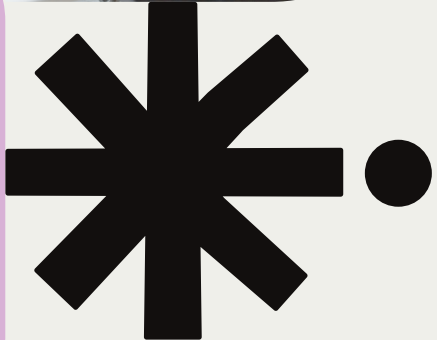
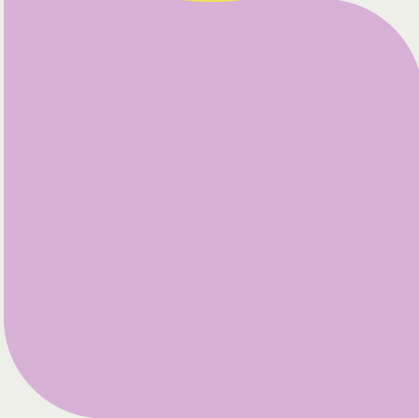
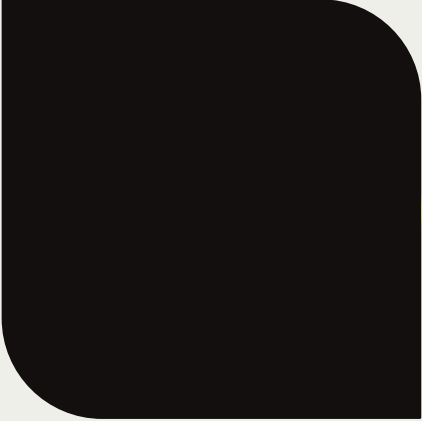




2023

**EFFECTIVE B2B SOCIAL MEDIA COMMUNICATION STRATEGIES  
FOR THE BUILDING AND REAL ESTATE INDUSTRY**  
A COMPREHENSIVE GUIDE

---

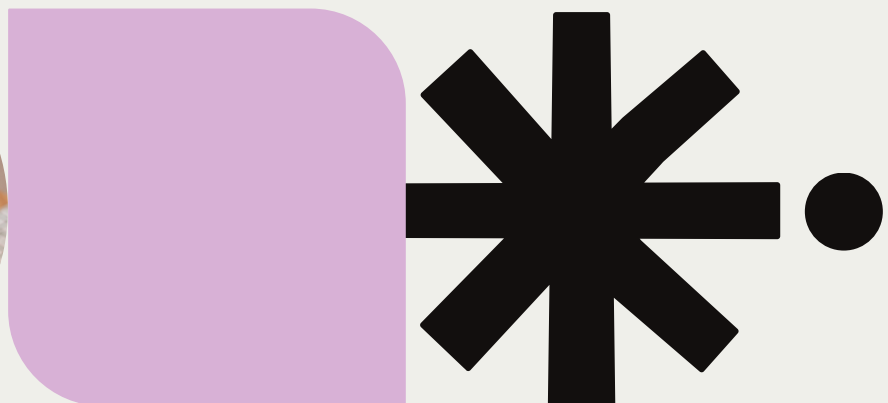


Priscilla BROUILLET

---

# SUMMARY

1. About Me
2. Context
3. Introduction
4. Understand the specifics of the building and real estate sector
5. Social networks to promote a B-to-B business
6. Best practices for effective communication on social networks
7. Inspiring case studies
8. Conclusion



---

# ABOUT ME

Hello, I'm Priscilla Brouillet, a communications manager with a passion for social networks. I have a real communications experience and I'm a pro at writing articles, managing communities on social networks, editorial planning and organizing events.

The last two years have been incredible, as I was plunged headfirst into the exciting world of real estate during my apprenticeship at ELAN, a subsidiary of the Bouygues Construction group, as well as at other companies of the group. This immersion enabled me to become a real expert in the real estate sector and to understand the specific challenges and needs of this industry.

With my communication skills and in-depth knowledge of the real estate sector, I'm able to create successful communication strategies that perfectly meet the needs of real estate professionals. I'm passionate about my work and always like to push the boundaries of creativity to offer my clients innovative solutions that rock.

I'm about to complete my Master's degree in International Marketing & Luxury Industry at the École Supérieure de Publicité in Paris. Before that, I obtained a Licence professionnelle in digital media at the Institut Universitaire de Technologie de Cergy-Pontoise.

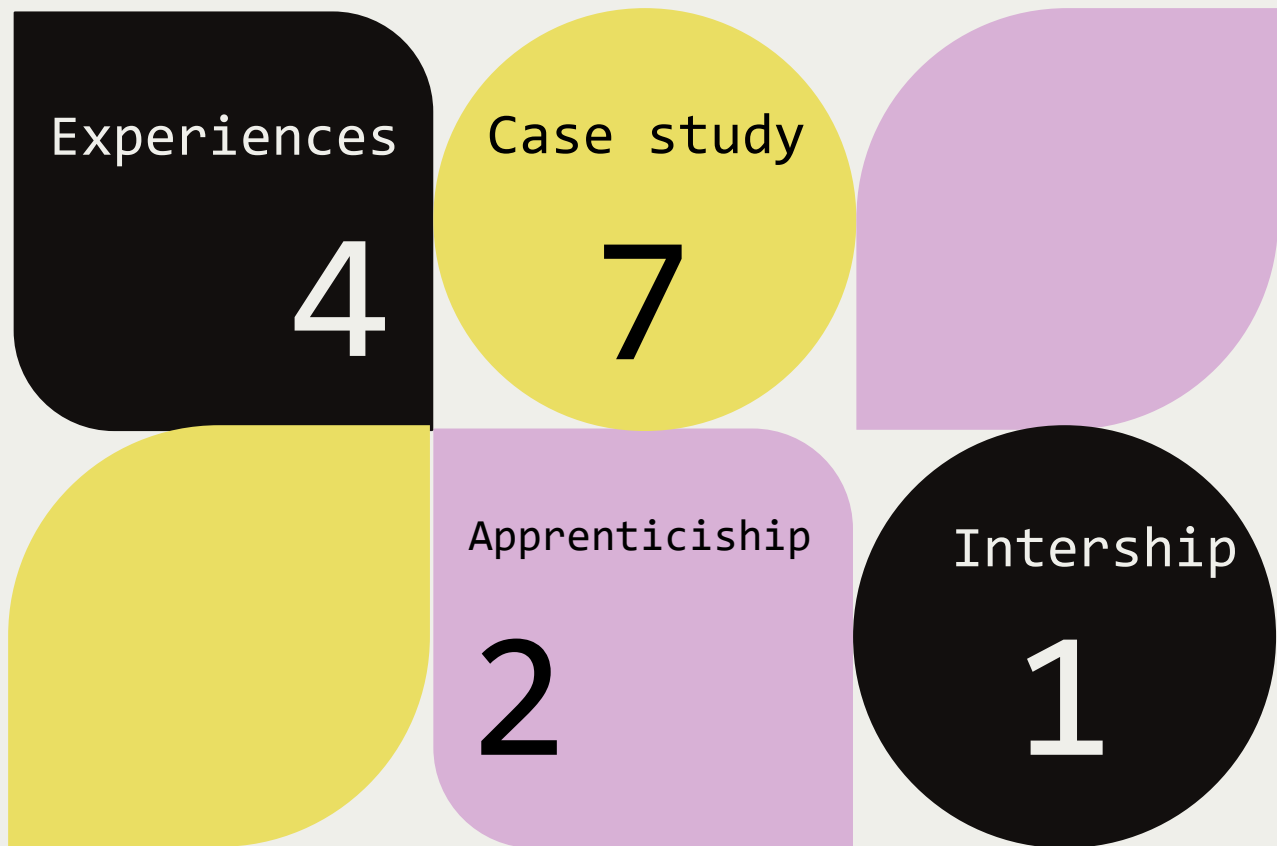
If you're looking for a dedicated, talented, hyper-creative social media professional who knows the real estate industry inside out, then I'm the one for you! I'd love to work with you to make your social media presence shine and help you achieve all your communication goals.

See you soon, and let's make sure we're on the right track together!



---

# CONTEXT



As Communications Manager at ELAN, a responsible real estate consultancy, I took on the challenge of developing a digital strategy to raise our profile and position us as an expert in the real estate market.

With our strong commitment to sustainable development and innovation, we support emblematic projects across the sector's entire value chain. To meet the challenges of a competitive market, we have set up a powerful digital presence.

Thanks to a dynamic website, social network campaigns and informative content, we have increased our visibility and strengthened our credibility. Today, ELAN is recognized as a key player in responsible real estate, attracting new customers and helping to transform the industry towards a more sustainable future.



---

# INTRODUCTION

Welcome to the Guide to B-to-B Communication on Social Networks in the Building and Real Estate Sector.

In this book, we explore in depth the best practices for effectively promoting a B-to-B business in the construction and real estate sector through social networks. You'll find key information for developing a successful communications strategy for your business.

The construction and real estate sector is very specific, with unique communication challenges. We'll look at these challenges in detail to help you understand how to overcome them and develop an effective communications strategy for your business.

I'll introduce you to the social networks best suited to your business and your communication objectives. We'll look at the advantages and disadvantages of different social networks and how to choose them according to your communication objectives.

Next, we'll dive into different communication strategies you can use to promote your business on social networks. I'll give you concrete examples of companies that have succeeded in achieving their marketing objectives through effective communication campaigns.

I'll also give you practical advice on how to create engaging content that's relevant to your target audience, as well as tips on how to measure the effectiveness of your social media communication strategy.

Finally, I'll give you recommendations for improving your presence on social networks using the latest trends and best practices. You'll learn how to use analysis tools to track your performance on social networks, and how to adapt your communication strategy according to the results obtained.

We hope you find this guide useful, and that it will help you develop a successful communications strategy for your company in the building and real estate sector.



---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

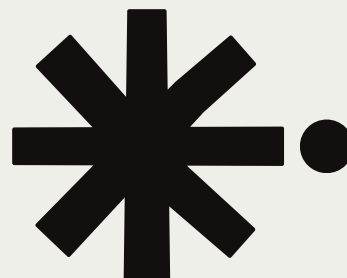
## THE BUILDING AND REAL ESTATE MARKET: TRENDS AND KEY PLAYERS

The building and real estate sector is a major economic pillar in many countries. According to the World Bank's 2020 report, construction accounts for around 13% of global GDP. With a steadily growing world population and increasing urbanization, the demand for infrastructure, housing and commercial space continues to grow.

### Market trends to identify

**Sustainability and green construction:** Environmental awareness is having a significant impact on the building and real estate industry. According to a study by Dodge Data & Analytics, 47% of companies in the sector expect more than 60% of their projects to be green by 2023. Demand for sustainable building materials and energy-efficient buildings continues to grow, driven by government regulations and corporate environmental concerns.

**Digitization and smart technologies:** The building and real estate sector is gradually adopting technologies such as BIM (Building Information Modeling) and the Internet of Things (IoT) to improve project efficiency. According to a study by Global Market Insights, the BIM market is set to exceed \$10 billion by 2026. These technologies enable industry players to better plan, construct and manage buildings, while reducing costs and construction times.



---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## THE BUILDING AND REAL ESTATE MARKET: TRENDS AND KEY PLAYERS

**Digitization and smart technologies:** The building and real estate sector is gradually adopting technologies such as BIM (Building Information Modeling) and the Internet of Things (IoT) to improve project efficiency. According to a study by Global Market Insights, the BIM market is set to exceed \$10 billion by 2026. These technologies enable industry players to better plan, construct and manage buildings, while reducing costs and construction times.

**Adapting to new post-pandemic standards:** The COVID-19 pandemic has had a major impact on the construction and real estate industry. Companies must now adapt to new health and social distancing standards. According to a study by the American Institute of Architects (AIA), demand for more flexible workspaces and building designs with better ventilation and more outdoor space has increased as a result of the pandemic.



---

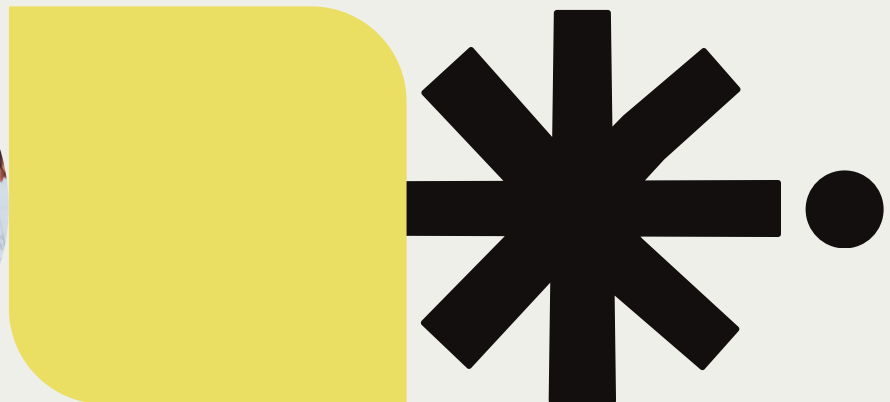
# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## THE BUILDING AND REAL ESTATE MARKET: TRENDS AND KEY PLAYERS

### Key players to follow

**Construction companies:** These companies are involved in the construction of infrastructure, residential and commercial buildings. They play a crucial role in the sector's supply chain. Some of the world's leading construction companies include Le groupe Bouygues Construction (France), China State Construction Engineering Corporation (China), and Grupo ACS (Spain).

**Real estate developers:** Real estate developers play a key role in the development of real estate projects, whether residential housing, office buildings or shopping centers. Major developers such as Evergrande Group (China), Simon Property Group (USA), and Nexity (France) are major players in the global real estate market.





---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

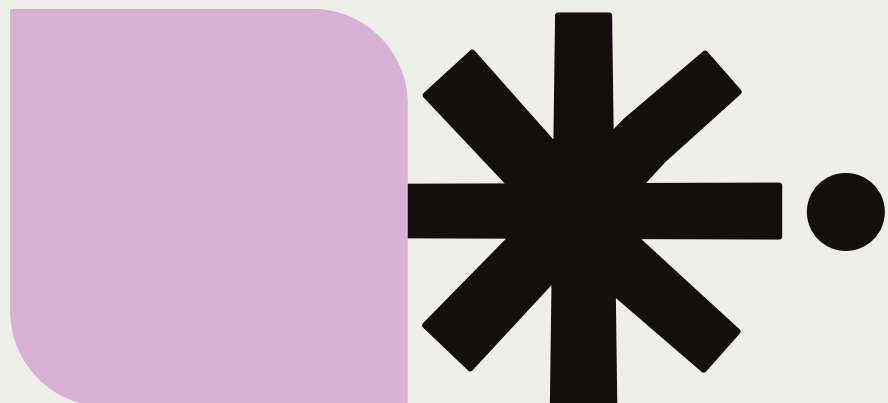
## THE BUILDING AND REAL ESTATE MARKET: TRENDS AND KEY PLAYERS

### Key players to follow

Architects and engineering consultants: Architects and engineering consultants are major influencers in the B-to-B building and real estate sector. Their choices influence purchasing decisions for materials and equipment used in construction projects. Renowned firms such as Gensler (USA), ELAN (France), and Foster + Partners (UK) are among the world's leading architectural players.

Real estate service companies: This includes property management companies, commercial real estate agencies, real estate brokers, etc. Real estate services are essential to facilitate real estate transactions and asset management. Companies such as CBRE (USA), JLL (USA), and Colliers International (Canada) are global leaders in the real estate services sector.

Drawing on these trends and understanding the key players in the sector is essential to developing a social networking communications strategy that effectively targets B-to-B building and real estate professionals.



---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## THE B-TO-B SECTOR IN CONSTRUCTION AND REAL ESTATE: CHALLENGES AND OPPORTUNITIES

### Challenges to consider

#### Complex sales cycle :

The B-to-B construction and real estate sector often involves a complex sales cycle, due to the nature of the projects and the high number of stakeholders involved. According to a study by Gartner, the B2B purchasing process involves an average of 6.8 people within the client company. This means that purchasing decisions can be lengthy and require a specific communication approach on social networks. Companies need to maintain a lasting relationship with prospects, and offer personalized content at different stages of the sales cycle.

A company specializing in the sale of sustainable building materials could use social networks to provide detailed case studies showing how their products have been successfully used in different construction projects. This will demonstrate their technical expertise and establish a relationship of trust with potential customers, despite a potentially long sales cycle.

#### Lack of time and resources :

Professionals in the building and real estate sector are often faced with time constraints when executing complex projects. According to a survey conducted by PlanGrid, 46% of construction professionals consider time management to be their biggest challenge. This means they may struggle to pay sufficient attention to social networks. To attract their attention, B-to-B companies need to provide quality content that is informative and impactful.

A real estate services company can offer concise, informative infographics on local real estate market trends, providing industry professionals with a quickly accessible overview, despite their busy schedules.

#### Intense competition :

The construction and real estate market is highly competitive, with many B-to-B companies offering similar products and services. According to a ConstructConnect study, 62% of companies in the construction sector see competition as their main business challenge. To stand out from the crowd, companies need to adopt a relevant, targeted and creative communication approach on social networks.

A company providing technological solutions for the construction industry could create an innovative advertising campaign on social networks, highlighting the specific benefits of its products, such as improved efficiency on building sites, to stand out from the competition.



---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## THE B-TO-B SECTOR IN CONSTRUCTION AND REAL ESTATE: CHALLENGES AND OPPORTUNITIES

### Opportunities to take

#### Increased visibility:

Social networks offer a unique opportunity to reach a wider audience and strengthen a company's online presence. According to a study by Statista, the number of active users of social networks is set to reach 4.41 billion by 2025. This represents a huge audience potential for B-to-B companies in the building and real estate sector.

A construction company can create a targeted advertising campaign on LinkedIn, highlighting its most recent projects and specifically targeting industry professionals who are likely to be interested in its services.

#### Engagement and interactivity :

Social networks enable companies to forge closer ties with potential customers and communicate interactively. According to a study by Sprout Social, 64% of consumers are more inclined to trust a brand if they interact positively with it on social networks. This offers companies a unique opportunity to develop strong relationships with their prospects.

A real estate development company can host live Q&A sessions on Instagram to answer potential customers' questions about their current projects, building trust and engagement

#### Specialized content sharing :

Professionals in the building and real estate sector are looking for specialized and technical information to help them make informed decisions. Social networks offer an effective way of sharing relevant and useful content, such as articles, tutorials and videos, to attract and retain a targeted audience.

A company specializing in construction equipment can share short videos on YouTube, showing demonstrations of its products in action on building sites, to illustrate their effectiveness and added value for professionals in the sector.



---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## THE B-TO-B SECTOR IN CONSTRUCTION AND REAL ESTATE: CHALLENGES AND OPPORTUNITIES

By understanding the specific challenges and opportunities of the B-to-B construction and real estate sector, companies can develop social networking communication strategies that meet the needs and expectations of industry professionals, while setting themselves apart from the competition.

---

## PURCHASING BEHAVIOR OF BUILDING AND REAL ESTATE PROFESSIONALS: INFLUENCES AND MOTIVATIONS

Professionals in the building and real estate sector are faced with complex and strategic purchasing decisions. Understanding the influencing factors and motivations that guide their choices is essential to developing effective communication on social networks.



---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## PURCHASING BEHAVIOR OF BUILDING AND REAL ESTATE PROFESSIONALS: INFLUENCES AND MOTIVATIONS

### Some influencing factors

#### Brand reputation :

Brand reputation plays a crucial role in B-to-B purchasing decisions in the construction and real estate sector. According to a study by BrightLocal, 91% of consumers place as much importance on online reviews as they do on personal recommendations. Professionals are looking for reliable partners with a solid track record and positive references.

#### Technical expertise :

In a sector as specialized as building and real estate, professionals are looking for partners and suppliers who demonstrate solid technical expertise. According to a Building Design + Construction survey, 67% of industry professionals consider technical expertise to be the main factor influencing their purchasing decisions.

#### Personal relationships :

Personal and professional relationships play an important role in the B-to-B construction and real estate sector. According to a McKinsey study, 90% of B-to-B buyers are more likely to choose a supplier based on overall experience rather than price. Professionals attach great importance to human interaction and the quality of relationships with their business partners.

A company supplying building materials for construction and real estate projects can use social networks to share testimonials from satisfied customers and detailed case studies. This content will help reinforce the brand's reputation and positively influence purchasing decisions.

A company specializing in cutting-edge construction technologies, such as intelligent building management systems, can use social networks to share technical content such as articles, tutorials and webinars. This approach will demonstrate their in-depth knowledge of the sector and their ability to bring innovative solutions to professionals.

A real estate development company can use social networks to establish and maintain relationships with industry professionals such as architects, planners and investors. Personalized messages, invitations to events and regular interaction can strengthen ties and foster long-term collaboration.



---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## PURCHASING BEHAVIOR OF BUILDING AND REAL ESTATE PROFESSIONALS: INFLUENCES AND MOTIVATIONS

The main reasons for buying

### Performance enhancement : Profitability :

Industry professionals are looking for solutions that improve the efficiency, quality and sustainability of their projects. According to a Deloitte study, 49% of companies in the construction sector consider improved productivity to be their top priority. Innovative, high-performance solutions are therefore highly sought-after.

Purchasing decisions in the B-to-B construction and real estate sector are often based on tangible return on investment or long-term savings.

According to a study by BDC (Business Development Bank of Canada), 80% of small business owners consider return on investment to be an important criterion when purchasing new equipment or services.

### Time-saving :

Construction and real estate professionals are often faced with tight deadlines, so they look for time-saving solutions in the construction or property management process.

According to a study by Dodge Data & Analytics, 66% of construction companies cite reducing construction lead times as a key factor in improving profitability.

A company that designs and manufactures building materials can use social networks to highlight the specific advantages of its products, such as their weather resistance, durability and ease of installation. This will directly address the buying motivations of industry professionals looking to improve the quality and efficiency of their projects.

A company specializing in energy management systems for commercial buildings can use social networks to highlight the energy savings achieved by its customers thanks to their solutions. Case studies demonstrating significant reductions in energy consumption and operational costs will attract the attention of professionals concerned with the profitability of their projects.

A construction project management software company can use social networks to showcase features that facilitate the planning, coordination and management of construction projects. Emphasizing their solution's ability to streamline processes and reduce lead times will attract the attention of professionals keen to maximize their efficiency.

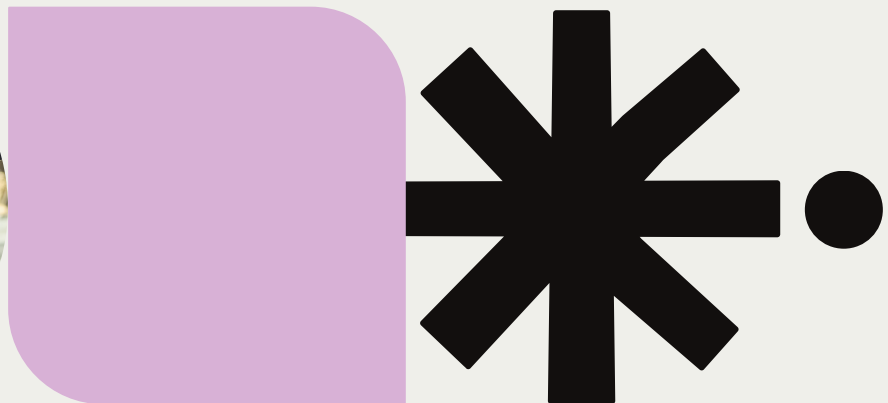


---

# UNDERSTAND THE SPECIFICS OF THE BUILDING AND REAL ESTATE SECTOR

## PURCHASING BEHAVIOR OF BUILDING AND REAL ESTATE PROFESSIONALS: INFLUENCES AND MOTIVATIONS

By understanding the buying influences and motivations of professionals in the B-to-B construction and real estate sector, companies can develop social network communication strategies that specifically address their needs and interests, fostering long-lasting, fruitful relationships with potential customers.



---

# SOCIAL NETWORKS TO PROMOTE A B-TO-B BUSINESS

Promoting a B-to-B activity in the construction and real estate sector on social networks requires choosing the right platforms to reach your target audience and communicate effectively with industry professionals. Here's a detailed analysis of the most appropriate social networks for this strategy, with concrete examples and figures to back up their performance.

## LINKEDIN: THE PROFESSIONAL ONE

LinkedIn is the essential platform for B-to-B communication. It's a social network focused on business and professional relationships, where companies can interact with key decision-makers, potential partners and customers.

Why use LinkedIn :

- According to a study by Sprout Social, LinkedIn is the second most used platform by B2B marketing professionals (after Facebook).
- With over 774 million active users in 2021, LinkedIn offers a large audience of professionals from all over the world.
- The platform is designed to facilitate networking and the creation of professional links, making it ideal for developing B-to-B partnerships.

*A company specializing in intelligent building management solutions can use LinkedIn to publish detailed case studies showing how its solutions have enabled customers to reduce energy costs and improve operational efficiency. These publications can be targeted at professional groups related to property management, and attract the attention of key decision-makers in this field.*





---

# SOCIAL NETWORKS TO PROMOTE A B-TO-B BUSINESS

## TWITTER: COMMUNICATE IN REAL TIME AND INTERACT WITH INDUSTRY PLAYERS

Twitter is a microblogging platform that enables fast, real-time communication. Although Twitter is most often used for news and live conversations, it can be a valuable tool for B- to-B communication in the building and real estate sector.

Why use Twitter :

- According to a Hootsuite study, 42% of B2B companies use Twitter as a marketing platform.
- Twitter lets you follow and participate in real-time discussions with industry players, such as construction experts, urban planners and real estate professionals.
- The platform can be used to share news and updates on your projects, as well as to respond quickly to questions and comments from potential customers.

*A construction company can use Twitter to share photos and videos of key stages in its ongoing projects, providing subscribers with a real-time overview of the work. By using relevant hashtags such as #construction #immobilier, the company can attract the attention of an audience interested in these topics.*



---

# SOCIAL NETWORKS TO PROMOTE A B-TO-B BUSINESS

## FACEBOOK: CREATING A COMMUNITY OF INTEREST AROUND YOUR COMPANY

Facebook is the world's most popular social network, offering a variety of content formats to engage your B-to-B audience.

Why use Facebook :

- According to a study by Content Marketing Institute, 91% of B2B companies use Facebook as a marketing platform.
- Facebook lets you create a company page where you can share news, videos, articles and project updates.
- Facebook groups are also an effective way of creating communities around specific building and real estate topics.

*A smart building technology solutions company can create a Facebook page to share articles on emerging trends in the field, videos demonstrating the use of its products, and webinars on the benefits of intelligent building management. It can also create a Facebook group dedicated to professionals in the sector to encourage exchanges and discussions on technological innovations.*



---

# SOCIAL NETWORKS TO PROMOTE A B-TO-B BUSINESS

## Instagram: showcase your achievements and expertise visually

Instagram is a photo and video sharing platform that focuses on visual storytelling. Although often associated with B-to-C content, Instagram can be used creatively to promote B-to-B activities in the building and real estate sector.

Why use Instagram:

- According to a HubSpot study, 71% of B2B companies use Instagram for marketing.
- Instagram lets you visually showcase your achievements, projects and know-how.
- The platform also lets you share video testimonials from satisfied customers, reinforcing your company's credibility.

*An interior design company can use Instagram to create a visual portfolio of its office and commercial space design projects. It can also share videos showing the design process and positive feedback from satisfied customers. This approach will showcase the company's expertise and generate interest from professionals looking for quality design services.*



---

# SOCIAL NETWORKS TO PROMOTE A B-TO-B BUSINESS

## YOUTUBE: HARNESSING THE POWER OF VIDEO CONTENT TO INFORM AND INSPIRE

YouTube is the world's most popular video-sharing platform, offering enormous potential for B-to-B communication in the building and real estate sector.

Why use YouTube :

- According to a Wyzowl study, 89% of B2B companies use YouTube as a marketing channel.
- YouTube lets you share informative videos, tutorials and detailed case studies about your products and services.
- The platform also reaches a global audience, as it is available in many languages and can be accessed on a variety of devices.

*An innovative building materials company can create a YouTube channel to share videos showcasing the unique properties of its products, their benefits and their application in different projects. It can also collaborate with architects and engineers to produce technical content and tutorials showing how to use its materials to best effect. This approach will reinforce the company's credibility as an industry expert and attract the attention of professionals looking for innovative solutions.*

In summary, each social network offers specific advantages for promoting a B-to-B activity in the building and real estate sector. By using LinkedIn, Twitter, Facebook, Instagram and YouTube strategically and providing relevant, captivating content, you can effectively reach your target audience and build lasting relationships with industry professionals.



---

# BEST PRACTICES FOR EFFECTIVE COMMUNICATION ON SOCIAL NETWORKS

Communicating on social networks to promote a B-to-B activity in the construction and real estate sector requires effective strategies and best practices. Here is a detailed analysis of these practices, backed up by concrete examples.

## KNOWING YOUR B-TO-B AUDIENCE: TARGETING AND SEGMENTATION

Before launching your communication on social networks, it's essential to know your target B-to-B audience in the construction and real estate sector. In-depth knowledge of your potential customers will enable you to tailor your message and content to meet their specific needs and expectations.

Why target and segment your audience :

- According to a study by Accenture, 75% of B-to-B buyers prefer to work with companies that offer recommendations tailored to their needs.
- Precise targeting optimizes the return on investment (ROI) of your advertising campaigns by displaying your ads only to genuinely interested industry professionals.

*A real estate services company can use user demographics and specific interests on Facebook to target its posts to architects and planners located in a given geographic area. This approach will increase the relevance of its publications and reach an audience more likely to be interested in its services.*



---

# BEST PRACTICES FOR EFFECTIVE COMMUNICATION ON SOCIAL NETWORKS

## CREATE RELEVANT AND ENGAGING CONTENT FOR INDUSTRY PROFESSIONALS

Creating relevant and engaging content is essential to attracting and retaining the attention of B-to-B professionals. Your social media posts should add value, inform, inspire and answer the specific questions and issues of your target audience.

Why create relevant and engaging content :

- According to a study by Adobe, 68% of consumers believe that engaging content is the key to a positive experience with a brand.
- Building and real estate professionals are looking for technical information, case studies, testimonials and practical advice to help them make informed decisions.

*A construction company can create a blog on its website and regularly share informative articles on new trends in sustainable construction, best practices in project management, and technological innovations in the sector. These publications will bring added value to its target audience, increase its perceived expertise and arouse the interest of industry professionals.*



---

# BEST PRACTICES FOR EFFECTIVE COMMUNICATION ON SOCIAL NETWORKS

## THE IMPORTANCE OF REGULARITY AND CONSISTENCY IN YOUR PUBLICATIONS

An effective communication strategy on social networks requires regularity in your publications and consistency in your message. Publishing regularly will keep your audience's attention and maintain your presence in their minds.

Why be regular and consistent in your publications:

- According to a study by Sprout Social, 91% of social network users prefer brands that publish content on a regular basis.
- A consistent presence will reinforce your brand identity and create recognition among your target audience.

*A real estate development company can set up an editorial calendar to plan its publications on social networks. It could regularly publish news about its projects, updates on the progress of its building sites, videos of virtual tours of its properties, and testimonials from satisfied customers. This consistency in its publications will reinforce the confidence of its audience and give them the impression of being constantly informed of the latest news.*



---

# BEST PRACTICES FOR EFFECTIVE COMMUNICATION ON SOCIAL NETWORKS

## USE THE SPECIFIC FEATURES OF SOCIAL NETWORKS TO OPTIMIZE YOUR COMMUNICATION

Each social network offers specific features that can be exploited to optimize your communication. It's important to use these features strategically to create more attractive, interactive content.

Examples of specific functions to use :

- On LinkedIn, take advantage of long-form publications to share detailed articles and in-depth thoughts on topics relevant to your audience.
- On Twitter, use popular industry hashtags to increase the visibility of your tweets and join ongoing conversations.
- On Facebook, use polls to interact with your audience and gather opinions on specific topics.
- On Instagram, use Stories to share ephemeral, authentic content, and IGTV to post longer, informative videos.
- On YouTube, use catchy titles and attractive thumbnails to entice professionals to watch your videos all the way to the end.

*A sustainable building design company can use Stories features on Instagram to regularly share live updates of its ongoing projects. It can also use Facebook polls to ask its audience which sustainable features they'd like to see incorporated into their future real estate projects. These interactions will boost its audience's engagement and reinforce its position as a company committed to sustainable development.*





---

# BEST PRACTICES FOR EFFECTIVE COMMUNICATION ON SOCIAL NETWORKS

## INTEGRATE CUSTOMER TESTIMONIALS AND CASE STUDIES INTO YOUR CONTENT STRATEGY

Customer testimonials and case studies are powerful tools for reinforcing your company's credibility and demonstrating the effectiveness of your solutions in the building and real estate sector.

Why include testimonials and case studies?

- According to a study by Dimensional Research, 88% of consumers trust online testimonials as much as personal recommendations.
- Testimonials and case studies provide tangible proof of the value your company brings to its customers, and reinforce the confidence of industry professionals.

*A real estate services company can create a series of testimonial videos with satisfied customers sharing their positive experience of working with the company. It can also write detailed case studies of successful projects, highlighting the challenges encountered and the solutions provided. These testimonials and case studies will be shared on its social networks, reinforcing the company's credibility and inspiring confidence among potential new customers.*

By adopting these best practices, you can maximize the effectiveness of your communication on social networks and create fruitful interactions with professionals in the building and real estate sector. Adapting your message to your audience, creating relevant content, posting regularly and consistently, making strategic use of specific social networking features, and integrating customer testimonials and case studies are all essential keys to a successful B-to-B communication strategy.



---

# INSPIRING CASE STUDIES

## SONOPOLIS

Sonopolis stands out as an exemplary model of communication in the building and real estate sector. As a media affiliate of Bouygues Bâtiment France, it gives a privileged platform to experts in the field and offers captivating content through its podcast.

Sonopolis tackles the major themes driving the construction and urban sectors, reinforcing its position as a media open to all. Thanks to this strategic approach, it succeeds in creating an engaged community and reinforcing Bouygues Bâtiment France's reputation as a key player in the industry. Sonopolis illustrates the importance of well-thought-out communications to effectively promote a B-to-B activity in this demanding field.

Sonopolis highlights those for whom building better means building differently, making a significant contribution to the edifice. It celebrates the professionals who build structures that bring us closer together, opening up new horizons. Sonopolis gives a voice to those who design buildings with the needs of those who live in them in mind, imagining spaces to shape an exceptional living experience. From buildings harmoniously integrated into their environment to remarkable achievements that become symbols of the city of tomorrow, Sonopolis celebrates an approach focused on sustainability and the construction of a memorable future.



---

# INSPIRING CASE STUDIES

## BOUYGUES IMMOBILIER

Bouygues Immobilier adopts a well-thought-out digital strategy on Twitter, regularly sharing news about their projects and expertise. Their Twitter profile reflects their active participation in industry events and trade shows, enabling them to maintain a close link with their audience. But their approach doesn't stop there: they interact directly with their community by offering engaging content such as polls. This approach offers them particularly interactive content and generates valuable statistics on audience engagement.

By showcasing their projects and sharing their expertise, Bouygues Immobilier positions its brand as a leader in the real estate sector. Their active presence at events and trade fairs keeps them at the heart of discussions and reinforces their credibility with their audience.

The use of Twitter polls enables them to elicit reactions and feedback from their community. These real-time interactions strengthen their relationship with their audience and demonstrate their willingness to take account of their audience's needs and expectations.

In summary, Bouygues Immobilier's digital strategy on Twitter is characterized by a proactive approach, geared towards exchange and engagement with their audience. By regularly providing relevant news and stimulating interaction with their community, they create a dynamic online environment and foster a relationship of trust with their audience.



---

# INSPIRING CASE STUDIES

## ELAN

During the summer months, consulting firm ELAN adopts a light-hearted and entertaining communication strategy on LinkedIn. By offering fun and informative content around their industry and profession, they engage their audience while maintaining an active link with their community. Their publications include captivating videos and engaging quizzes that allow them to interact directly with their audience.

These summer contents create weekly rendez-vous for the ELAN audience, offering an interactive and enjoyable experience throughout the summer season.

This approach helps build community loyalty by maintaining a regular and attractive presence on the platform.

By focusing on entertaining and informative communication, ELAN manages to capture the attention of their LinkedIn audience during the summer months, despite a traditionally quieter period on social networks. Their creative and engaging strategy demonstrates their desire to maintain a close link with their community and enhance the value of their expertise, while offering entertaining content adapted to the season.



---

# INSPIRING CASE STUDIES

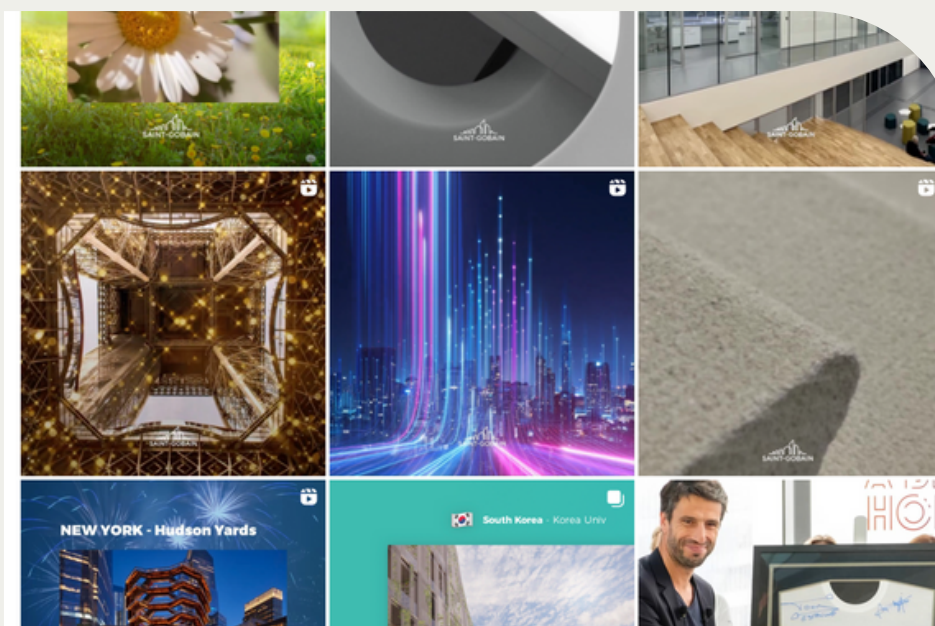
## Saint Gobain

Saint Gobain has adopted a relevant strategy on Instagram, making varied and dynamic use of the various formats offered by the platform such as Stories, photos, videos, reels, and many others. Thanks to their varied expertise in building and construction materials, they can offer rich content that appeals to their audience.

This creative approach enables them to captivate their community by offering diverse and interesting content. By using a combination of striking images, engaging videos and interactive formats such as reels, they succeed in capturing the interest of their audience and maintaining their attention.

By making full use of the features offered by Instagram, Saint Gobain stands out on the platform and strengthens its online presence. Their dynamic strategy enables them to maintain a privileged relationship with their audience and demonstrate their expertise in the construction and materials sector.

Thanks to this varied and creative approach, Saint Gobain succeeds in building community loyalty and reinforcing its reputation as a leading company in their field. Their presence on Instagram allows them to share their expertise in an engaging way and stay connected with their audience by regularly offering quality, relevant content.



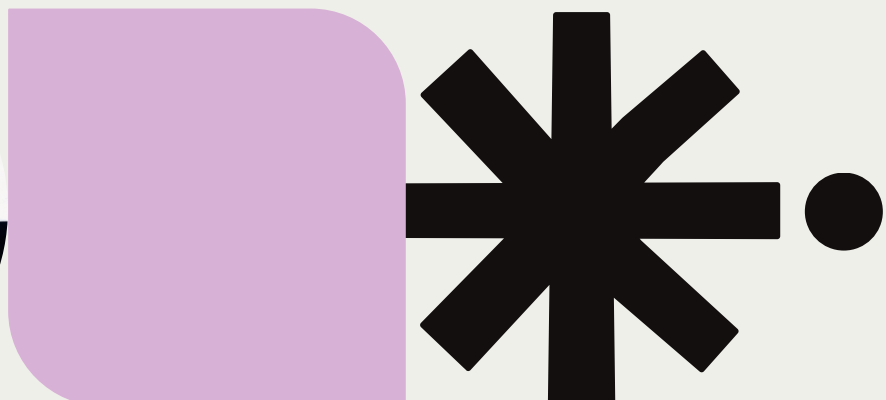
---

# CONCLUSION

In conclusion, social networks play an essential role in B-to-B communication in the building and real estate sector. They offer a powerful platform for reaching professionals in the field, promoting products and services, sharing expertise, and boosting company awareness.

However, to succeed on social networks in this demanding sector, it's crucial to understand the specifics of the construction and real estate market, as well as the buying behavior of professionals. Appropriate communication, providing relevant and engaging content, will help to engage prospects throughout the complex sales cycle. Inspiring examples such as Bouygues Bâtiment France's Sonopolis, showcasing players in the field through a captivating podcast, or ELAN and Saint Gobain's varied social networking strategy, demonstrate the importance of innovation and creativity in B-to-B communication.

The future of social network communication in the B-to-B construction and real estate sector looks promising. Demand for quality content will continue to grow, while the adoption of new technologies and trends will open up new opportunities for companies. By harnessing the power of social networks, adapting to market changes and staying connected with their audience, B-to-B companies in the construction and real estate industries can prosper and build strong relationships with their customers and partners.



---

# AKNOLEDGES

I would like to express my sincere thanks to ELAN, my host company, for offering me an exceptional opportunity to develop my skills and expertise in the responsible real estate sector. Your support and confidence in me have enabled me to take up exciting challenges and contribute to emblematic projects within the company.

Many thanks also to the ELAN communications team, who gave me a warm welcome and with whom I had the pleasure of collaborating on a daily basis. Your expertise, kindness and team spirit have been essential to my professional development.

I'd like to express my gratitude to Bouygues Bâtiment France and Bouygues Construction for their essential role in my apprenticeship. Thanks to you, I was able to discover the stimulating world of construction and fully integrate the communications sector. Your commitment to innovation and sustainable development is a constant source of inspiration.

Finally, a special thanks to École Supérieure de Publicité, and more particularly to Marie Helene MIOCHE, your teaching and invaluable advice were invaluable in helping me write this white paper.

My thanks go beyond words. You have all played a decisive role in my training and professional development. It's thanks to your unfailing support that I've been able to carry out this project and contribute to ELAN's visibility on social networks.

Once again, many thanks for this enriching and inspiring experience.



---

# BIBLIOGRAPHY

1. World Bank. (2020). Construction and real estate sector report. Available at: <https://www.worldbank.org/>
2. Dodge Data & Analytics (2023). Study on sustainability in the construction sector. Available at: <https://www.construction.com/>
3. Global Market Insights (2023). Building Information Modeling (BIM) market report. Available at: <https://www.gminsights.com/>
4. JLL (Jones Lang LaSalle). (2023). Workspace flexibility report. Available at: <https://www.jll.com/>
5. American Institute of Architects (AIA). (2023). Report on post-pandemic adaptation in the building and real estate sector. Available at: <https://www.aia.org/>
6. BrightLocal. (2023). Study on the impact of brand reputation on B-to-B purchasing decisions. Available at: <https://www.brightlocal.com/>
7. Building Design + Construction. (2023). Survey on the influence of technical expertise in B-to-B purchasing decisions. Available at: <https://www.bdcnetwork.com/>
8. McKinsey & Company (2023). Study on the importance of personal relationships in B-to-B purchasing decisions. Available at: <https://www.mckinsey.com/>
9. Deloitte (2023). Report on the purchasing motivations of professionals in the construction sector. Available at: <https://www2.deloitte.com/>
10. BDC (Business Development Bank of Canada). (2023). Study on the profitability criterion in B-to-B purchasing decisions. Available at: <https://www.bdc.ca/>
11. Sprout Social. "Social Media Demographics for Marketers." <https://sproutsocial.com/insights/social-media-demographics-for-marketers/>
12. Hootsuite. "Social Media Trends for 2021." [Online] <https://blog.hootsuite.com/social-media-trends/>
13. Content Marketing Institute. "B2B Content Marketing Benchmarks, Budgets, and Trends." [Online] <https://contentmarketinginstitute.com/research/>
14. HubSpot. "The State of Social Media for B2B Marketers." <https://www.hubspot.com/social-media-marketing>
15. Wyzowl. "The State of Video Marketing 2021." <https://www.wyzowl.com/video-marketing-statistics-2021/>







# THANK YOU

---



## Contact

Priscilla BROUILLET

Social Media Manager

[priscilla.brouillet@gmail.com](mailto:priscilla.brouillet@gmail.com)

m