

# ENGINEERING AND CONSTRUCTION INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- What do you know about the construction industry?
- What does your dream home look like?
- What home is most suitable for your budget?



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

## LINKS TO LIVE INDUSTRY EXAMPLES

- [What kind of engineer should you be?](#)
- [How efficient are your engineers?](#)
- [The ultimate house construction quiz](#)
- [How much house can you afford?](#)

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which construction plan is suitable for you?
- What construction materials are needed to create your dream home?
- Which low-cost construction technology should you get?



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

## COST CALCULATORS

- What is the cost of a house in Beverly Hills?
- Estimate your Construction variable costs.
- How accurate is your Construction quote?

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much will you save by going green?
- Want to increase your profit margin? See how much you can save in the construction process!
- How much will you save by using XYZ?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Identify your bloated costs and reduce them with XYZ.
- How do your remodeling costs compare to XYZ's cost estimates?



GROWING **MQL**