVITY

Never delete negative comments unless they violate safety policies. Acknowledge the issue publicly and move the conversation to a private channel.

## PROACTIVE ENGAGEMENT

### BUILDER PARTNERS

- › Actively follow and engage with key commercial builders in SA.
- › Comment on their project updates, especially when Lincoln steel is involved.

### INDUSTRY NETWORKING

- › Engage with posts from the Australian Steel Institute (ASI) and local engineering bodies.
- › Share and congratulate partners on major contract wins.

## REVIEW MANAGEMENT

### GOOGLE & FACEBOOK

Reviews are critical for local SEO and employer branding.

### ACTION PLAN

- › Respond to all 5-star reviews with a personalised thank you.
- › Implement a process to request reviews from satisfied clients at project handover.
- › Encourage long-term staff to leave positive reviews about the workplace culture.

# SOCIAL MEDIA POLICY

## CONTENT & SAFETY

### SAFETY FIRST (PPE)

All photos and videos must strictly adhere to WHS standards. Full PPE (hard hats, high-vis, safety glasses) must be visible and correctly worn by all personnel in the frame.

### CLIENT CONFIDENTIALITY

Do not post sensitive project details, financial information, or unreleased architectural plans. Ensure builder permission is granted before tagging or naming specific sites.

### APPROVAL PROCESS

All official company posts must be reviewed by the designated Marketing Manager or Director before publication to ensure brand alignment and accuracy.

## EMPLOYEE ADVOCACY

### ENCOURAGING SHARING

Employees are encouraged to like, comment, and share official Lincoln Engineers posts on their personal networks, particularly on LinkedIn, to amplify reach.

### SUBMITTING CONTENT

Staff on the workshop floor and on-site are encouraged to capture high-quality photos/videos and submit them to the marketing team for potential use on official channels.

### PERSONAL CONDUCT

When identifying as a Lincoln Engineers employee online, staff must maintain professional conduct. Personal opinions should be clearly stated as such and not represent the company.

# RECOMMENDATIONS & NEXT STEPS

## QUICK WINS

### 0 - 30 DAYS

- ❑ **Claim & Optimise Profiles:**  
Update LinkedIn and Facebook bios with SEO keywords. Claim the official Instagram handle.
- ❑ **Content Bank Creation:**  
Schedule a half-day shoot to capture 20+ high-res photos of the workshop and current projects.
- ❑ **Establish Templates:** Create branded Canva templates for quotes, stats, and project highlights.

## MEDIUM-TERM

### 1 - 3 MONTHS

- ❑ **Consistent Posting:** Launch the 3x/week posting schedule across all three platforms.
- ❑ **Video Integration:** Begin capturing and posting 1-2 short-form videos (Reels) per week focusing on workshop action.
- ❑ **Builder Engagement:** Actively follow, like, and comment on posts from top 10 target commercial builders in SA.

## LONG-TERM

### 3 - 6+ MONTHS

- ❑ **Paid Advertising:** Launch targeted Meta and LinkedIn ad campaigns for lead generation and recruitment.
- ❑ **60th Anniversary Campaign:** Develop and launch a dedicated content series celebrating the 2026 milestone.
- ❑ **Employee Advocacy:** Train key staff (PMs, Directors) to share company content on their personal LinkedIn profiles.