

How to Create Valuable Content That Generates Qualified Leads

Presented by Lorraine Cline



About the Presenter

- Founder & President of Cline Design, LLC
- Publisher of Construction Break newsletters
- B.A. in Speech Communications and Broadcasting from Penn State University
- Member of the Construction Marketing Association
- Past Chairman of the Lake Sunapee Chamber of Commerce Marketing Committee
- Serves on the Steering Committee of the Construction Leadership Network

3 Goals for this Focus Group

1. Identify content opportunities

1. Identify content opportunities
2. How to gear content to the media and your audience

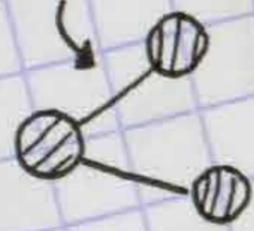
1. Identify content opportunities
2. How to gear content to the media and your audience
3. How to repurpose content

What is content?

Content MARKETING



Creating & Editing
Sharing



Information THAT Customers WANT



Various FORMATS



INFOGRAPHICS

- Web
- Digital
- Mobile



**Telling your story
through words, video,
audio, photos and
graphics.**

**What are my
content goals?**

1. To educate your audience

1. To educate your audience
2. To encourage engagement

1. To educate your audience
2. To encourage engagement
3. To rank on the SERPs

1. To educate your audience
2. To encourage engagement
3. To rank on the SERPs
4. To earn backlinks

**Who is my
audience?**



**Your customers vary by
role, gender, department
and job function, and so
does your audience.**

A good buyer persona description is:

- semi-fictional
- includes demographic information
- identifies his/her goals
- describes his/her pain points
- identifies his/her objections

*Develop content that makes
your audience feel like you
wrote it for them.*

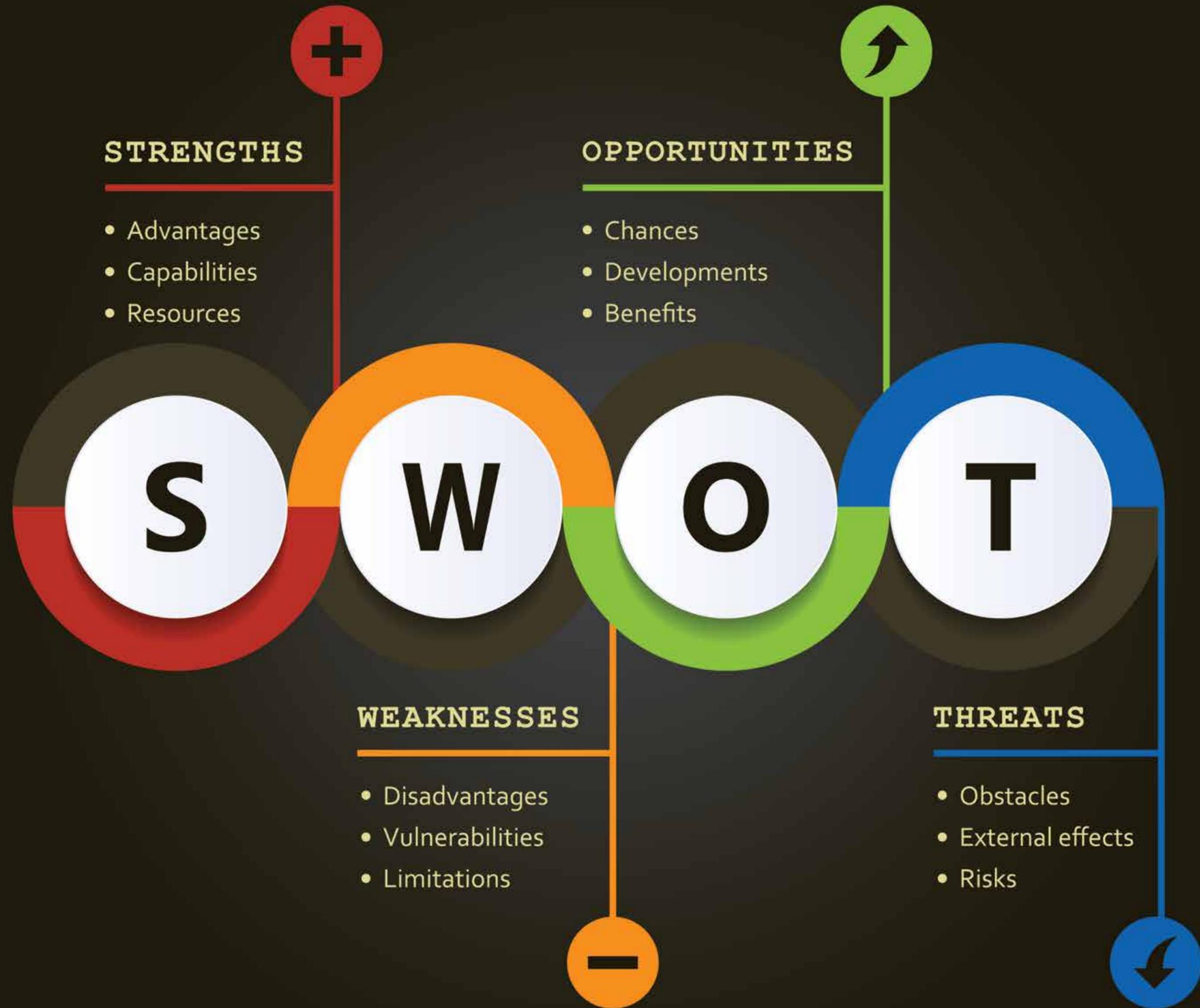
**Who is my
company?**



Hint:

**You are not a commercial
builder, a developer or a
general contractor.**

It's not who you are that matters, it's the problems you solve for.



You are:

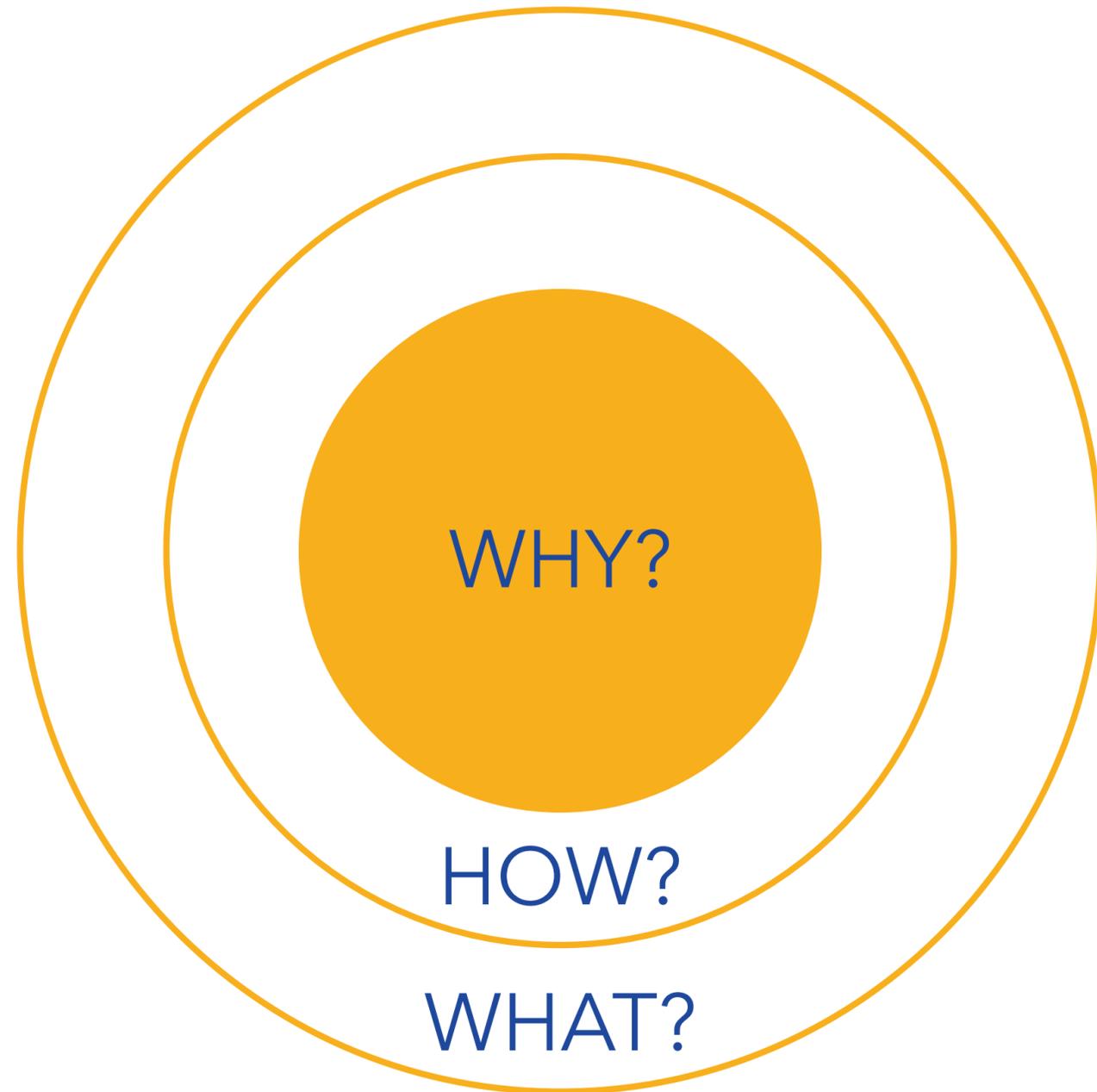
- problem solvers
- XX years of combined experience
- experts in [healthcare] construction
- building a better community
- partners in your success

**What do I want to
be known for?**

Develop a list of keywords that describe you, and use them in your content.

People don't buy the "what"
and the "how." They buy the
"why."

The Golden Circle



Content Opportunities

*Traditional marketing is telling
the world you are a rock star.*

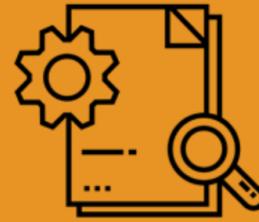
*Content marketing is showing the
world that you are one.*

The 3 Ps of Content



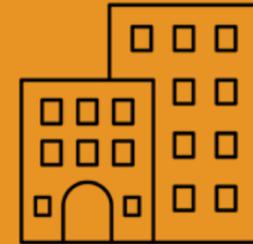
People

+



Process

+



Projects



- Employee community service activity
- Repeat customer stories
- Employee focus stories
- Q&A with an individual in your company
- Client testimonials
- Awards, achievements and certifications
- Write about a mentor or someone prominent you admire
- Extraordinary subs, suppliers or team members
- Industry leadership



- Construction delivery systems
- Preconstruction services?
- What to expect
- Review a new building material or a new process
- Value engineering
- Problem-solution stories
- Common misconceptions or myths debunked
- Renovation vs. new construction
- Explain life-cycle cost of construction



- Project awards/starts
- Project milestones
- Project completions
- In-depth project profiles
- Q&A with a client
- Case studies (describe challenges and solutions)
- Project checklists
- Failures (and how you overcame them)
- CWIP

Project Content: Turnover

Assets

- renderings, elevations, conceptual drawings
- project scope and description
- anticipated completion date
- unusual features or value to the community
- unique materials or innovations
- contract signing photos/video
- groundbreaking photos/video
- testimonial from owner
- curated content

Uses

- social media posts
- email
- website (CWIP)
- website (testimonials)
- website (client portal)
- blog post
- newsletter article
- press release
- site signage

Project Content: Milestones

Assets

- plans and renderings
- progress photos
- progress video - timelapse or drone
- unusual features or value to the community
- unique materials or innovations
- curated content
- PMs and Supers
- Subcontractors and suppliers

Uses

- social media posts
- email
- website (CWIP)
- website (client portal)
- blog posts
- newsletter article
- infographics

Project Content: Close-out

Assets

- plans, renderings, as-builts
- completion photos/video
- unique challenges/solutions or innovations
- ribbon-cutting photos/video
- open house photos/video
- testimonial from owner
- testimonial from subcontractors
- curated content

Uses

- social media posts
- email
- website project profile or case study
- blog post
- newsletter article
- press release
- banners
- print project profile
- brochure or postcard
- infographics
- reviews
- award submissions

**Where should I
publish my content?**

1. Your website

1. Your website
2. Social media channels

1. Your website
2. Social media channels
3. YouTube (video)

1. Your website
2. Social media channels
3. YouTube (video)
4. Printed materials

1. Your website
2. Social media channels
3. YouTube (video)
4. Printed materials
5. News releases

1. Your website
2. Social media channels
3. YouTube (video)
4. Printed materials
5. News releases
6. Site signage

Repurposing Content

*Repurposing amplifies
your story.*



New Restaurant and Winery

Baraboo, Wisconsin

Located adjacent to the Baraboo Country Club Golf Course, the 6,000 square-foot Balanced Rock Winery looks to be an exciting project, with abundant community support. This project is slated to start this summer and be open for business by Thanksgiving. This is a design-build project consisting of a "ladder frame" type structure that will house the winery's production and retail tasting room area. There will also be many acres of vineyards, as the owners intend to produce and use a large quantity of their own grapes in the production of their excellent product.

Owner Access

Balanced Rock Winery



New Winery, Restaurant, and Event Space

Location: Baraboo, Wisconsin
Completed: June 2019



When Matt and Kristin Boegner first contacted Friede & Associates to discuss their plans for a new multipurpose building, we never would have guessed that the project would result in Balanced Rock Winery, one of Wisconsin's premier wineries, restaurants and event spaces.

Located on the south side of Baraboo, Wisconsin on the doorstep of Devils Lake State Park, the new 6,000-square-foot building includes a beautiful tasting area, retail space, outdoor seating, grape crushing pad, and events stage. Guests are invited to enjoy a beverage in their tasting room, bask in the sunshine on the outdoor patio, or enjoy local musicians performing throughout the year.

Our team assisted the owners with the municipal approval process, which ultimately resulted in a bright red offset building façade with brick wainscoting and exterior wood trim accents. The outdoor patio was developed to include timber trim and Edison lighting. During this time, the need for a small support building was recognized, was included in the development plans, and was designed to match the main facility's appearance.

New Winery Joins Growing Wisconsin Industry

Jan 16, 2020 8:15:00 AM / by Scott G. Truehl

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Guests are invited to enjoy a beverage in their tasting room, bask in the sunshine on the outdoor patio, or enjoy local musicians performing throughout the year.

What once began as a corn and soybean field and a driving range for the adjacent Baraboo Country Club, the location is perfect for the Boegner's wine-making venture. Formerly owned by the City of Baraboo, the 23-acre site provided ideal soil, sun exposure and temperatures for growing grapes.

While negotiating with the City for the purchase of the property, Matt Boegner contacted Friede & Associates to develop the project. Due to the extensive sitework required to transform a portion of the property's hillside into a level job site, our team enlisted the help of General Engineering, headquartered in Portage, Wisconsin. General Engineering's expertise enabled our team to create a civil engineering plan that met both the initial construction plans as well as future options for expansion. The site includes space for the development of seven acres for growing wine grapes.

Utilizing flexible and economical ladder frame wood wall systems that would be constructed off-site, was one example of the cost-saving techniques used on this project.

We also partnered with architectural designer Blake Hebert of Hebert Design in Madison, Wisconsin to help the Boegners visualize the future of Balanced Rock Winery, all while keeping the project on budget. Though the Boegners had originally expected to construct a building with limited finishes, our team was able to work with them to explore value engineering ideas to maximize their budget and deliver a project that quickly became a local favorite. Utilizing flexible and economical ladder frame wood wall systems that would be constructed off-site, was one example of the cost-saving techniques used on this project.

Our team also assisted the Boegners with the municipal approval process, which ultimately resulted in a bright red offset building façade with brick wainscoting and

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A New Winery and Entertainment Venue Joins the Growing Wisconsin Industry
<https://www.friede.com/blog/balanced-rock-winery-baraboo>



FRIEDE.COM
New Winery Joins Growing Wisconsin Industry
Balanced Rock Winery, a new 6,000-square-foot winery, restauran...

Friede & Associates
Published by Lorraine Shields Cline [?] · December 5, 2019 ·

We can't wait!



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New Winery Joins A Growing Wisconsin Industry

When Matt and Kristin Boegner first contacted Friede & Associates to discuss their plans for a new 4,000-square-foot multipurpose building, we never would have guessed that the project would result in Balanced Rock Winery, one of Wisconsin's premier wineries, restaurants and event spaces. Located on the south side of Baraboo, Wisconsin on the doorstep of Devils Lake State Park, the new 6,000-square-foot building includes a beautiful tasting area, retail space, outdoor seating, grape crushing pad, and events stage. Guests can now tour the facility to view Balanced Rock Winery's wine-making process, enjoy a beverage in their tasting room, bask in the sunshine on



the outdoor patio, or enjoy local musicians performing during the summer months.

The goal of bringing a unique winery experience to the City of Baraboo began in 2015, when after years of searching for a location with the perfect soil, sun exposure and temperature for growing grapes, Matt and Kristin Boegner found a surprising location within the city limits—a city-owned 23-acre site that was a remnant of an old industrial park project that had most recently been used as a corn field, soybean field and driving range by the adjacent Baraboo Country Club. While negotiating with the City for the purchase of the property, Matt Boegner contacted Friede & Associates to help develop the *continued below*



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Reedsburg, WI 53959
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project. Due to the extensive site work required to transform a portion of the property's hillside into a project site, our team enlisted the help of General Engineering whose expertise enabled our team to create a civil engineering plan that met both the initial construction plans as well as future options for expansion. The site includes space for the development of seven acres for growing wine grapes.

Additionally, we partnered with architectural designer Blake Hebert of Hebert Design in Madison to help the Boegners visualize the future of Balanced Rock Winery, all while keeping the project on budget. Though the Boegners had originally expected to construct a building with limited finishes, our team was able to value engineer



the project, maximizing their tight budget. Utilizing flexible and economical ladder frame wood wall systems that would be constructed off-site at Hartje Lumber, was one example of the cost-saving techniques used on this project.

When people refer to "wine country," they usually mean Napa Valley. Today, thanks to boutique wineries like Balanced Rock, Wisconsin is quickly becoming known as the Midwest destination for wine lovers. With more than 200 wineries in the state and nearly 1,500 acres devoted to growing grapes, there's no sign of the industry slowing down. Friede & Associates would like to raise a glass to Balanced Rock Winery for the opportunity to collaborate on their unique and beautiful project.



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2019 ABC of Wisconsin Projects of Distinction

FRIEDE & ASSOCIATES
The Excitement Is Building!®

Project Profile



Balanced Rock Winery
Scope: New Restaurant and Events Facility
Location: Baraboo, Wisconsin
Designer: Hebert Design
Completed: June 2019

Located on the south side of Baraboo, Wisconsin on the doorstep of Devils Lake State Park, the new 6,000-square-foot building includes a beautiful tasting area, retail space, outdoor seating, grape crushing pad, and events stage. Guests are invited to enjoy a beverage in their tasting room, bask in the sunshine on the outdoor patio, or enjoy local musicians performing throughout the year.

Our team assisted the owners with the municipal approval process, which ultimately resulted in a bright red offset building façade with brick wainscoting and exterior wood trim accents. The outdoor patio was developed to include timber trim and Edison lighting. During this time, the need for a small support building was recognized, was included in the development plans, and was designed to match the main facility's appearance.

Friede & Associates was recognized by the Wisconsin Chapter of the Associated Builders & Contractors with a 2019 Project of Distinction Award for this project.

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TEL 608-524-4383



Baraboo winery breaks ground

Ben Bromley Nov 15, 2018 0

Bundle Up Sale! \$1/mo.



Balanced Rock Winery owners, builders and supporters toss ceremonial dirt during Wednesday's groundbreaking ceremony.

BEN BROMLEY/News Republic



With site work already underway, Baraboo's new winery ceremonially broke ground Wednesday.

Matt and Kristin Boegner are building Balanced Rock Winery — featuring a vineyard, bottling facility and banquet hall — on 22 acres they bought from the city off Walnut Street near Baraboo Country Club.

They gathered with local dignitaries and their design and building partners Wednesday to celebrate the start of construction. They hope to open next spring.

75 Laconia Rd
Tilton, NH

Your nearest location

Learn more

City wants Baraboo winery plans improved

Ben Bromley Jun 20, 2018 0

Bundle Up Sale! \$1/mo.



Balanced Rock Winery will be built off Walnut Street in Baraboo.

HEBERT DESIGN/Contributed



Plans for a new Baraboo winery moved forward Tuesday, but city planners say the exterior design needs improvement.

Baraboo's Plan Commission voted 5-1 to approve Balanced Rock Winery's plan for its Walnut Street property, contingent upon the owners returning with landscaping designs.

Months after getting approval to buy about 22 acres of city-owned land near Baraboo Country Club, Matt Boegner returned with renderings of the vineyard, bottling facility and event center.

Some commissioners were unimpressed with the facility's exterior appearance.



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