



www.intelmedia.ca/building-products-marketing/

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.



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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
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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**

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WHAT INTEL MEDIA DOES FOR BUILDING PRODUCT COMPANIES

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

- 01 Video Content**
Product explainers, application videos, and capability walkthroughs that build buyer confidence and support sales.
- 02 Social Media**
Professional, industry-appropriate content across LinkedIn, Instagram, Facebook, and YouTube.



- 03 Website Management**
Clear, accurate, and sales-ready websites built for technical decision-makers.
- 04 Custom Website Calculators**
Estimators and product selectors that reduce friction and improve lead quality.

