



SOCIABLE MARKETING

An Empathy-Driven Approach to Engaging Communities Authentically
& Building Brand Loyalty



**How do the most beloved brands turn their
social media followers into lifelong
fanatics?**

SOCIABLE MARKETING

an empathy-informed approach to delivering transformational social media marketing management. Elevating brands to genuinely connect, understand and engage with their communities by becoming a pillar of that community. Igniting actionable loyalty and **converting simple “followers” into full-blown fanatics.**

THE 4-ABLES



LIKEABLE

Content that is Engaging,
Entertaining, & New



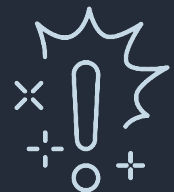
SHAREABLE

Content that's worth
"spreading the word"



MEMORABLE

Messaging & creative
that sticks



UNIGNORABLE

Break out of the social
"Sea of Sameness"



CHALLENGES & OPPORTUNITIES **FOR** **A/E/C FIRMS**

INDUSTRY CHALLENGES

- The complexity of projects often makes construction firms appear impersonal or inaccessible.
- Social media platforms tend to be underutilized, with generic or overly technical content dominating.

AN EMPATHY-DRIVEN OPPORTUNITY

USP

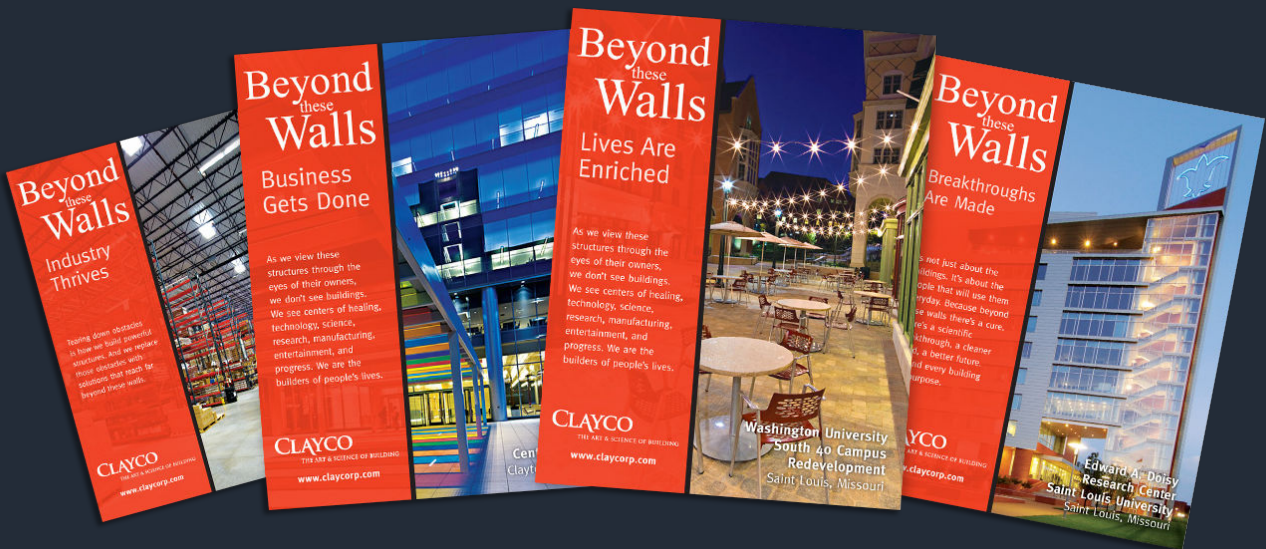
What makes you
different.

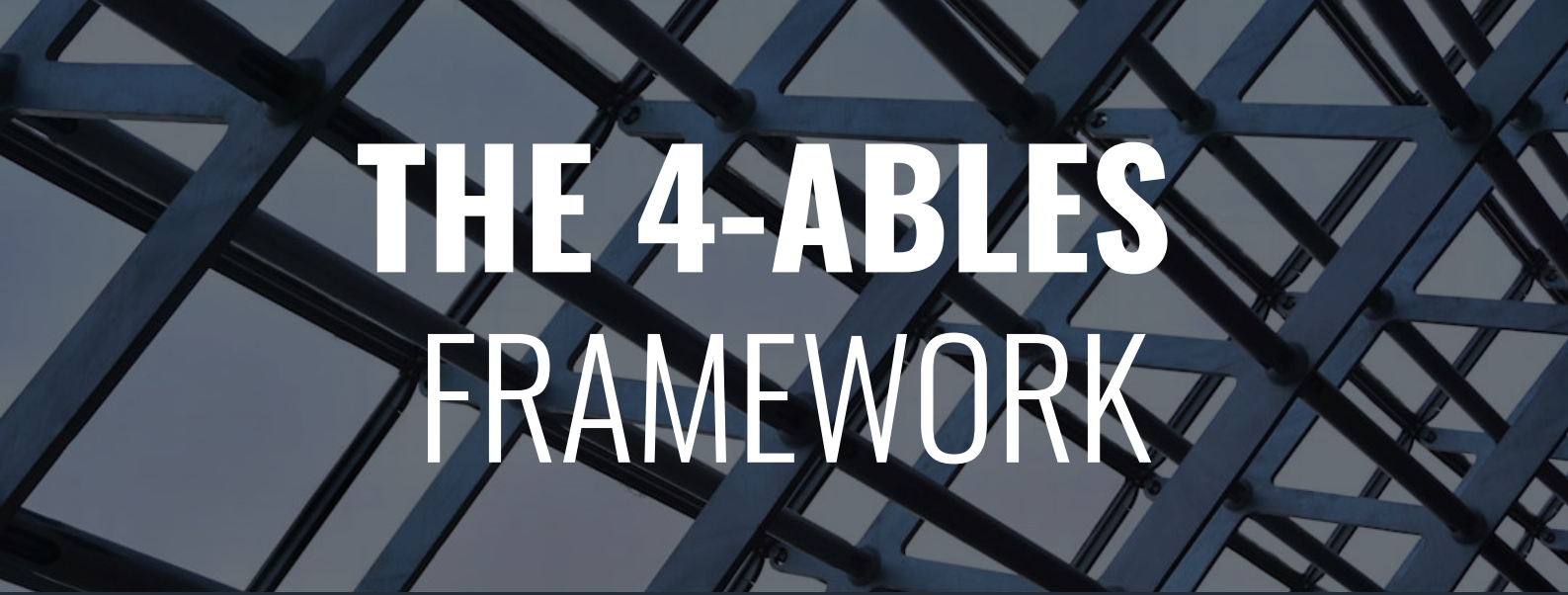
VS.

ESP

Why your audience
should care.

FOR EXAMPLE





THE 4-ABLES FRAMEWORK

ABOUT 83%
OF CONSUMERS

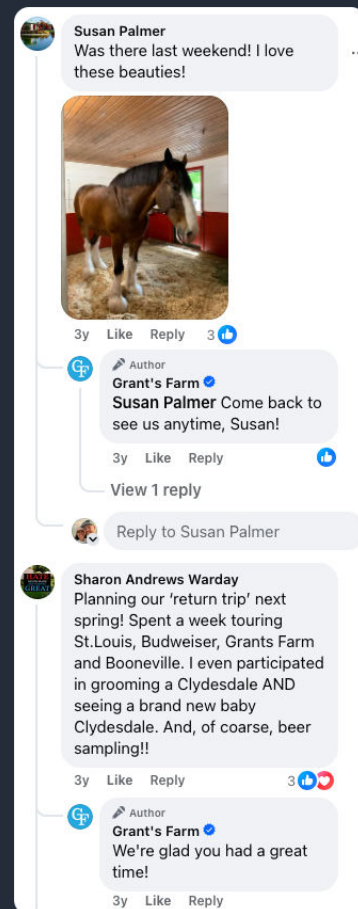
feel more loyal to brands that effectively respond to and resolve their complaints according to a report by Khoros.

"LIKEABLE"

HUMANIZING YOUR BRAND

NOW THINK ABOUT YOUR CONTENT

- Do you respond to comments or messages with a personalized response within a 24-hour window?
- Are you proactively listening and nurturing discussion on a weekly basis?
- Are you authentically addressing feedback, complaints, or concerns from your followers?
- When you promote your services, do you show how they solve your audience's specific problems, or is it a blanket sales pitch?



ACTIONABLE TIPS

- Prioritize Personalized Responses
- Nurture Discussions Regularly
- Address Feedback with Authenticity

- Showcase Solutions, Not Just Projects





Union Pacific Railroad

Sponsored · 🌐

UPLOAD TO WIN! CONTEST ENDS SEPTEMBER 2! Submit your national park photo for the chance to win an annual national parks pass. Union Pacific is partnering with the National Park Foundation to bring you the Wonder+Wander Photo Challenge. When you visit a national park, you share an unforgettable experience with everyone who has been there before you – and when you share that photo with us, you're entered to win access to over 2,000 national parks all year long. Learn more and find your park at nationalparks.org/wonderwander



NATIONALPARKS.ORG

Wonder + Wander Photo Challenge

Contest Ends September 2nd! Enter Today!

[Learn More](#)



Like



Comment



Share

OVER 92% OF CONSUMERS

say they're more likely to trust a recommendation from a friend or peer over a brand's direct messaging (*Nielson*).

"SHAREABLE" SPARKING A CONVERSATION

ASSESSING YOUR SOCIABLE PRESENCE

- Does your audience share your posts with their followers?

- Does your content provide meaningful information that generates larger discussion?
 - Are your followers leaving meaningful comments or starting conversations on your posts?
-

ACTIONABLE TIPS

- Deliver Emotionally Resonant Stories
- Generate Valuable, Educational Content
- Show Don't Tell / Visuals That "WOW"
- Spark Conversations

Kiewit

818,118 followers

1mo · 🌐

+ Follow

...

As 2024 comes to a close, we're proud to look back at a year of hard work, big wins, and projects that make a difference.

#KiewitWrapped

Kiewit worked on a total of

475*

projects in 2024

*Only includes construction projects

Kiewit took the

#2

We had

934

1

Northwest Phase 1 Light Rail Extension Phoenix, AZ

2

33 Evening Owls-Built Project Little Rock, AR

3

Samson Solar Phase 2 Dripping, TX

4

Klamath River Dam Removal Project

+3

#KIEWITWRAPPED

👍❤️ 1,473

30 comments · 168 reposts

Reactions

👍 Like

💬 Comment

🔄 Repost

➦ Share

Add a comment...

😊 📷

Most relevant ▾

Emmanuel Rueda León · 3rd+ Civil & Structural Designer

1mo · ...

It's an amazing wrapped 🥳

Like · 2 | Reply

Bryce W. · 3rd+ MPM, Asphalt Scientist/CEO at Pavewise

1mo · ...

Great work this year 🙌

Like · 2 | Reply

Kiewit

818,118 followers

1mo · 🌐

+ Follow

...

As 2024 comes to a close, we're proud to look back at a year of hard work, big wins, and projects that make a difference.

#KiewitWrapped

Most Popular Social Post of 2024

Just some more "boring" tunnel projects by Kiewit

Engagements 5,954

#KIEWITWRAPPED

Kiewit

818,118 followers

1mo · 🌐

+ Follow

...

As 2024 comes to a close, we're proud to look back at a year of hard work, big wins, and projects that make a difference.

#KiewitWrapped

We had

934

interns

on our project sites and in our offices in 2024

#KIEWITWRAPPED

13

ABOUT 80% OF CONSUMERS

forget branded content within three days if it doesn't resonate emotionally or contextually.

"MEMORABLE" MESSAGING THAT STICKS

USE THESE QUESTIONS TO REFLECT

- Is your content showing up at times and in places that are relevant to your audience?
- Does your brand voice and visual creative display a distinctive, authentic, and consistent tone compared to competitors in the space?

- Do you incorporate your audience's feedback into your content strategy? In other words, is your content truly informed by your audience's voice?
-

ACTIONABLE TIPS

- Timing and Placement
- Audience Feedback Loop
- Visual Identity and Brand Voice

Kiewit

823,564 followers

2mo · 🌐

+ Follow · ⋮

Kiewit earned the #2 spot for Power on ENR's Top 400 Contractors Sourcebook. We also received the following rankings for our work on:

- No. 1 – Fossil Fuel
- No. 1 – Hydroelectric
- No. 3 – Nuclear Plants
- No. 3 – Solar
- No. 5 – Transmission, Distribution and EV Charging
- No. 7 – Wind

Congratulations to our teams who have made this achievement possible!

ENR's Top 400 Contractors Sourcebook - #2 Power

948

31 comments · 92 reposts

Kiewit

823,564 followers

1mo · 🌐

+ Follow · ⋮

Kiewit is ranked #4 on ENR's Top 400 Contractors Sourcebook for Petroleum!

Other top rankings include #2 for Offshore and Underwater Facilities, #3 for Pipelines and #4 for Refineries and Petrochemical Plants.

Congratulations to our team! 🎉

ENR's Top 400 Contractors Sourcebook - #4 Petroleum

515

18 comments · 15 reposts

Kiewit

823,564 followers

3mo · 🌐

+ Follow · ⋮

Kiewit is proud to be ranked #1 on ENR's Top 400 Contractors Sourcebook for Transportation, Mass Transit and Rail and Marine and Port Facilities.

We're also honored to hold top positions across other key sectors:

- #4 in Highways
- #5 in Bridges
- #10 in Airports, including Terminals

ENR's Top 400 Contractors Sourcebook - #1 Transportation

830

17 comments · 91 reposts

95 MILLION POSTS GO LIVE

on Instagram alone, every single second.

"UNIGNORABLE" ESCAPING THE SEA OF SAMENESS

THINK ABOUT YOUR CONTENT

- Are you telling relatable, human stories about your brand, or just broadcasting marketing messages?
- Does your content give your audience a compelling reason to stop scrolling?

- Is your visual content engaging in its design and authentic/unique to your brand?
-

ACTIONABLE TIPS

- Embrace Relatable, Human Stories
- Focus on Disruptive Visual Content
- Use Timely, Relevant Messaging

EAGLE™ 10,000 5 MONTHS OF WELD MAS HOLIDAY GIVEAWAY

EAGLE™ 10,000 5 MONTHS OF WELD MAS HOLIDAY GIVEAWAY

EACH WEEK IS ANOTHER CHANCE TO WIN!

THIS WELD MAS, WIN AN EAGLE™ 10,000 PLUS

We're celebrating Weldmas by giving away an engine-driven Eagle™ 10,000 Plus! This welder/generator is packed with 9,500 WATTS OF SURGE AC POWER. You can get your welding done and keep your worksite up and running.

EACH WEEK FROM NOW UNTIL NOVEMBER 28 AT NOON CST, you can submit an entry to WIN YOUR OWN EAGLE™, A \$5,999 VALUE! And if you don't want to wait until the holidays, the Eagle™ is in stock at your favorite retailers!

SCAN NOW **TO ENTER**

LINCOLN ELECTRIC [HTTPS://BIT.LY/WELDMAS](https://bit.ly/weldmas)

MODEL (#K2343-4)
Eagle™ 10,000 Plus Gas Engine Driven Welder with LE Engine

EAGLE™ 10,000 5 MONTHS OF WELD MAS HOLIDAY GIVEAWAY

ONLY 25 DAYS LEFT

CONTEST ENDS NOON CST NOVEMBER 28TH

FROM SANTA'S WORKSHOP TO YOUR WORKSITE

EAGLE™ 10,000 5 MONTHS OF WELD MAS HOLIDAY GIVEAWAY

EACH WEEK IS ANOTHER CHANCE TO WIN!

HAVE YOU ENTERED TO WIN AN EAGLE™ 10,000 PLUS THIS WEEK?

We're in the middle of the 5 Months of Weldmas, when Santa uses his Eagle™ 10,000 Plus to get ready for his busy season. And since we have so many Eagle™ 10,000 machines in stock they can't even fit in the North Pole... so we're giving one away.

CLICK HERE TO ENTER!

Every week throughout Weldmas, until November 28, you can submit another entry to win this in-stock-and-ready-to-rock machine!

Even though the Eagle™ is packed full of power, with 9,500 watts of AC surge generator power with a reliable Lincoln engine, it has all the features you need to get your worksite up and running while producing just 78 DBA of noise. That's quieter than an elf sneaking onto the shelf to spy for Santa!

If you haven't entered this week, then go sign up now... and every week until November 28!

If you want to get your hands on an Eagle™ before Weldmas ends, it's in stock now at your favorite retailer!

CLICK HERE TO ENTER!



You are receiving this message because you have opted in to the Lincoln Electric email list and have agreed to receive product and marketing information by email and other electronic means. If you do not wish to receive such communication from us, please click "Unsubscribe" below.

LINCOLN ELECTRIC

Eagle™ 10,000 Plus Gas Engine Driven Welder with LE Engine MODEL (#K2343-4)

EAGLE™ 10,000 5 MONTHS OF WELD MAS HOLIDAY GIVEAWAY

EACH WEEK IS ANOTHER CHANCE TO WIN!

FROM SANTA'S WORKSHOP TO YOUR WORKSITE

EAGLE™ 10,000 5 MONTHS OF **WELDMAS** HOLIDAY GIVEAWAY

Video content can't be viewed offline

[VIEW ONLINE](#) →

EACH WEEK IS ANOTHER CHANCE TO WIN!

AN EAGLE™ 10,000

LINCOLN® ELECTRIC Eagle™ 10,000 Plus Gas Engine Driven Welder with LE Engine MODEL (#K2343-4)

To: AMBER VALLO
From: **LINCOLN® ELECTRIC**
Congratulations!

EAGLE™ 10,000 5 MONTHS OF **WELDMAS** HOLIDAY GIVEAWAY

LINCOLN® ELECTRIC

EAGLE™ 10,000 PLUS

IN STOCK AND READY TO ROCK!

FROM SANTA'S WORKSHOP TO YOUR WORKSITE

EAGLE™ 10,000 PLUS
GAS ENGINE DRIVING WELDER
WITH LE ENGINE
(MODEL #K2343-4)

**EAGLE™
10,000**

5 MONTHS OF

**HOLIDAY
GIVEAWAY**

WELD MAS



**LINCOLN
ELECTRIC**

**LINCOLN
ELECTRIC**

**EACH WEEK IS ANOTHER
CHANCE TO WIN!**

HELMET SHOWN IS NOT PART OF THIS PRIZE PACKAGE.

CLOSING THOUGHTS

FORGE FOLLOWERS INTO FANATICS

It's time to move beyond traditional marketing tactics and embrace Sociable Marketing to build connections, inspire loyalty, and become a pillar of your community. Let us help you make your brand unforgettable.

**DOWNLOAD THE
CHECK LIST**

**FOLLOW US ON
SOCIAL**

GET PERSONABLE

LET'S HAVE A CHAT



MELISSA ROSS
Digital Content Producer



BEN SCHWAB
Creative Director

