



 [www.intelmedia.ca](http://www.intelmedia.ca)

# MARKETING FOR BUILDING PRODUCT COMPANIES

## WHO THIS IS FOR

Owners and Marketing Leaders at building product companies who need:

- Marketing that supports revenue
- Consistent, professional execution
- Industry-accurate messaging
- A partner who understands technical products

*Built for Technical  
Products. Designed to  
Support Sales.*

They're evaluated carefully by contractors, builders, architects, and commercial decision-makers who expect clarity, accuracy, and trust.

## WHY BUILDING PRODUCTS MARKETING IS DIFFERENT

### Generic marketing agencies struggle in this industry because:

- Products are technical
- Buying cycles are long
- Relationships matter
- Trust is built over time
- Industry understanding is not optional.



**LET'S  
BUILD YOUR  
VISION  
TOGETHER**

## WHY CHOOSE US

- ✓ Specialized in building products and construction industries
- ✓ Deep understanding of technical buyers

- ✓ Marketing aligned with sales teams
- ✓ A true partner mindset

## WHAT INTEL MEDIA DOES FOR BUILDING PRODUCT COMPANIES

We provide a full range of construction solutions tailored to your needs:

### **Video Content**

**01**

Product explainers, application videos, and capability walkthroughs that build buyer confidence and support sales.

### **Social Media**

**02**

Professional, industry-appropriate content across LinkedIn, Instagram, Facebook, and YouTube.



### **Website Management**

Clear, accurate, and sales-ready websites built for technical decision-makers.

### **Custom Website Calculators**

Estimators and product selectors that reduce friction and improve lead quality.

