2024 MEDIA PLANNER

CONNECTING THE CAROLINAS CONSTRUCTION COMMUNITY
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.

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.

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

Services
- Content Marketing
- Article/Press Release Writing
- Event Promotion & Management
- Public Relations/Thought Leadership
- Graphic Design & Branding
- Digital Marketing
- Website Development
- Strategy/Marketing Planning
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
EDITIORIAL 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
50% of the content created by B2B marketers is focused on creating BRAND AWARENESS and INTEREST (Content Marketing Institute)

91% of B2B MARKETERS HAVE ADOPTED CONTENT MARKETING (Content Marketing Institute)

52% of B2B buyers say they’re “definitely” more likely to buy from a brand once they’ve read their content (MarketingCharts)

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

Before interacting with a website, the average B2B buyer conducts 12 different online searches (Google)

69% of AEC Marketers are employing thought leadership marketing. (SMPS)

46% of B2B companies plan on increasing their content marketing spend within the next 12 months (Statista)
The Buyer’s Journey

thought leader-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.
70%

Agree that Thought leadership enables insight into the brand’s differentiation.
63%

Use Thought leadership to assess new suppliers/vendors.
87%

Agree that high-quality Thought leadership has influenced their decision to buy.
92%

Sources: Grist, FT Longitude Learning for Leaders
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.
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
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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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