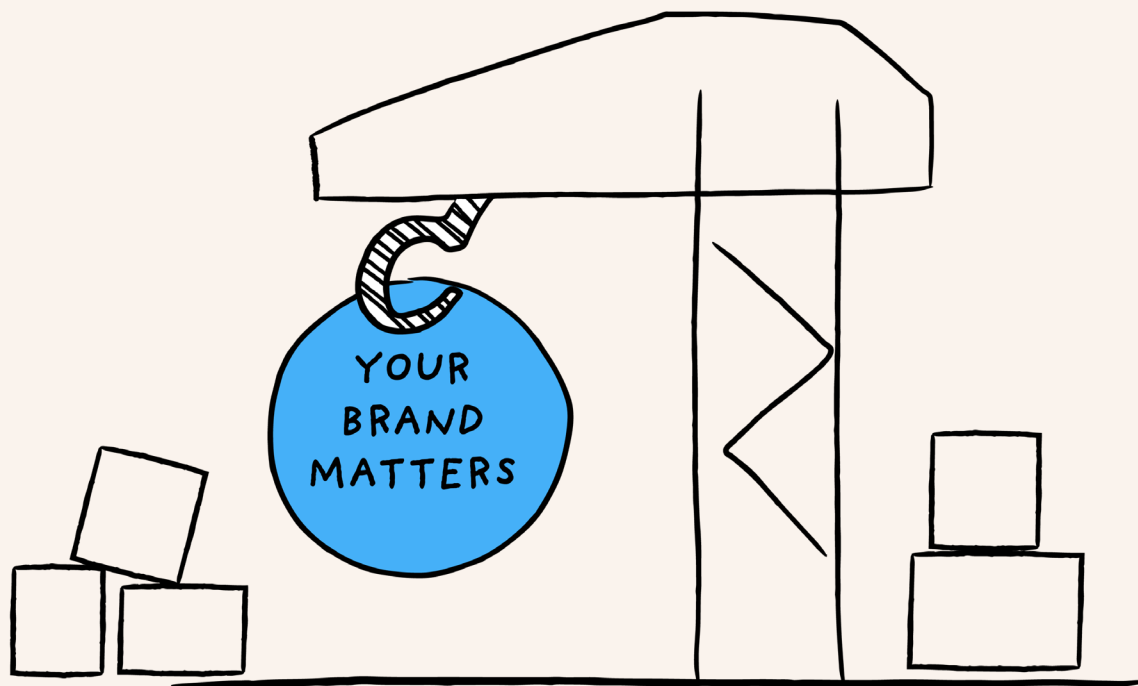




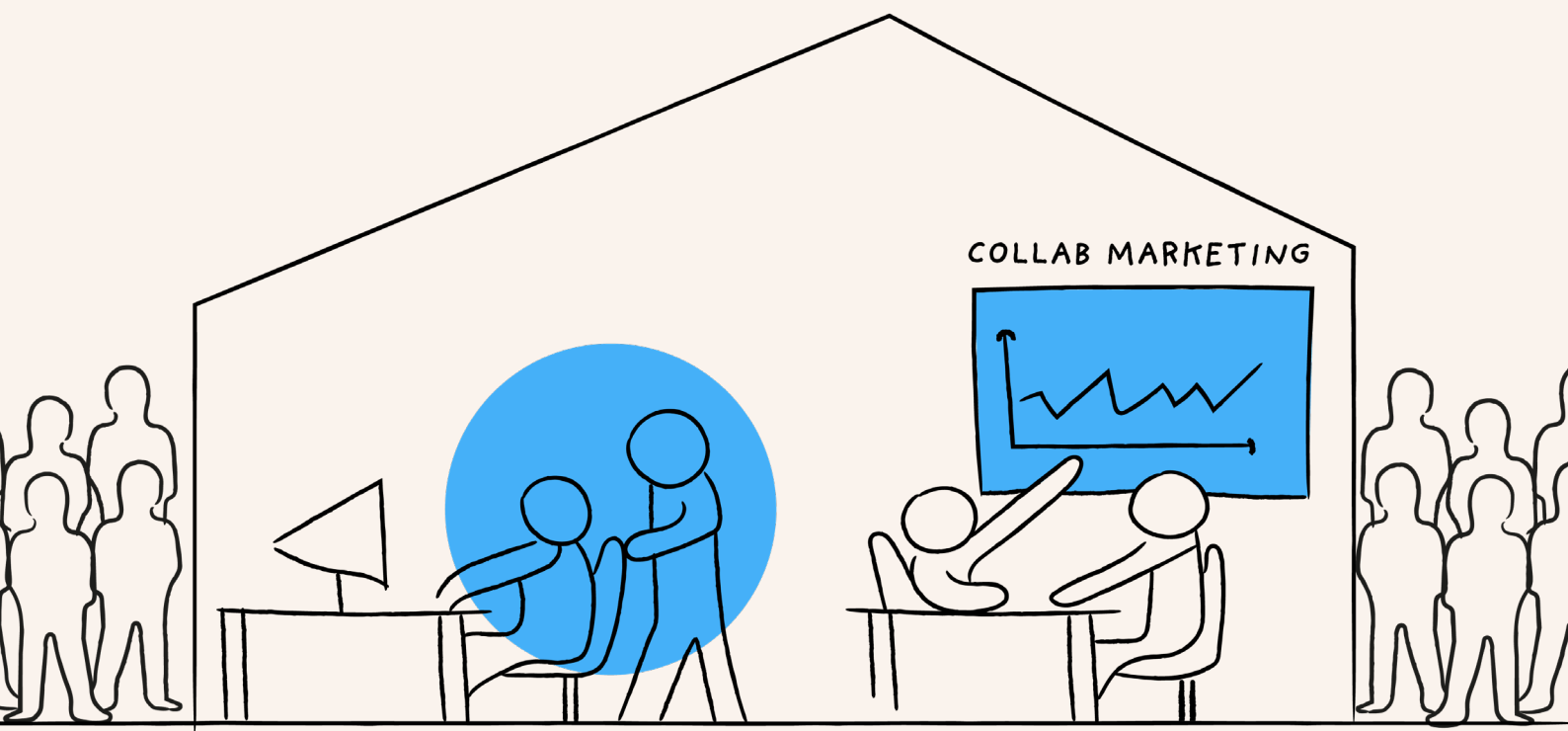
2026

Construction Project Marketing Guide

A practical guide to capturing project stories, milestones, photography and content throughout the life of a project.

This guide from Collab is designed to help construction project teams capture the information, photography and stories that Marketing can use throughout the life of a project. It is not necessary to complete every field for every project. Focus on the information that is relevant, interesting or distinctive.

The key principle: The Project team should not need to go back tediously searching for details and Marketing should not need to reconstruct the project story after completion Capture the story as it happens



01

PROJECT STARTS

This can be used for project win announcements and capability content, but also longitudinal content.

02

PROJECT UNDERWAY

This can be used for project progress posts / behind-the-scenes / technical content, but also longitudinal content.

03

PROJECT COMPLETE

This can be used for project completion posts, case studies, project profiles, capability content, but also longitudinal content.

Project Basics

Project name	
Client/developer	
Location	
Sector type	
Project type / key project elements	
Project value (if appropriate to share)	
Project size	
Project methodology	
[Your Company]'s role/scope — design, construction, installation, commissioning, service, etc.	
Project timeline	
Other key project partners	
Key project statistics (any useful numbers that help demonstrate scale)	

Project Brief / Context

What was the client trying to achieve?

What made the project interesting or different?

Were there particular design requirements?

Any technical, access, site or programming constraints?

Why was [Your Company] selected?

Flag anything that could make the project worth talking about:

Unusual design or construction methodology?
 Large or technically complex project?
 Challenging site or existing conditions?
 Innovative technology or materials?
 Sustainability features or environmental initiatives?
 Significant safety initiative or achievement?
 High-profile architect, developer, consultant or project partner?
 Interesting materials or finishes?
 Heritage or unusual location?

At this stage, ask the project team to provide:

Approved project imagery/renders
 Plans or drawings where appropriate
 Site photos before works commence
 A short project description
 Names and roles of key project contacts
 Any restrictions around photography, client names or publishing information



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Project Progress

When a project reaches a key milestone, the project should send Marketing: 3-4 good photos + a short update + any interesting technical/project information + confirmation of what can be publicly shared.

Capture progress + process + people	- Timelapse photography (needs to be set up early on) - Regular site photography - Key construction milestones - Before/during comparisons - Interesting construction details - Specialist work or trades - Equipment, plant or technology - Materials, finishes or installations - Testing, commissioning or other significant processes - Project and site team - People working on site (in proper PPE) - Specialist trades, engineers and technicians - Collaboration with clients, builders, consultants or subcontractors - Safety initiatives or workshops - Community engagement
Milestones	- Project commencement (Site establishment, mobilisation, demolition or enabling works) - Sod-turning ceremony - Smoking Ceremony/Welcome to Country (with proper permission from relevant Traditional Owners to capture/film) - Excavation, piling groundworks or foundations complete - Structural works or major structural milestones complete - Building Envelope - Facade, roofing, glazing or building made watertight - Major services, mechanical, electrical, hydraulic or specialist systems installed - Internal fitout, finishes or specialist installations underway/complete - Significant equipment, machinery, infrastructure or specialist components installed - Site tours or stakeholder visits - Community engagement events (site BBQs, lunches, etc.) - Commissioning/testing - Practical completion - Handover/opening or commencement of operations

Project Progress

Are there apprentices, trainees or emerging professionals involved?

Are there opportunities to highlight diversity, inclusion, local employment or community engagement?

Are there sustainability initiatives being implemented during construction?

Challenge and Solutions

What was the biggest challenge?

How was it solved?

Did anything change from the original design?

Was there a difficult site condition?

Was there a particularly complex technical requirement?

How did the team work around programme or access constraints?



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Project Outcomes

What was delivered?	
What was particularly successful?	
Did the project achieve something specific for the client?	
Was it delivered on time / to programme?	
Were there technical challenges that were successfully resolved?	
What makes this project distinctive?	
Completion date	
Key project statistics	
Key materials/finishes	
Equipment/technology	
Sustainability features	
Project partners	
Awards or recognition	
Customer or Partner Testimonials	
Any ongoing service/maintenance arrangement	

Project Outcomes

Capture photography of the finished project

Professional photography where possible

Wide shots

Architectural/Detail shots

Before/during/after comparisons

Facility in context of the broader development

Day/night photography if relevant

People using the facility, where permissions allow

Video walkthrough

Video/drone footage where appropriate

Let's Collab

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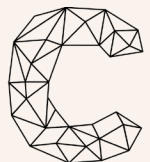
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