

Win at social media.

The construction edition.

The practical guide to building a reputation that wins both clients and crews
— built on what construction and property firms do with Willow every week.

800+ POSTS A YEAR • GROEP VERHELST

+37% FOLLOWERS IN 2 YEARS • VERHELST

2× GROWTH IN A YEAR • VULSTEKE

Most social media advice ignores your industry. **This guide doesn't.**

Willow works with construction and property firms every day — from solo contractors to 400-person groups running multiple brands. We've seen what makes a builder's reputation travel, and what wastes time better spent on site. This book is the distilled version.

The structure follows our Six Pillars framework — still the most reliable way to think about social media for a firm that runs on trust. But every chapter goes deep on the construction sector specifically: concrete strategies, real customer results, and a workflow that survives a packed build calendar.

No theory you can't use. No examples from sneaker brands. Just what works for construction firms — winning clients and crews alike — with the numbers to prove it.

ABOUT WILLOW

We bring inspiration. You bring your expertise.

Willow combines a planning and publishing platform with expert human coaching — so you always know what, how, and when to post. Built in Belgium, trusted by 1,000+ businesses since 2018.

EU SERVERS

GDPR COMPLIANT

SINCE 2018

How to win at social media **as a construction firm.**

I	Consistency	Know your audiences, your competitors, and your targets
II	Value & content mix	The rule of thirds, and choosing your platform
III	Employees	Your crew and project leads are your biggest reach multiplier
IV	Engage	The first 30 minutes, and how to show up as a firm
V	Personality	Credentials don't win the work — people and craft do
VI	Workflow	An efficient system that survives a full build calendar
VII	Analyzing results	Set KPIs, measure, refine — and know when to get help

The Six Pillars. Deliver on all six, and social media works.



PILLAR 1

Consistency

A steady rhythm your audience can rely on — and your firm can sustain through every season.



PILLAR 2

Value

Every post shows the work, answers a question, or proves the craft.



PILLAR 3

Content mix

Original, curated, and social — the rule of thirds keeps a feed alive.



PILLAR 4

Employees

Personal profiles carry further than firm pages. Your site teams included.



PILLAR 5

Engage

Social media is a conversation. Firms that only broadcast lose.



PILLAR 6

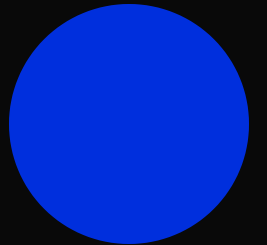
Personality

People hire — and join — firms they trust. Show the humans and the craft.

+37%

follower growth for Groep Verhelst over two years — not from one viral post, but from a steady rhythm of more than 800 posts a year.

SOURCE: WILLOW CUSTOMER DATA — GROEP VERHELST



Consistency starts with knowing **exactly** who you're posting for.

Construction firms post for two audiences at once — the clients who award the work, and the people who could come and do it. Get clear on both before you write a single post, because they want very different things from your feed.

One profile per audience, three ingredients each. Write them down — they decide every content choice you'll make in the next six chapters.

Demographics

Who they are — a developer commissioning a tower reads a very different feed than a homeowner planning a renovation or a foreman weighing his next job.

Pain points

What keeps them up at night. Clients fear delays, cost overruns and shoddy work. Skilled people fear a chaotic site and a firm that doesn't value them.

Interests

What they actually stop to watch — a clean pour, a tricky lift, a before-and-after, a crew that clearly knows what it's doing.

EXAMPLE — SUSTAINABLE RENOVATION

A contractor specializing in energy-efficient renovation of older homes.

Their feed should answer the questions homeowners actually ask: what an energy-renovation really costs, how long a family is out of the house, which subsidies apply this year, and what a job done properly looks like underneath the plaster.

And to attract the carpenters and site leads they need? Show the standards on site, the kit, the people — that's the post a good tradesperson saves.

Tailored content reads like it was written for one person.

EXAMPLE — PREFAB & CONCRETE

A prefab concrete supplier doesn't post about "our full range of solutions." They post the things their buyers obsess over: how a facade element shaves three weeks off a programme, the tolerance on a custom mould, the logistics of getting a 12-tonne element onto a tight city site.

That's content a project manager saves. Saved content gets you on the tender list.

The test for every post: would your ideal client — or your next hire — stop scrolling? If only a fellow contractor would, it's a post for peers — fine, but know which audience you're serving.



Daan Vermeire

SITE MANAGER · ILLUSTRATIVE

The part of a renovation that runs over budget is almost never the part the client worried about.

It's what we find when the old plaster comes off — damp, a beam that was never sound, wiring from another era.

So we open up one wall before we ever quote the whole job. A surprise on day two is a fix. A surprise on week six is a fight.

147 REACTIONS 26 COMMENTS 11 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Your competitors are running the experiment **for free. Read the results.**

Other builders and suppliers are already posting. Their feeds tell you what your shared audience responds to — and what it scrolls past. Analyze three things:

- **Type of content** — how do they show completed projects and site progress, and which formats earn real engagement?
- **Tone of voice** — how do they talk about craft and capability? Corporate, proud, plain-spoken?
- **Audience engagement** — who comments — clients, partners, future hires — and do they respond?

Then do the important part: don't copy any of it. Use the insights to sharpen a voice that's unmistakably yours. A feed that looks like every other contractor's is invisible.

WILLOW COACH NOTE

"This step is the one firms skip — and it shows. If you don't have the hours to map your competitors properly, that's a coaching session, not a reason to skip it."



Willow coaching team
CONSTRUCTION SECTOR

Pick a target. Then make every post earn its place.

"Be more visible" is not a target. Choose what social media should actually do for your firm — the choice changes what you post.

TARGET 01

Brand awareness

Become the firm people already know. Share finished projects, milestones, behind-the-scenes and the crew — recognition compounds, and reputation is the whole game in construction.

TARGET 02

Professional network

Build the relationships that win work — architects, developers, subcontractors, suppliers. Engage with the sector and share insight that proves you're a safe pair of hands.

TARGET 03

Leads & projects

Turn followers into enquiries and tenders. Completed work, clear capability, and an unmissable way to reach you.

TARGET 04

Attract talent

Win the war for skilled people. Show what it's like on your sites and who's already there — employer branding is the construction-specific target nobody can afford to skip.

The reasons builders don't post — addressed head-on.

Every construction firm we coach arrives with at least one of these. They're understandable — and all of them are wrong.

MISCONCEPTION 01

"My audience isn't on social media."

They are. Clients check your reputation before they call, developers and architects vet you on LinkedIn, and the skilled people you want to hire look you up before they apply. Being visible with a clear strategy is how you stay the firm they think of first.

MISCONCEPTION 02

"Social media isn't for construction."

Few industries are as visual. A clean pour, a precision lift, a tired house turned beautiful — this is content people stop for. Professional doesn't mean dull, and construction has more to show than almost anyone.

MISCONCEPTION 03

"Nobody wants construction content."

Nobody wants brochures. Everybody wants the build: the before-and-after, the machine doing the impossible, the detail done right. Show the work and people watch — clients and future crew both.

MISCONCEPTION 04

"We're on site — there's no time."

The most common one — and the most solvable. The content is already happening around you; someone just snaps a photo. Scheduling does the rest. Consistency beats frequency: one or two good posts a week beats a burst followed by three quiet months.

MISCONCEPTION 05

"I wouldn't know what to post."

You finish projects, solve problems and answer the same client questions every week. Every one of those is a post. Chapter II turns that into a system — the rule of thirds — so the blank page stops being a thing.

Effortless content creation isn't a talent. It's the combination of a solid strategy and the right tools.

Groep Verhelst built a presence on rhythm

— 800+ posts a year.

800+

POSTS A YEAR ·
ACROSS THE GROUP

+37%

FOLLOWER GROWTH ·
OVER TWO YEARS

400

PEOPLE · 11
LOCATIONS ·
OUDENBURG

THE SETUP

Groep Verhelst runs four activities — building materials, prefab concrete, floors and logistics — across multiple companies and brands. Since 2023, marketing manager Linda Verkempinck has used Willow to build their social media up to more than 800 posts a year.

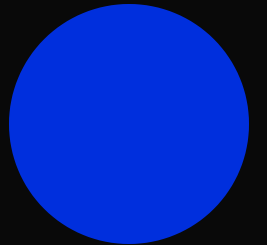
Most firms of that complexity post in bursts, then go quiet. Verhelst's pages stay full — and grew past 17,500 followers, up 37% in two years.

The lesson for chapter I: consistency isn't time — it's a system. A steady rhythm compounds where bursts never do.

1.5M

impressions for Groep Verhelst across all channels in two years — proof that a deliberate content mix puts your work in front of the right people.

SOURCE: WILLOW CUSTOMER DATA — GROEP VERHELST



The rule of thirds. **One formula, no blank page.**

Believe it or not, a construction firm has more to post than almost anyone. Split your calendar three ways and each third feeds the others.

1/3

Original content

Your projects and craft — progress, finished work, before-and-after, milestones, the people on site. The third that builds authority and shows the standard.

1/3

Curated content

Sector news, material and regulation shifts, sharp commentary on what affects your clients' projects. The third that keeps your feed current.

1/3

Social engagement

Reposting your crew, celebrating partners and clients, joining conversations. The third that makes you part of the trade instead of a billboard.

Share what you know. **It comes back as work.**

The easiest content to create is the advice you already give all day: what to check before signing a renovation contract, why two quotes for "the same job" differ by thousands, the detail that separates a roof that lasts from one that leaks. One rule — don't give generic building tips. Give advice that fits your specialty exactly.

EXAMPLE — RENOVATION

A renovation firm posts the specific signals that an old building hides trouble: the damp stain that means more than it looks, the crack that's cosmetic versus the one that isn't, the wiring that has to go.

Nobody hires that firm because of one post. They hire the firm whose name they've seen being useful and capable for months.

Sharing know-how doesn't cost you jobs. The people who'd DIY it were never your clients — the rest now know exactly who to call.

POST BLUEPRINT — TIPS & ADVICE

- **Hook** — the question a client actually asks
- **Insight** — your answer, in plain language — no jargon
- **Proof** — one photo or example from a real job
- **Soft CTA** — "save this" or "ask us before you start"

SAMPLE OPENING LINE

"The cheapest quote and the most expensive quote on your renovation are often the same builder — six months apart. Here's what actually drives the difference."

Finished projects are **the most powerful social proof.**

A landmark you delivered on time. A renovation that transformed a family's home. A testimonial from a developer you've built for across ten projects. These posts do the selling you can't do yourself — a client saying "they delivered" beats any claim you could make.

Make it routine: photograph every project at handover, ask satisfied clients for a few words, and put the partners and trades who made it happen in the spotlight too. They get visibility; you get credible proof.

One strong before-and-after a month outperforms weekly self-promotion. The work speaks louder than you can.



Noord Bouw

CONSTRUCTION FIRM · EXAMPLE POST

Eighteen months ago this was a 1930s school nobody knew what to do with — leaking roof, asbestos, a façade the city wanted kept.

This week the first residents picked up their keys. Same façade, restored. Everything behind it, new.

We didn't pour a single foundation from scratch. We're still proud of this one.

312 REACTIONS 41 COMMENTS 18 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Debunk a myth. **Become the source of truth.**

For most clients, building is a mystery — they know the horror stories at best. That fog is full of myths that need clearing: that the lowest quote saves money, that every renovation runs over, that prefab means lower quality. Correcting them publicly is the fastest way to demonstrate expertise.

THE FORMAT THAT WORKS

- **The myth** — state it the way clients actually say it.
- **The reality** — short, plain language. No jargon.
- **Why it matters** — the cost of getting it wrong.
- **One action** — what the reader should check before they build.

THE PROMO TRAP

"You see it constantly: firms start posting and it's all 'we're hiring' and 'look at our new truck'. Cap promotional posts at 10–20% of your monthly calendar. The work, the craft and the testimonials always beat telling people you're good."



Laura

SOCIAL MEDIA COACH · WILLOW

Show the site. **It's the content people actually engage with.**

BEHIND THE SCENES

A timelapse of a pour. The big lift everyone gathered to watch. A topping-out, the new apprentice's first week, the crew at the end of a long day. This is the content that makes your firm feel real — and your sites feel like places good people would want to work.

It consistently earns the highest engagement of any construction content category. Don't fight it; schedule it.

MILESTONES

Project handovers, a safety record, a new certification, an anniversary, an award, an apprentice who qualified. Professional and human milestones both work — they give your network a low-stakes reason to interact with the firm.

Tag the people involved. Every congratulation in the comments is reach you didn't pay for.

You follow the sector anyway. **Your clients don't.**

NEWS & UPDATES

New energy-performance rules land. Material prices move. A subsidy opens or closes. You understood it before breakfast — clients will misunderstand it for weeks. Share the development, add two sentences of "what this means for your project," and reading you already do becomes authority.

Willow's newsroom surfaces exactly this for your field — so your post explains a rule change in plain action before the competition notices.

RESOURCES & RECOMMENDATIONS

Guides, official guidance, tools, suppliers worth knowing — anything that helps a client plan with fewer surprises. Recommend only what you'd tell a client across the table; your feed is your reputation.

POST BLUEPRINT — NEWS REACTION

- **The development** — what changed, in one line
- **What it means** — the impact on your client's build
- **Your take** — the sentence only a builder can add
- **Next step** — what to check before they start this year

SAMPLE OPENING LINE

"New insulation requirements take effect this year. For most renovations it changes one thing — and it isn't the wall everyone's worried about. Here's where to look first."

Celebrate other people. **It's the cheapest reach you'll ever get.**

REPOST YOUR CREW

When someone on your team posts a proud shot from site, repost it from the firm. It signals support, encourages the next post, and puts the firm in front of their network — which is full of exactly the people you'd want to hire. LinkedIn is built for this.

CELEBRATE PARTNERS & CLIENTS

An architect's design comes to life on your site. A supplier pulls off a tight delivery. A developer client lands a big scheme. Repost it — and make it more valuable by adding your own take. One genuine sentence, not "Nice work!"

Celebrating projects you helped deliver is the most elegant self-promotion there is: their finished building is your case study.



LinkedIn for the work that's won in rooms. **Partners, developers, talent.**

Architects, developers, public clients, subcontractors and the skilled people you want to hire all live here. Share completed projects, capability and sector insight to prove you're a safe pair of hands — and a place worth working.

Case studies, certifications and milestones round out your credibility. Post consistently about your firm's work and you become the contractor your network already knows.

B2B

WHERE TENDERS,
PARTNERS & HIRES
BEGIN

5×

PERSONAL PROFILES
OUT-REACH COMPANY
PAGES

OBSERVED ACROSS WILLOW CUSTOMER ACCOUNTS

The visual platforms — where construction has the unfair advantage.



Instagram

The home turf for construction. Before-and-afters, build timelapses, drone shots, the satisfying detail. Reels of a project taking shape are some of the most watchable content on the platform.

If you only master one visual channel, it's this one.



Facebook

Local community, reviews and recruitment. Share finished work and project news, and encourage happy clients to leave a review — reviews recruit your next clients while you sleep.

Still the place many skilled tradespeople see a "we're hiring" that actually reaches them.

TikTok

Increasingly where trades and younger talent are. Short, honest site videos — a day on the job, a skill explained — reach an audience your competitors ignore. Invest here only if it's genuinely your medium.

Should you be on every platform?

Absolutely not.

Spreading a busy firm across four platforms produces four mediocre presences. One well-run channel beats them all. Quality over quantity — every time.

Start where your audiences from chapter I actually spend time. Winning tenders and hiring skilled people? LinkedIn. Homeowners, renovation and local reputation? Instagram and Facebook. Master that channel — learn its dynamics, build the habit, grow the audience — then expand only when the first one runs itself.

01

RESEARCH WHERE
YOUR AUDIENCE IS
MOST ACTIVE

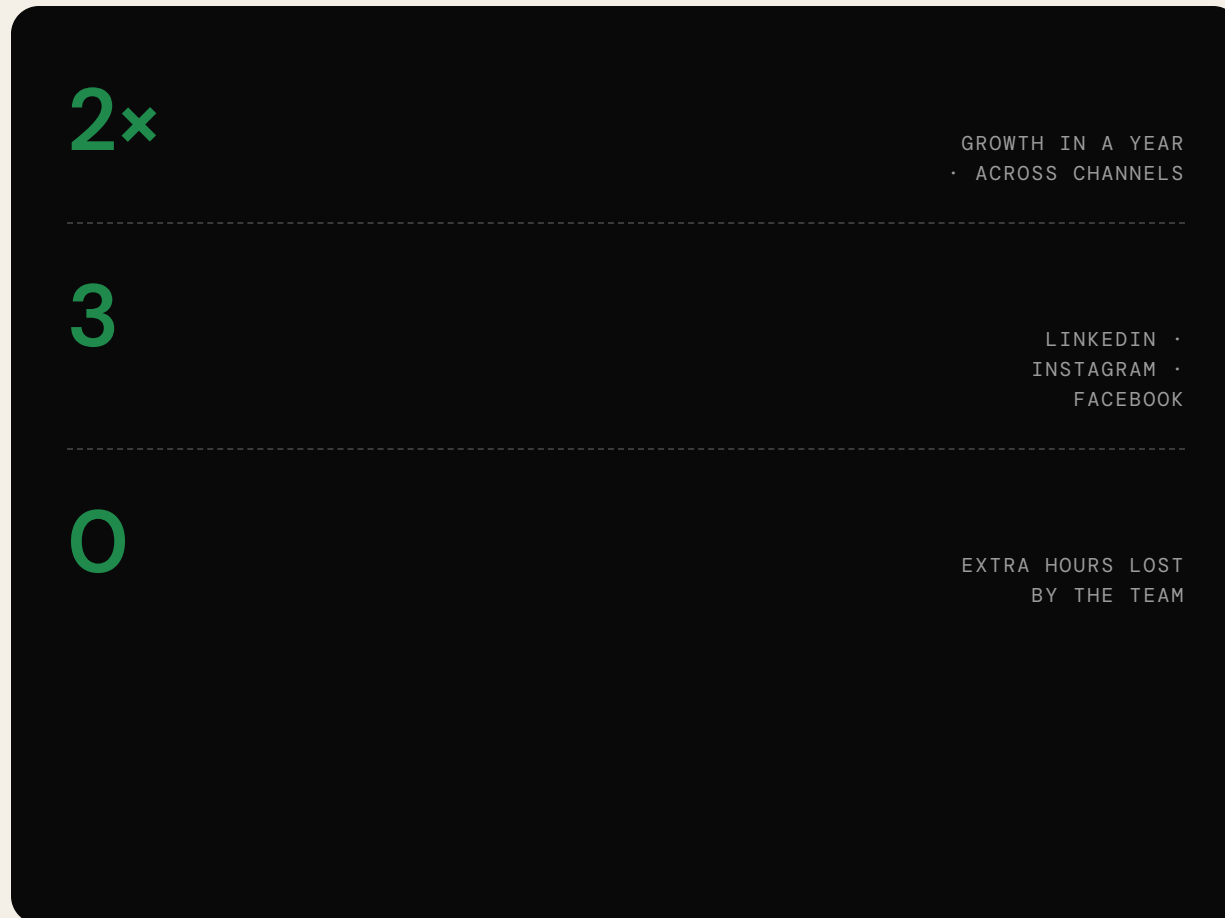
02

FOCUS ON ONE
PLATFORM FIRST —
MASTER IT

03

EXPAND ONLY WHEN
IT ADDS REAL
VALUE

Vulsteke doubled its growth across three channels — without losing time on site.



THE SETUP

Vulsteke — a construction and property firm with a strong employer-brand focus — wanted to grow across LinkedIn, Instagram and Facebook at once without adding to anyone's workload.

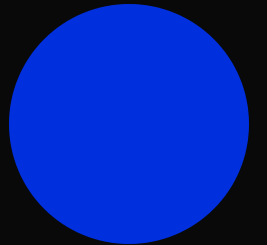
With Willow, a deliberate mix of project content, team and culture, and local presence doubled their growth in a year — and nobody lost time on social.

The lesson for chapter II: a deliberate content mix across the right channels beats a busy one on one — and it compounds.

5x

Personal profiles reach roughly five times further than company pages on LinkedIn. Your project leads and crew are your distribution.

OBSERVED ACROSS WILLOW CUSTOMER ACCOUNTS



Your firm page has hundreds of followers. Your team has thousands.

Add up the connections of everyone in your firm — project leads, estimators, site managers, the office. That combined network dwarfs your company page, and it's full of the partners, clients and future hires you most want to reach. People trust people in a way no firm account is ever trusted.

Encouraging your team to take part in the firm's social media isn't a nice-to-have. In a sector fighting for skilled people, it's the single highest-leverage move in this book.

Start small: a like costs one second, a comment costs ten. Posting comes later.

STRATEGY — TEAM SPOTLIGHT

People love to see people. Put one team member in the spotlight on a fixed rhythm: their trade, a project they're proud of, a lesson from twenty years on site. They'll repost it to their own network — and their network will meet your firm.

At Groep Verhelst, colleagues from HR and the sustainability team now draft content themselves — so expertise from across the business reaches the audience faster, with marketing keeping the voice consistent.

Tagging your team is **free promotion in their entire network.**

Every time you tag a team member in a firm post, that post becomes visible to their connections. Every comment it earns extends the reach again. These are consistently the highest-engagement posts a firm publishes.

If attracting skilled people is a priority for your firm — and in construction, it always is — this is the low-hanging fruit. Candidates research firms through the people who already work there.

FROM THE WILLOW TEAM

"Tagging your team members provides free promotion for your firm inside their networks. These posts get the highest engagement rates we see — and every comment buys extra visibility."



Rani

CONTENT MARKETEER · WILLOW

Your team wants to post. **Remove every excuse not to.**

FEED THEM CONTENT

A steady stream of shareable material: project photos from site, firm updates, sector news. The single best source is already in everyone's pocket — encourage the crew to snap the good moments on site, and make those easy to find.

GIVE THEM TOOLS

A shared content calendar everyone can see, contribute ideas to, and draft in. At Groep Verhelst, marketing, HR and sustainability all work from one Willow environment — different departments prepare posts, marketing reviews and publishes.

LOWER THE BAR

Nobody needs to write essays. A photo from site with one line, or a repost with one added thought, is a contribution. Make the minimum viable participation genuinely minimal.

Guidelines prevent problems. Recognition creates momentum.

GUIDELINES & TRAINING

A short social media policy — what's fine to share, site-safety and confidentiality lines, how to represent the firm — protects everyone and removes the fear of "posting the wrong thing." Pair it with one session on best practices.

On a client's site, this isn't bureaucracy. It's what lets you share the work confidently: no faces or plans you shouldn't show, no unsafe shots, no client surprises.

RECOGNIZE & REWARD

Celebrate the people who consistently share, comment, and contribute from site. Public appreciation, a personal word, a small incentive — visibility inside the firm fuels visibility outside it.

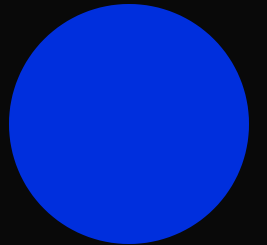
What gets recognized gets repeated.

**Always tag your team members
in a LinkedIn post, when possible.**

30 min

The activity a LinkedIn post earns in its first thirty minutes decides how far the algorithm carries it.

WILLOW COACHING INSIGHT — OBSERVED ACROSS CUSTOMER ACCOUNTS



A post's fate is decided **before most of your team has seen it.**

Posting content is half the job. The other half is what happens in the thirty minutes after — likes, comments, and shares in that window tell the algorithm the post deserves an audience.

So make it routine: when a firm post goes live, the team hears about it immediately — and shows up. A handful of genuine comments in the first half hour routinely doubles a post's reach. A quick word to the site WhatsApp group is enough.

The LinkedIn algorithm rewards engagement by showing the post to your network's network. Engagement early is worth triple.

BE THE EXAMPLE

If you run the firm's social media, model the behavior you're asking for. Don't just request engagement on firm posts — engage with your team's posts, your clients' posts, your partners' posts.

Engagement culture is set from the top, like safety culture and every other culture on a site.

Reply to everything. The public is reading over your shoulder.

COMMENTS & MESSAGES

Respond promptly, personally, and with substance. A detailed answer to one person's question about a renovation or a lead time is a public demonstration of expertise to everyone reading it.

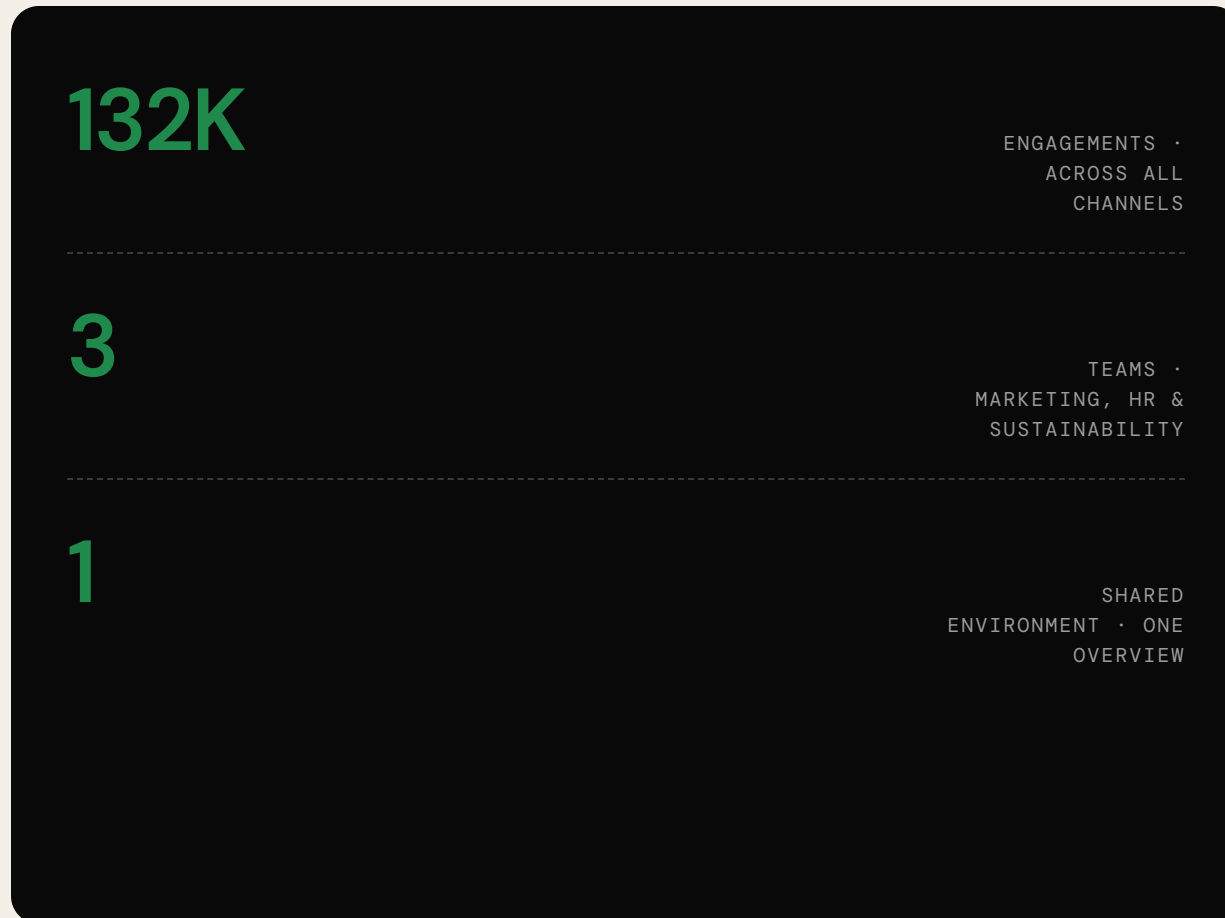
OTHER PROFILES

Follow your clients, architects and suppliers — and show up for their wins. A partner posts a milestone? Congratulate them visibly. It strengthens the relationship, and puts you on the radar of everyone reading along.

THE BOLDER PLAY

Comment on your peers' posts — agree, add nuance, share what you'd do differently, professionally. Their audience is your audience; a sharp comment in the right thread positions you as a firm that knows its craft.

Verhelst turned many teams into **one steady, engaged presence.**



THE SETUP

As more of Groep Verhelst's departments got active, they needed structured collaboration. Today HR and sustainability colleagues draft posts themselves; marketing reviews tone of voice and publishes consistently across every channel.

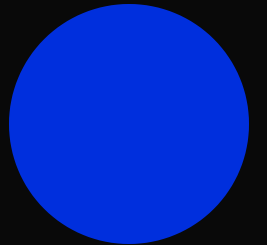
The result: more voices, more often, in front of the right people — and around 132,000 engagements across all channels.

The lesson for chapter IV: the more people inside the firm who show up, the more the firm shows up — and engagement follows.

2x

Vulsteke doubled its growth in a year by putting its people and culture front and centre. In construction, personality is what wins both clients and crews.

SOURCE: WILLOW CUSTOMER — VULSTEKE



In a world of quotes and specs, **personality** is the differentiator.

01 — YOUR WHY

Why did you start building? The story behind the firm — a family trade, a first project, fixing what others wouldn't — resonates more than any capability statement.

02 — CHALLENGES

The job that nearly went sideways, the deadline you saved, the lesson a hard site taught you. Resilience humanizes; perfection alienates.

03 — BEHIND THE SCENES

Site, crews, the kit, what you're building right now. Give a glimpse of the daily reality — it's the most watchable content you have.

04 — VALUES & MISSION

Safety standards, sustainability, craftsmanship, how you treat your people. Like-minded clients — and recruits — choose on this.

05 — COLLABORATE

Spotlight the architects, engineers and suppliers you build with. A joint post on a shared project reaches both networks at once.

06 — HUMOR, CAREFULLY

A bit of dry site humour lands well — when it fits your brand. Stay professional; proud beats clownish.

What personality looks like in the wild.



Sofie · project lead

CONSTRUCTION FIRM · ILLUSTRATIVE

We turned down a job last week. A good-sized one.

The programme was a fantasy, the budget was thin, and the only way to hit both was to cut the corners we don't cut.

Saying no to the wrong project is how we stay good at the right ones — and how our crews stay proud of what they put their name on.

168 REACTIONS 24 COMMENTS 9 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT



Tom · site manager

FOUNDER VOICE · ILLUSTRATIVE

Twenty-two years ago I started as an apprentice on a site like the one in this photo.

Today the apprentice in the photo is mine to train. Same trade, same standards, better tools.

We don't just build buildings. We build the next people who'll build them.

241 REACTIONS 37 COMMENTS 12 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

The same expertise, **with a person attached.**



Karel De Smet

FOUNDER · EXAMPLE POST

Twenty-five years ago I poured my first foundation alone, in the rain, convinced I'd got the levels wrong. I hadn't slept.

Last month we handed over a forty-home development my son helped run.

Construction looks like concrete and cranes from the outside. From the inside, it's twenty-five years of people trusting you to build the thing they'll live their lives in.

That's the job. That's why I still love it.

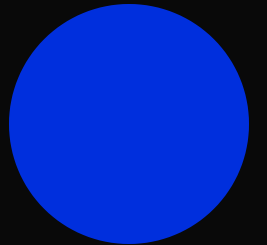
326 REACTIONS 44 COMMENTS 15 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

WHY THIS WORKS

- **A real arc** — first foundation to a forty-home handover. Not "thoughts on quality."
- **Vulnerability with a point** — the sleepless night isn't the story; the trust is.
- **The reframe** — concrete on the outside, trust on the inside. That's the firm's pitch, told as a story.
- **Zero self-promotion** — and yet it's the best marketing on this page.

An efficient workflow makes
time and space **for the work.**



Consistency is a system, **not a personality trait.**

PLAN CONTENT IN ADVANCE

A content calendar — projects, formats, dates — turns "what should we post?" from a weekly scramble into a quarterly planning session. Batch the thinking; spread the publishing. Map posts to your project milestones in advance.

AUTOMATE THE POSTING

Schedule posts ahead so the rhythm survives busy periods — and in construction, that means it survives a brutal stretch on site or a wet week. Willow schedules across LinkedIn, Instagram, Facebook and X from one calendar, at the times your audience is actually online.

WILLOW COACH TIP

"Don't get too many people involved in the final sign-off. Let teams draft freely, but keep one clear approval step — delays are how posting rhythms die."



Josephine

CUSTOMER SUCCESS MANAGER · WILLOW

The 2026 toolkit. **Four jobs, four tools.**

SCHEDULING & INSPIRATION

Willow

Calendar, publishing, a newsroom tuned to your field, and analytics — plus a human coach. Since June 2026, Willow Create drafts your posts from a profile of your firm, not a generic prompt. The blank page is over.

VISUAL DESIGN

Canva

Templates and elements for project visuals and before-and-afters. Set up brand colors and fonts once; everything after stays consistent without a designer.

VIDEO EDITING

CapCut / iMovie

Turn site footage into watchable timelapses and reels without technical knowledge. Video consistently out-engages static posts — and construction footage practically edits itself.

EVERGREEN RESERVE

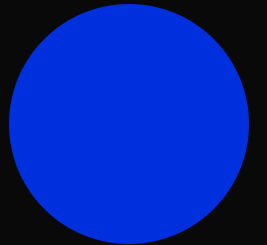
Your own archive

FAQs, explainers and finished-project shots that stay relevant. Build a reserve to repurpose — it's the buffer that keeps the calendar full through your busiest build stretches.

132K

Groep Verhelst's 132,000 engagements didn't arrive by luck. The feed was measured, reviewed, and adjusted — month after month.

WILLOW CUSTOMER DATA — GROEP VERHELST



Decide what winning means **before you measure anything.**

Pick the goal first — project enquiries, audience growth, or applications — then choose the two or three metrics that prove it. Without that, analytics is just a dashboard of numbers going up and down for no reason anyone can act on.

Review monthly. Not daily (noise), not yearly (too late). Monthly is where patterns become visible and strategy can still respond.

You'd never run a project without measuring progress against the plan.
Don't run your social media without it either.

Engage

LIKES, COMMENTS,
SHARES, SAVES —
DOES IT RESONATE?

Reach

UNIQUE VIEWERS &
IMPRESSIONS —
DOES IT TRAVEL?

Convert

ENQUIRIES,
APPLICATIONS,
CALLS — DOES IT
PAY?

Double down on what works. Kill what doesn't. Repeat.

ANALYZE & REFINE

Look for the patterns: which projects and formats consistently perform, which days and times your audience shows up, which posts earn comments instead of just likes. Then shift the calendar toward the winners.

Pulling metrics platform-by-platform is tedious — Willow's analytics put every channel and company page in one view, so the monthly review takes minutes, not a morning.

EXPERIMENT & ADAPT

What works today won't work forever. Platforms change, formats rise and fall, audiences move. Hold a small share of your calendar — one post in five — for experiments.

Staying current is a commitment. A Willow coach who works with construction firms every day makes it theirs instead of yours.

Agency, freelancer, or tool? **Wrong question.**

The right question: will the setup you choose deliver on all six pillars? If not — whoever runs it — you're in for a disappointing ride.

AGENCIES

Excellent creatives, stunning visuals. But they'll never know your sites and capabilities like you do, and they're slow to react to what's happening today — a handover, a milestone, a lift worth filming. €50–300 per post, every post, forever.

FREELANCERS

Same strengths and weaknesses as agencies, with one upgrade: a personal connection. A good freelancer learns your firm — but you're betting the whole system on one person's availability.

TOOLS

They organize, save time, and tell you what to post and when. But like a great machine on site — you still need the operator. The honest version: a tool plus your expertise plus a coach covers all six pillars. That combination is, not coincidentally, what Willow is.

Build a reputation that lasts.

Willow is the social media engine for busy firms: a platform that plans and publishes, Willow Create to end the blank page, and a coach who knows the construction rhythm inside out.

[Book a demo at willow.co](https://willow.co)

30 MINUTES — WE'LL MODEL YOUR FIRM LIVE