

2024 MEDIA PLANNER

CONNECTING THE CAROLINAS CONSTRUCTION COMMUNITY



GroundBREAK
CAROLINAS

GroundBreak Carolinas



BUILDING THE CAROLINAS

GroundBreak Carolinas is the premier online destination for the construction industry in North Carolina and South Carolina.

Our content provides thoughtful industry-related information, content, perspectives and insight on topics that help our audience improve their business.

Our content marketing platform enables our partners to build their brands by establishing thought leadership, sharing content, and engaging and influencing their audience.

GROUND BREAK

Integrated Content Marketing Platform



Website



eNewsletters



Awards

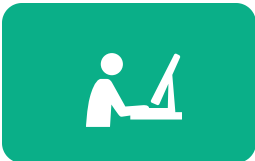


Social Media



CONNECTING THE INDUSTRY

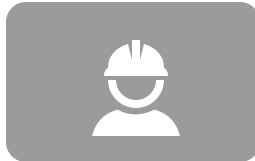
Our mission is to provide unique content on topics of interest to owners, designers, contractors, developers, suppliers, and vendors, including:



Project Planning, Financing, and Site Selection



Architecture & Engineering



Construction



Operations & Maintenance

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience – and, ultimately, to drive profitable customer action.

–Content Marketing Institute

Why GroundBreak Carolinas?

GroundBreak Carolinas provides relevant insights, information, resources and engagement for leaders in the architecture, engineering and construction (AEC) industry in North Carolina and South Carolina.

History

Founded in 2017, GroundBreak Carolinas has become the leading voice for the AEC industry in the Carolinas.



Market & Audience

- Architecture
- Engineering
- Construction
- Commercial Real Estate
- Economic Development
- Developers & Owners
- Academia
- Professional Services
- Suppliers
- Facility Management
- Site Selection



Leadership

GroundBreak Carolinas principals and editorial staff members are seasoned, active leaders in the construction industry.



Services

- Content Marketing
- Article/Press Release Writing
- Event Promotion & Management
- Public Relations/Thought Leadership
- Graphic Design & Branding
- Digital Marketing
- Website Development
- Strategy/Marketing Planning



Engagement

- 8,700 Monthly Visits
- 6,000 eNewsletters Recipients
- 20% Average Open Rate



Partnerships

Annual partnerships include:

- Exclusive content
- Articles
- Executive and team interviews
- Featured projects
- Advertisements
- Sponsorship



Business Model

Connecting and influencing through:

- Content Marketing
- Brand Building
- GroundBreak Carolinas Website
- eNewsletters
- Social Media (LinkedIn, Twitter, Facebook)
- Award Programs (GroundBreakers)
- Events



Who We Reach



Audience

DESIGN FIRMS

Architecture
Engineering

CONSTRUCTION

General Contractors
Specialty Contractors

DEVELOPMENT & REAL ESTATE

Commercial Real Estate (CRE)
Real Estate Investment Trusts (REITS)
Developers

OWNERS

Commercial & Retail
Educational (K-12, Colleges & Universities)
Health Care & Medical
Government
Industrial, Manufacturing & Power

ECONOMIC DEVELOPMENT

Economic Developers
Site Selection Firms

PROFESSIONAL SERVICES

Accounting Firms
Law Firms
Insurance and Bonding
Testing Services
Safety
Training
Facility Management

ACADEMIA

Technical Schools
Colleges & Universities

SUPPLIERS

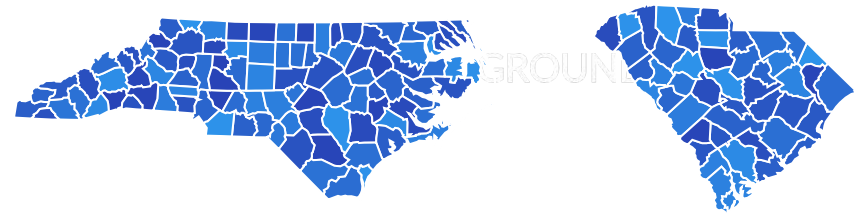
Building Materials
Equipment Suppliers
Labor Suppliers

TRADE ORGANIZATIONS

Trade Associations
Networking Groups



Geography



Roles and Titles

EXECUTIVE

CEO, COO, CFO, President, Owner, VP, General Manager, Executive Director, CHRO, CMO

OPERATIONS

Operations Manager, Project Executive, Project Manager, Assistant PM, Engineer, Architect, Design Manager, Engineering Manager, Project Controls, Estimating, Procurement Director, Facilities Manager, Project Engineer, Quality Manager, Director of Engineering, Scheduler, Program Manager, Fleet & Equipment Manager, Energy Manager, Sustainability Director, Supply Chain Manager

BUSINESS MANAGEMENT

Human Resource Manager, IT Director, Training Manager, Recruiting Manager, Training Manager, Business Development, Marketing Manager, Account Manager, Finance Director, BIM Manager, Risk Manager, Development Manager, Site Selector, Economic Development Manager, VDC Director

ROLES

Decision Making, Decision Influencing, Specifying, Recommending



Editorial Themes

EDITORIAL OPTIONS BASED ON CONTENT

Let the GroundBreak Carolinas' staff help you tailor your content to have the most impact on your audience. Our editorial themes include:



Accounting



Building Products



Construction & Development



Construction Equipment



Education & Training



Financial Services



Legal Services



Insurance, Bonding &
Risk Management



Safety

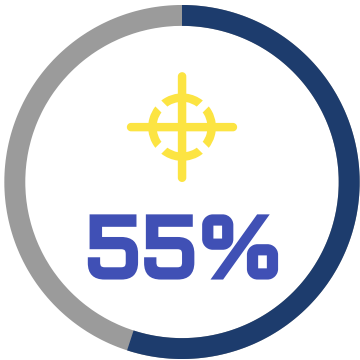
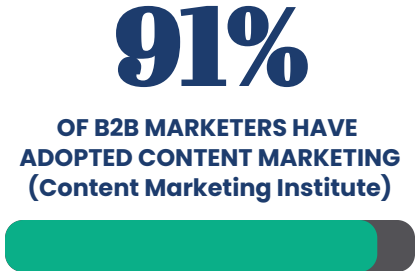
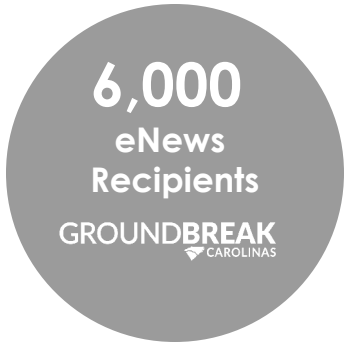
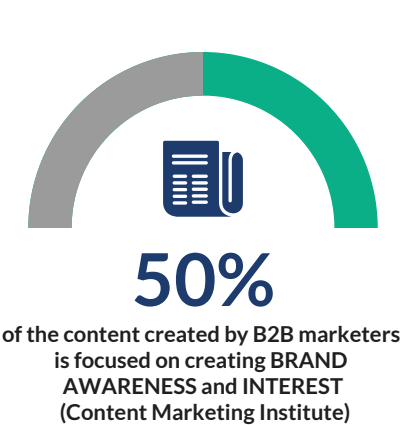


Technology

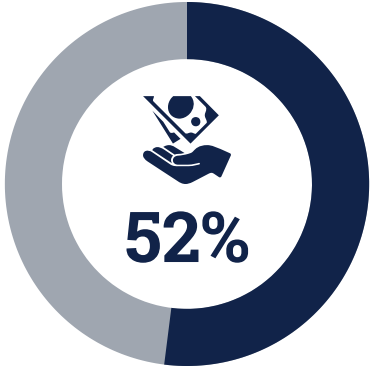
GROUND BREAK
CAROLINAS



Content Marketing with GroundBreak Carolinas



55% of business professionals said that storytelling helps them focus on and engage with content. (HubSpot)



of B2B buyers say they're "definitely" more likely to buy from a brand once they've read their content (MarketingCharts)



of AEC Marketers are employing thought leadership marketing. (SMPS)



The Buyer's Journey

thought lead-er-ship...

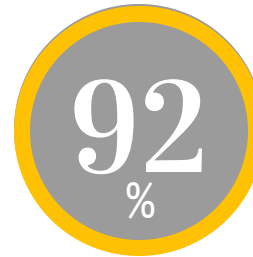
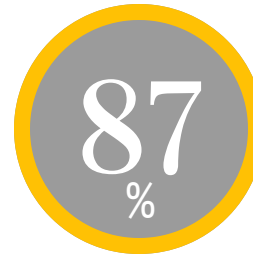
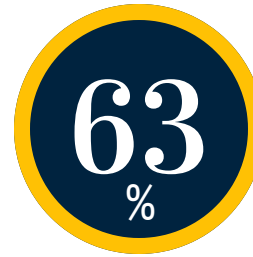
Original, authoritative, insightful content that differentiates your brand and helps your clients leads to mutually beneficial commercial opportunities.



Source: Grist

The New Journey for B2B Decision Making
Thought leadership is a powerful tool to attract and engage C-suite customers at all stages in the buyer journey.

Source: FT Longitude Learning for Leaders



Executives on Thought Leadership

Believe Thought Leadership improves the way they view the brand.

Agree that Thought leadership enables insight into the brand's differentiation.

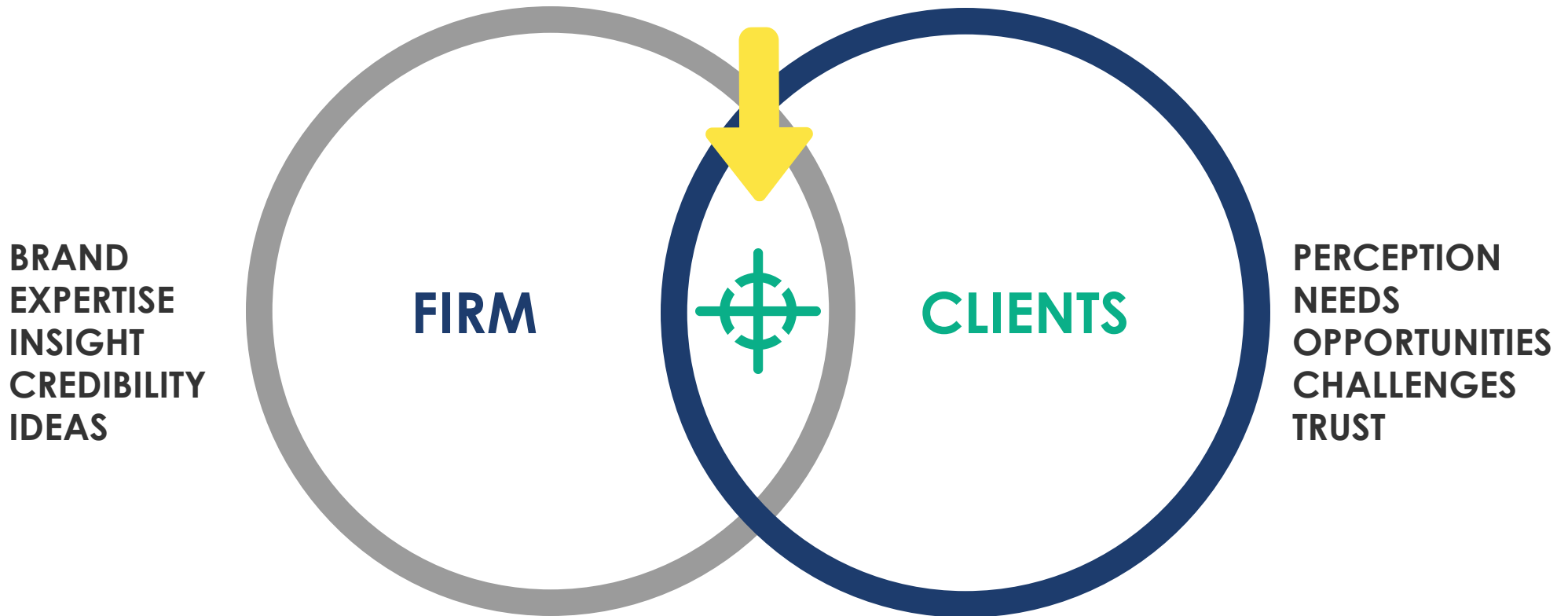
Use Thought leadership to assess new suppliers/vendors.

Agree that high-quality Thought leadership has influenced their decision to buy.



Thought Leadership

Thought leadership is an increasingly critical part of marketing communications strategies. Firms in the industry need to build their brand and credibility by sharing insights, perspectives, and expertise. Clients have an existing perception of a firm. Clients have needs, challenges and opportunities and are seeking vendors and suppliers they can trust. Leading firms in the Carolinas are partnering with GroundBreak Carolinas to deliver their thought leadership via our content marketing model.



Partner with GroundBreak Carolinas



PARTNERSHIPS

GroundBreak Carolinas is a media company unlike any other in the Carolinas. We are not about banner ad and clicks, but rather a **strategic content marketing partner**. We have built GroundBreakCarolinas.com as a content marketing tool for companies and people involved in the architecture, engineering, construction community in North Carolina and South Carolina.

Our website, www.GroundBreakCarolinas.com, Carolinas Construction Connection eNewsletter and social media channels allow you to reach key decision makers and influencers via a powerful content marketing model. Our annual GroundBreak Awards recognize those positively impacting the industry.

We focus on providing innovative platforms for you to cut through the disruption, build your brand, deliver your message and position your company. You will benefit from being a thought leader and part of an independent, trusted source. GBC offers a range of annual marketing partnership packages.



EDITORIAL CONTENT

Our editorial & thought leadership content includes:

- Business Management
- Design & Construction
- Development
- Economics
- Operations
- Legislation
- Technology
- Education
- Marketing & Sales
- Safety & Quality
- Workforce Development
- Regulations
- Finance
- Site Selection
- Economic Development
- Strategy
- VDC & BIM
- DEI & ESG



GBC CONTENT PARTNERS



Partner with GroundBreak Carolinas



The marketing experts at GroundBreak Carolinas can customize a content marketing program that breaks through the clutter, delivers your message and builds your brand. We will develop creative approaches to help you tell your story, engage with potential customers, and position your company as a trusted authority.

CONTENT MARKETING & DEVELOPMENT

GroundBreak Carolinas partners have the opportunity to post feature articles, interviews, press releases, employee and project announcements, case histories and other content. project profiles.

THOUGHT LEADERSHIP

GroundBreak Carolinas partners can post white papers, best practices, how-to guides and other resources to help position your company or organization as thought leaders. We can also help you create custom content and materials.

CUSTOM DEVELOPMENT

Do you like the idea of using white papers, content marketing, infographics and other tools to reach your target audience and build your brand, but you don't know where to start? Let GroundBreak Carolinas help you build customer content and promote your services and capabilities.



FEATURE ARTICLES/PRESS RELEASES

Custom feature article. Includes interviews and research. 500-1,500 words. 2-6 week turnaround.



WHITE PAPERS

Research focused, company/project cited. Internal and external resources. 1,000-2,000 words, 1-3 graphics, stock or supplied images. 3-6 week turnaround.



BEST PRACTICES GUIDES

Specific practice-focused guide. Content, graphics and stock or supplied images. 750-1,250 words.



GRAPHICS SERVICES

Ad, infographic and graphic design services. Creative packages.



To learn more, please contact:

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Lauren Gallagher: 864.551.0393 lgallagher@groundbreakcarolinas.com

Joan Krause: 864.979.3265 jkrause@groundbreakcarolinas.com

GroundBreak Carolinas Partnership Options



GROUNDBREAKER

GroundBreaker Sponsor
Featured Home Page Banner
13 Newsletter Sponsorships
24x eNewsletter Banner Ads
3 Website Category Sponsor
Editorial Advisory Board
Profile Page
eBook or Video Content
4 Featured Interviews
12 Feature Articles
Preferred Editorial Access
35% Discount on Additional Advertising

CORNERSTONE

GroundBreaker Sponsor
Featured Home Page Banner
10 Newsletter Sponsorships
18x eNewsletter Banner Ads
2 Website Category Sponsor
Editorial Advisory Board
Profile Page
eBook or Video Content
3 Featured Interviews
9 Feature Articles
Preferred Editorial Access
25% Discount on Additional Advertising

BUILDER

Website Banner
5 Newsletter Sponsorships
12x eNewsletter Banner Ads
1 Website Category Sponsor
Profile Page
4 White Papers
2 Featured Interviews
6 Articles
15% Discount on Additional Advertising

FOUNDATION

Website Banner
3 Newsletter Sponsorships
6x eNewsletter Banner Ads
Profile Page
1 White Paper
1 Executive Interviews
4 Articles
3 Case Histories
10% Discount on Additional Advertising

GroundBreak Carolinas



"People who want to keep up with what's going on in the Carolinas' construction economy now have a wonderful resource for data and news that are hard to find elsewhere. I find GroundBreak Carolinas to be a very helpful resource in my work."

Dr. Bruce Yandle, Dean Emeritus
Clemson University
College of Business & Behavioral Science

"I am absolutely thrilled with our partnership with GroundBreak Carolinas. It's some of the best money I've ever spent in marketing."

Davis & Floyd

"GroundBreak Carolinas has been the media partner for our annual Construction Symposium since its inception. We are blessed to have such a professional and meaningful outreach to the construction industry through GroundBreak."

N. Mike Jackson, Ph.D, P.E.
Department Chair and Professor
Nieri Family Department of Construction, Planning and Development, Clemson University

"We can always count on GroundBreak to promote Carolinas AGC events—but more importantly, GroundBreak does a great job of passing along our industry news and elevating contractors throughout both Carolinas."
Lori McGovern, Carolinas AGC

"GroundBreak Carolinas has elevated ABC Carolinas' profile by highlighting the accomplishments of our Board members, company members and staff. They have taken our events and Chapter achievements and shared them with a larger audience than just our members. GroundBreak has and continues to be a valuable partner of ABC Carolinas."

Associated Builders and Contractors (ABC) of the Carolinas

"GroundBreak makes it easy for A/E/C marketers to reach a Carolinas-specific audience through their enewsletter, website and associated social platforms. We have certainly benefited from our relationship as a guest contributor."

AM King



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Since 2017

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www.groundbreakcarolinas.com