

Generating Awareness

EGC Construction

Challenge

EGC Construction is a local construction company that works in the residential, industrial and commercial sectors. EGC approached O’Keeffe PR for direction on how to effectively position their organization as a thought leader in the industry and get the word out about their growing and diverse capabilities. Their objectives were to inform their current customer base and potential prospects of EGC’s growing and diverse capabilities and position EGC as experts in local and regional construction trends.

Solution

After O’Keeffe PR was selected to provide direction, we developed and pitched story ideas around EGC’s local work and completed projects to a targeted local media list. We then researched appropriate trade publications and pitched stories that focused on industry trends and EGC’s expertise in construction. Finally, we created a content plan for their owned channels such as the EGC website, newsletter and social media.

Results

EGC received great exposure from local online and print publications regarding the following projects:

- The transformation of an old garage/gas station in Ft. Mitchell into a new pizzeria
- The first pet-dedicated MRI facility in Cincinnati
- Residential home projects
- Coverage in trade publications, based on their expertise in MRI facilities and virtual reality

The new EGC newsletter designed to keep current and prospective clients informed on EGC projects and media coverage, received great feedback and a 6% click-through rate (five times the construction industry average).



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