



ENGINEERING AND CONSTRUCTION INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES

TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- What do you know about building construction?
- 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

- [Find out your construction level quiz](#)
- [Test your Construction Materials Knowledge Quiz](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which engineering course is most suited for you?
- What construction materials are needed to create your dream home?
- Find the best free construction technology.



STAY **TOP OF MIND**



BRAND **AUTHORITY**

COST CALCULATORS

- What is the cost of a Beverly house?
- Estimate your variable costs.
- How efficient is your costing?



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- How is going green cost efficient?
- Want to increase your profit margin? Click here!
- How much will you save using XYZ?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Identify your bloated costs and reduce them with XYZ>
- How do we improve daily life and mobility?



GROWING **MQL**