

Content Ideas for Densification

Luke

1. New website promotion/tease with a video scrolling through the website on a computer. ([Link to similar concept](#))
2. “Meet the cranes” themed posts that explain each crane and when they may be most useful on sites; highlight past jobs they have completed
3. Informational videos from Chris explaining different aspects of dynamic compaction; could also be graphics at first to cut-down on time needed to make videos

Megan

1. Weekly themed posts: “Worksite Wednesdays,” “Throwback Thursdays,” “FAQ Fridays,” “Smash Saturdays,” etc. (just pick one)
2. Separate page of the website dedicated to FAQs to cut down on the travel Chris has to do to explain what the company actually does
3. Research popular US construction publications we can pitch an article about Densification (especially post-rebrand) to
4. Turn a machine Densification uses a lot into a popular one like Walt the Crane. Integrate into “Smash Saturdays” ?

Charlotte

1. “Flashback” posts with pictures of previous worksites, projects, or significant moments in Densification’s development as a company
2. Website page with written content about current, upcoming, and previous projects as well as information about leaders at the company. Can then post about these projects and individuals on social media and link back to the website to generate more engagement
3. “Smash or pass” segment: posts with pictures of potential worksites asking the audience to determine if the site fits the necessary criteria for safe compaction (prepped appropriately, no buildings around, etc.)

Lucy

1. Highlight employees - can interview and then we can edit
2. Informational video about how their system works - good for website and socials
3. Update website to make it more concise and interactive with social media

Ava

1. Weekly video content that follows similar theme each week. “Smash Sat. or Sun”
2. Drone shots or videos of construction sites and the work that Densification Inc. does.
3. FAQ type videos where a question is clearly pasted on the screen and there is a short video alongside it to help inform people interested in the topic.