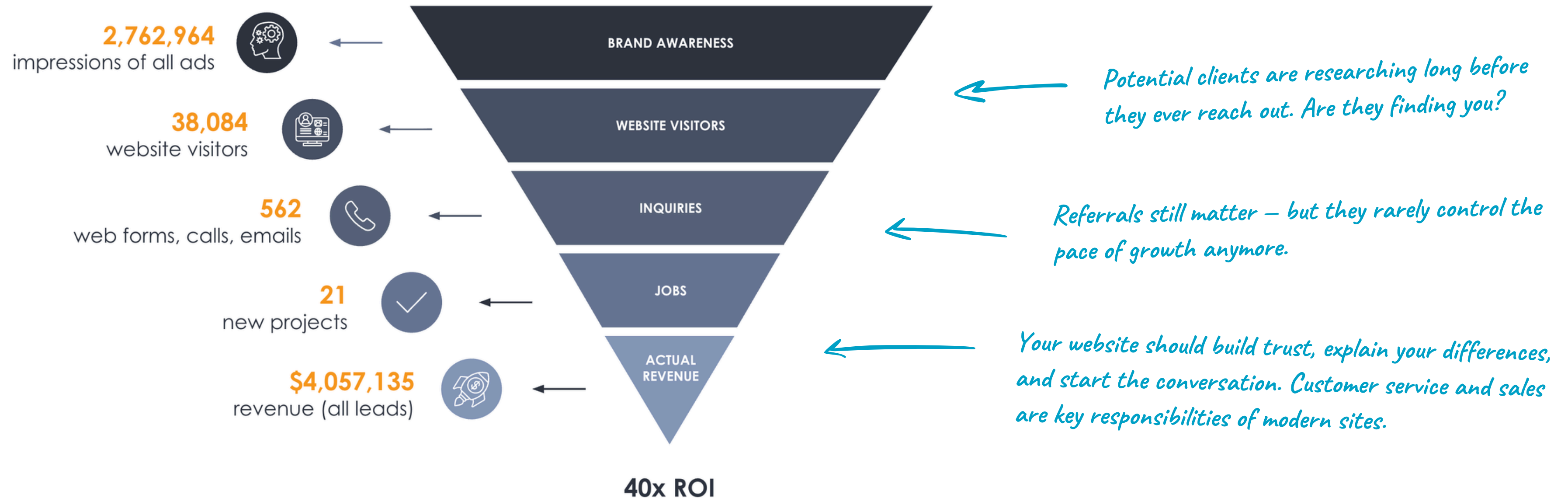


How Construction Companies Control Their Marketing Funnel

Control your funnel.
Build momentum.
Then go enjoy that adult beverage.

Example Construction/Trades Marketing Funnel (real annual data shown)





The 3 Paddle Marketing System

“Growth happens when you put more paddles in the water. At Twin Creek, it's not just our 3 Paddle System that gets results, but the fact that our whole team is in the boat and ready to add momentum to your business. The combination is so powerful, gaining back time for owners and directors, while adding serious new revenue.”

James Shaw, CEO/Cofounder

twincreek**media**

*High priority items for
Construction & Trades
are highlighted!*



Common Funnel Problems (and how to fix them)

If this is true...

 "Your website looks outdated."

 "Your ads feel inconsistent (or non-existent)."

 "Referrals have slowed down."

 "You don't know what marketing is working."

 "Your messaging sounds generic."

 "One person does all the marketing right now."

 "Our good reputation isn't reflected properly online."

 "Growth depends too heavily on luck or timing."

*Grab some quick wins, then
tackle the big momentum killers.*



SPICINESS LEGEND

 = Easy
 = Medium
 = Harder but high impact

Do that

"Refresh the homepage before rebuilding the entire site."

"Tie campaigns and content to real business goals."

"Add top-of-funnel visibility from multiple sources."

"Install proper tracking before increasing spend."

"Clarify what makes your company different. Why hire you?"

"Stop relying on a marketing unicorn. Put more paddles in the water."

"Align every customer touchpoint with your brand. Reviews too!"

"Build a predictable funnel that creates momentum consistently."



*Most companies don't have just one issue. Funnel problems
tend to stack together over time – which is why random
tactics rarely solve the bigger problem.*



We're a good fit if you...

- Like the idea of gaining an instant marketing department
- Value loyalty (we don't work with your competitors)
- Don't want to pay commissions or markups on advertising costs
- Want a team that already gets results in your industry
- Love working with experienced people who don't need babysitting

→ 22 years in business
→ Local, national & international experience

→ 11-person Canadian team
→ Google & Meta Certified
→ Agency of the Year Winner

Kelowna, BC
Canada

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"Twin Creek has exceeded our expectations and has increased our online presence. We have already noticed increased inquiries and revenue."

—Steve Ivanitz, Owner, Metal Structure Concepts