

Competitor Analysis						
Prepared for Densification, Inc.						
2/28/2023						
Company Name	Platform	Page or Group (Insert Link)	Engagement 1-10: Strictly informing (1-4), Inspiring action (5-6), Engaging (7-10)	Strategy	Post Frequency	Content Shared
Example, Inc.	Facebook	facebook.com/nameofpagehere	2; Rarely to no interaction	Mostly push only; also crossposts auto to Twitter which is a bad practice	Irregular	Appears mostly push of info
Example, Inc.	Twitter	twitter.com/nameofpagehere	5; several CTAs observed; very engaged with stakeholders	Crossposted to FB, not recommended; engaging content with emotional appeal	2-3 times/week	Lots of video content; captions call for comments
GeoPier	LinkedIn	https://www.linkedin.com/company/geopierfoundations/	7; inspiring action, developing a personality for the company, using hashtags, getting regular reactions and reposts. Infrequent comments.	Showcasing the individuals that make up the company at various levels; newsjacking with references to holidays, events, etc.	1-2 times/week	Lots of pictures, graphics, promotion of company-run events
Kiewit	Facebook	https://www.facebook.com/kiewit	8; significant following, good balance of highly produced content and personalized anecdotes;	Multidirectional approach with a blend of historical content, updates on recent projects, and teaser posts that link to	5-6 times/week	Pictures of projects they've been involved with; pictures of employees; articles about the positive impact of their work
Kiewit	Twitter	https://twitter.com/kiewit	5; significant following but low rates of engagement	Heavy crossposting from Facebook	5-6 times/week	Pictures of projects they've been involved with; pictures of employees; articles about the positive impact of their work
Kiewit	LinkedIn	https://www.linkedin.com/company/kiewit	5; massive following, posts that engage with followers as well as frequent job listings	Heavy crossposting from Facebook and Twitter	5-6 times/week	Pictures of projects they've been involved with; pictures of employees; articles about the positive impact of their work
Kiewit	Instagram	https://www.instagram.com/kiewitcorp/	4; frequent posts and a presence on Reels, but smaller followings than other platforms and	Heavy crossposting from Facebook and Twitter	5-6 times/week	Pictures of projects they've been involved with; pictures of employees; articles about the positive impact of their work

Keller	Facebook	https://www.facebook.com/KellerNAmerica/	5; frequent posts that almost all have calls to action. Highlights employees and comments on current events to engage viewers. Current events are unrelated to the field	Establish a voice of the company by commenting on current events and linking websites for more information. Show off faces of the company by highlighting employees	Irregular: multiple times a day to 2-4 times a week to full week gaps	Random current events, recognizing employee achievements or endeavors, advertising company initiatives
Keller	Instagram	https://www.instagram.com/keller_na/	4; only informs but posts cover variety of topics outside of company's projects	Promote company values like safety and the importance of their employees	Irregular: monthly or less	Accomplishments on project sites, holidays, safety and employees
Keller	LinkedIn	https://www.linkedin.com/company/keller	5; frequent posts that almost all have calls to action. Highlights employees and comments on current events to engage viewers. Current events are unrelated to the field	Crossposted with FB and Twitter, not recommended; establish a voice of the company by commenting on current events and linking websites for more information. Show off faces of the company by highlighting employees	Irregular: multiple times a day to 2-4 times a week to full week gaps	Random current events, recognizing employee achievements or endeavors, advertising company initiatives
Keller	Twitter	https://twitter.com/keller_na	5; frequent posts that almost all have calls to action. Highlights employees and comments on current events to engage viewers. Current events are unrelated to the field	Crossposted with FB and LinkedIn, not recommended; establish a voice of the company by commenting on current events and linking websites for more information. Show off faces of the company by highlighting employees	Irregular: multiple times a day to 2-4 times a week to full week gaps	Random current events, recognizing employee achievements or endeavors, advertising company initiatives
Menard (USA)	LinkedIn	https://www.linkedin.com/company/1929817	5; frequent posts that mostly have small calls to action, very little engagement but will	Mostly pushing project content with some employee highlights	~twice a week	Push content, current events, employee highlights
Terracon	LinkedIn	https://www.linkedin.com/company/terracon	4; strictly informs, zero calls to action	Push content	5/7 days a week	Push content promoting the company and a few current events/holidays
Terracon	Facebook	https://www.facebook.com/terracon	4; strictly informs, zero calls to action	Crossposted with LinkedIn and Instagram, not recommended; push content	5/7 days a week	Push content promoting the company and a few current events/holidays

Terracon	Instagram	https://www.instagram.com/terraconlife/	4; strictly informs, zero calls to action	Crossposted with LinkedIn and FB, not recommended; push content	5/7 days a week	Push content promoting the company and a few current events/holidays
Treviicos	LinkedIn	https://www.linkedin.com/company/1270671?	5; Inspiring Action, post frequently but not call to action	Show accomplishments and work they have done within the industry, no call to action content	Irregular	Pictures of projects that they have done or are involved with and pictures of employees completing tasks
Treviicos	Twitter	https://twitter.com/treviicos	4; Strictly Informs, zero calls to action	Promote their projects or booth setups that they are involved with	Irregular	Pictures of projects that they are working on with links to read more about what they are doing
Schnabel Foundations	LinkedIn	https://www.linkedin.com/company/schnabel-/	4; Strictly Informs, zero calls to action	Heavy cross-posting with Twitter and Instagram	2/3 times a week	Show pictures of employees attending Booth shows. Few photos of projects worked on
Schnabel Foundations	Twitter	https://twitter.com/SchnabelGeo	4; Strictly Informs, zero calls to action	Heavy cross-posting with LinkedIn and Instagram	2/3 times a week	Same content as LinkedIn; posts about booth shows and projects currently involved with
Schnabel Foundations	Instagram	https://www.instagram.com/schnabelgeostructural/	4; Strictly Informs, zero calls to action	Heavy cross-posting with Twitter and LinkedIn	2/3 times a week	Flyer type posts with information about local Booth setups, few posts of projects that they are working on