

## **Internet Marketing Agency, fishbat, Explains How Construction Companies Can Utilize Digital Marketing**

Patchogue, N.Y., May 28th, 2019 -- SEO and digital marketing company, fishbat, continues to show clients that advertising for one's company is not a scary thing. A team so passionate and motivated wants to help construction companies who are struggling with their social media accounts with a few tips.

When it comes to social media being direct with a company's followers about their brand and mission is very important. A great way to bring awareness to a construction company's social media pages is before and after photos - many people love these types of posts and it really shows the talent that this company has. Being direct with followers can also mean that there's a good one-on-one relationship where both the company and the interested customer have their questions answered and that both parties are clear with their intentions and answers.

Social media can be very useful when it comes to advertising. Companies can now use different platforms to promote their products or services. Different platforms have tools that make it easy for companies to use. Someone who is struggling to bring their engagement up on social media can now use these tools to their advantage by tracking analytics and targeting a certain type of group of people that fit their audience group. Targeting your audience can be adjusted to people on social media by age, where they reside, and even what they're interested in. This makes it beneficial for construction companies as they can target people interested in what they offer in regards to services.

Maintaining social media feeds can be tricky - as long as a company can develop strong content to capture their follower's attention. Strong content can be posts about the behind-the-scenes looks of a company, getting followers engaged by holding a contest, comical photos called "memes", or simply by showing followers what a company is truly about since a brand's identity is extremely important.

Blogging has been an extremely popular thing for as long as anyone can remember. Many brands use blogging as a source for their clients to keep up with what they're doing. This is the best thing a construction company can do as they can write about their achievements, any new products/services that they will be offering soon, or even talk about their latest projects and they can share any tips that can help their clients with home projects.

Social media is never an easy thing to deal with but a company doesn't have to do it alone. Using the tools that these platforms offer can be used to a social media handler's advantage. However, if a construction company doesn't know where to start or how to gain more audience members -

there's nothing wrong with asking for help. Companies like these can get an overwhelming amount of support from many people if their social media accounts are run correctly.

### **About fishbat**

fishbat is a full-service digital marketing firm that takes a holistic business approach to its clients' digital marketing programs. The fishbat team understands the importance of business principles just as well as the nuances of the latest digital technologies. fishbat offers every digital marketing service available from digital marketing research and planning to brand development to website and asset creation through social media management and search engine optimization programs - all custom calibrated for both B2B and B2C businesses.