

CASE STUDY

How a Construction Company Found Friends on Facebook



@HoltzAdamsConstruction



AT A GLANCE

Client Industries

- Custom Home Building
- Commercial Construction

The Opportunity

- Facebook for Business

The Solutions

- Branding
- Research & Strategy
- Facebook Page Design
- Social Media Copywriting
- Social Media Planning
- Photography



"Having a professional image on social media is invaluable. We NEVER could have done it on our own. It is something we have wanted and needed but really didn't know how to do it. What you have done for us is truly remarkable. Thank you!"

Steve Ritchie, CEO

Holtz Adams Construction

Holtz Adams Construction is a veteran-owned full-service, residential and commercial construction company serving San Antonio and surrounding areas. The co-owners bring more than 60 years of combined experience in all aspects of residential and commercial construction to the company they created in 2017. With a dedication to quality construction, they deliver projects on time, within budget, and with the highest level of professionalism and integrity. Every residential and commercial construction project is personal, and every client is treated like family.

CHALLENGES

With a two-person staff dedicated to building custom homes, whole home remodeling projects, and commercial construction, Holtz Adams needed someone with social media expertise to raise the company's existing profile and brand on Facebook. The existing Facebook page lacked branding, consistent posting, targeted messaging, and follower engagement. Holtz Adams' co-owners understood the importance of connecting with potential homeowners and commercial construction contractors. However, they needed to supplement their team with a social media expert.

SOLUTIONS

Translating the company's reputation for quality construction and professionalism, and values – honesty, trust, and excellent service – was extremely important. How was the Holtz Adams team able to reach and engage their target audiences, measure their investment, and manage their Facebook profile? With clearly defined audiences and goals, SQM Communications developed a strategy and plan that incorporated targeted themed content, relevant hashtags, posting schedules, photography, and graphics. Guidelines for responding to negative and positive comments and methods for tracking and measuring results also appear in the plan.

RESULTS

- 92% Growth in Average Post Reach
- 35% Increase in Followers
- 25% Growth in Engagement
- 22% Growth in Average Click-Through Rate

(Data collected 60 days after launch.)