



# Offsite Modular Construction | Increasing Brand Awareness Through Strategic Marketing

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## CHALLENGE

[Offsite Modular Construction \(OMC\)](#), a leader in modular building solutions, sought to increase brand awareness and drive business growth within key verticals, including workforce development, education and luxury real estate. To achieve this, they partnered with Pierpont Communications for a comprehensive marketing campaign to engage their target audience and generate new business leads. The challenge was to effectively reach and engage decision-makers across different verticals while simultaneously enhancing OMC's brand presence.

## OBJECTIVE

OMC's primary goal was to increase brand visibility and position themselves as thought leaders within their industry, ultimately driving an increase in deal flow.

## APPROACH

- 1. Targeted Outreach to School District Superintendents:** To engage the education vertical, Pierpont identified the TASA Midwinter Conference, a significant event for school administrators, as a key opportunity. Pierpont helped OMC secure a booth at the conference and developed a suite of marketing materials, including a branded step-and-repeat backdrop, custom marketing swag, and informative brochures tailored to the education sector. This strategic conference presence generated significant interest and led to several new business leads from school districts exploring modular construction solutions.
- 2. Positioning OMC as Thought Leaders:** Pierpont revamped OMC's social media strategy to position them as thought leaders in the modular construction space. By developing a content calendar with a regular cadence of posts showcasing OMC's projects, expertise, and insights, Pierpont ensured a consistent and engaging online presence. The new strategy focused on highlighting success stories, industry trends, and project highlights to attract followers from key sectors.
- 3. Website Overhaul:** Recognizing the need for a more user-friendly online experience,

Pierpont launched a newly designed website for OMC. This included an update of all **brand messaging** to better resonate with target audiences and a more **intuitive, easy-to-navigate platform** aimed at improving user experience and engagement. The website overhaul made it easier for potential clients to learn about OMC's services and expertise, leading to a stronger online brand presence.

## **RESULTS**

- A **significant increase in social media following by 488%** on platforms such as LinkedIn and Instagram.
- Several **new business leads** were generated directly from the TASA Midwinter Conference.
- Enhanced brand recognition within the education, workforce development, and luxury real estate sectors, positioning OMC as a go-to provider for modular building solutions.

488%

Social Media Following Increased by