



PRESENTATION TO
Ron Neville
CEO
CloudRent



CONSTRUCTION WHO'S WHO

The team at Construction Who's Who are the owners and managers of one of the largest construction industry networks on LinkedIn.

This network consists of 29 LinkedIn groups containing over 290,000 members in total. Our team can now work with Ron Neville and the business growth team at CloudRent to help you to reach out in a novel, efficient and cost-effective way to thousands of potential new clients globally who are members of our Construction Who's Who network on LinkedIn

We now offer Ron Neville and CloudRent the exclusive opportunity to have between one and four members of their marketing or business growth team act as Guest Group Managers in all 29 of our [Construction Who's Who LinkedIn groups](#)

Log into LinkedIn and follow this [LINK](#) to view all 40 of our LinkedIn groups.

The benefits to CloudRent marketing team of having guest group managers in our LinkedIn groups are multiple and include the following: -



Benefit #1

Meet the award-winning team at Construction Who's Who that can help you to achieve your business goals via our LinkedIn groups. All team members (except Pixie) have over a decade of experience in doing digital marketing and sales on this award-winning network.

[Patrick](#)



[Rachel](#)



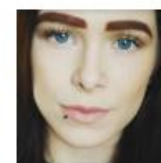
[Raymond](#)



[Vlado](#)



[Pixie](#)



In July 2022, our Construction Who's Who group was included in a new program for well-managed groups on LinkedIn.

Because of receiving of this award, posts in this group now get increased visibility on the LinkedIn feed.

CONSTRUCTION WHO'S WHO



Raymond Gunning • You

CONSTRUCTION WHO'S WHO & RENEWABLES Investment & Finance Link...

★ Admin • 11mo • 111

I am delighted to share that our group CONSTRUCTION WHO'S WHO has been included in a new program for well-managed groups on LinkedIn. Posts in our group now get increased visibility on the LinkedIn feed. I'd welcome you to post directly to the group, leading to more productive and helpful conversations.

Thank you.

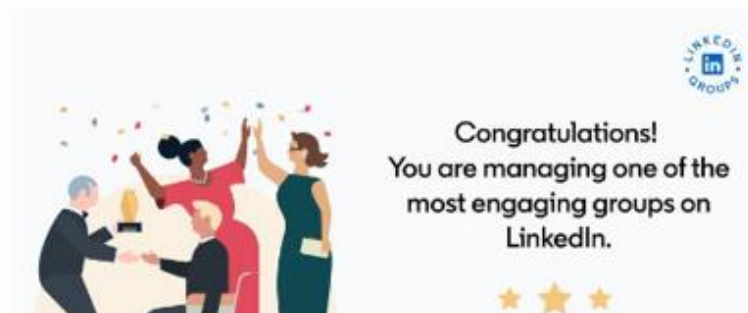
Raymond Gunning

Group Owner

[#thankyou](#) [#linkedin](#)



[#linkedinmarketing](#) [#linkedin](#) [#linkedinads](#) [#socialmedia](#) [#marketing](#)
[#construction](#) [#constructionwhoswho](#)



https://www.linkedin.com/feed/update/urn:li:activity:6962776816088399872?utm_source=share&utm_medium=member_desktop



Benefit #2

As a guest group manager in our groups, you will have access to search filters that are not available to you as an ordinary group member. Therefore, you can search for potential new clients using the search filters such as (1) Location (2) Current company and (3) Industry. And as a group manager, you can then send messages to group members directly, even if you are not connected on LinkedIn.

For example, as a Group Manager, you will be able to reach out directly with your marketing message to 58,800+ UK based members of our [Construction Who's Who](#) group and all of the other groups listed above.

By searching city-by-city such as London, Birmingham, Manchester, etc., you can more accurately find and message your target clients – so for example you can reach out to 3,220 members in Manchester alone who are members of our Construction Who's Who group - the following screengrabs taken from LinkedIn show what you will see when you do a search as a group manager for UK based members in these two LinkedIn groups -

Members • 58,874 people


United Kingdom 1

Current company

Industry

School


Reset



Philip Young · 2nd
Managing Director at Alu-Fix UK Ltd

...


Message



Patrick O'Reilly · 1st
Director

...


Message



Lee Marley · 2nd
Group CEO

...

Message



Lee Parry · 1st
Regional Managing Director

...

Message



Benefit #3

For every working day that you, or one of your team, are acting as a Guest Group Manager in our network, some of the five team members at Construction Who's Who will send out a total of 150 marketing messages on behalf of your company, 5 days per week from Monday to Friday, with a message of your choosing – this could be an invitation to view a particular page on your company website to or to reach out to your marketing lead person for this campaign.

The following is a mock-up of such a message – ABC Software is not a real company.

Hello John

Thank you for being a valued member of my construction industry network on LinkedIn.

The team and I at Construction Who's Who are proud to announce that our most recent technology partner is ABC Software - an easy-to-use proofing tool for faster approval and production.

ABC Software provides construction professionals with Faster Review & Approvals for Digital Assets – and the best part is that you can Get Started for Free!

ABC Software helps teams communicate feedback with their stakeholders faster and better.

Collect feedback directly in your product, app, courses, videos, etc.

Use comments, screenshots, and video to provide deeper context.

- Start reviewing and collaborating in 3 steps
- Sign up for free (no credit card required)
- Download the ABC Software Chrome Extension
- Begin reviewing and collaborating

To Start your Free Trial - Follow This Link

<https://abcsoftware-not-a-real-company.com>

Best wishes

Patrick

Co-Founder at Construction Who's Who



Patrick Gunning

Founder of GUNNING.eu Renewable Investment Network &
Construction Who's Who



Benefit #4

While you are a Guest Group Manager in our LinkedIn groups, you can place 'Pinned Posts' in the above groups as often as you place. Only group managers or owners can 'pin' a post - your post will remain pinned to the top of the group newsfeed until you choose to replace it with an alternative pinned post.

Follow this link to see an example of a recent pinned post placed by a guest group manager in one of our groups -

<https://www.linkedin.com/feed/update/urn:li:activity:7172970533007908864>

The screenshot shows a LinkedIn group post. On the left is a 'PREMIUM' badge with the FI Capital logo and a profile picture of Giles Hannah. The post title is 'UK & Ireland Construction Who's Who & #FICapital #ConstructionWhosWho #UK #Ireland #construction'. Below the title is 'Giles Hannah • 1st' and a 'View full profile' link. The main text of the post is: 'Need help with Cash Flow? FI Capital can help with Invoice Finance! In the fast-paced world of construction, waiting for slow-paying clients can strangle your cash flow. That's where selective invoice finance can help. Invoice finance unlocks the cash tied up in your invoices, giving you the working capital you need to:'. Below this is a bulleted list: '• Meet payroll and keep your team working on important projects.', '• Pay suppliers on time and avoid material delays.', and '• Take on new projects and grow your business.'

Benefit #5

Every 7 days, beginning on Day 1 and repeating on Day 7, Day 14 and Day 21, one of your Pinned Posts can be made into a Recommended Post by a group owner. Follow this link to see an example of a recent Recommended Post placed by a former guest group manager in one of our groups - <https://www.linkedin.com/feed/update/urn:li:activity:7171832027552419842>

The screenshot shows a LinkedIn recommended post. On the left is a 'PREMIUM' badge with a globe icon and a profile picture of Richard O'Gorman. The post title is 'Renewable Investment & Funding by GUNNING.eu #renewable #green #energy #renewables #gunningeu'. Below the title is 'Richard O'Gorman • 2nd' and a 'View full profile' link. The main text of the post is: 'Financial Times | Climate Capital Live 2024 | 5 days to go ! Join 200 of the world's foremost climate experts next week at Climate Capital Live. This event brings together thought leaders from 40+ countries to discuss effective policies and business strategies for global net-zero commitments. Don't miss out on this collaborative effort to align your strategy with the latest climate insights.'



The number of Recommended posts and marketing messages that you can benefit from depends on which campaign duration package you chose.

Choose a 7-day duration Guest Group Manager package - 1 weekly Recommended Post

✓ Our team will send out in total 1,050 of your marketing messages during this campaign.

✓ Choose a 12-day duration Guest Group Manager package - 2 weekly Recommended Posts

✓ Our team will send out in total 1,800 of your marketing messages during this campaign.

✓ Choose an 18-day duration Guest Group Manager package - 3 weekly Recommended Posts

✓ Our team will send out in total 2,700 of your marketing messages during this campaign.

✓ Choose a 24-day duration Guest Group Manager package - 4 weekly Recommended Posts

✓ Our team will send out in total 3,600 of your marketing messages during this campaign.

✓ Choose a 24-month duration Guest Group Manager package - 4 weekly Recommended Posts

✓ Our team could send out in total 36,000 of your marketing messages during this campaign.

Benefit #6

While you are a guest group manager in our [Construction Who's Who](#) groups, you have an opportunity to connect on LinkedIn with some of the many company founders and leaders among the thousands of members in these two groups.

OUR SUPPORT FOR YOU AS A GUEST GROUP MANAGER

There is no charge for being either a member or for being a guest group manager in any of our LinkedIn groups. We do, however, charge a fee for providing our digital marketing services to you while you have Guest Group Managers in our LinkedIn groups.

While you are a Guest Group Manager, we will support you in three primary ways as follows: -

- ✓ No 1 - When you first become a Guest Group Manager in one or more of our groups, we will provide you with up to one hour of remote training where we will show you how to optimise your role as a Guest Group Manager.
- ✓ No. 2 - For every day that you act as a Guest Group Manager, the five team members at Construction Who's Who will send out a total of 150 of your marketing messages every day, 5 days per week, with a message of your choosing – this could be an invitation to reach out to your marketing lead person or some other call to action.
- ✓ No. 3 - For every day that you act as a Guest Group Manager in the above LinkedIn groups, you can also place posts in [ALL of the Construction Who's Who groups](#) that we own. We will ensure that all your group posts are 'Pinned' to the top of the LinkedIn groups newsfeeds. And once every 7 days, we can convert one of your posts into a Recommended Post in each group.



NOTE #1 - Our small team of five highly experienced social media campaign executives may only work on one campaign at any one time, therefore if you wish to take advantage of this unique opportunity, you should book your campaign as soon as possible.

NOTE #2 - We can only accommodate one Guest Group Manager in our Construction Who's Who groups at any one time, so if this is an opportunity that you may wish to avail of, you should at least provisionally book straight away and then confirm your booking as soon as possible.

Campaign Tracking:
The Power of
Measurable Marketing

Each time we work on a new campaign, we set up our own unique [Bitly](#) trackable link for that campaign, so that when the campaign concludes, we can see how many Click-Throughs to our clients landing page we achieved. We will be happy to share screengrabs of the total number of Click-Throughs achieved in your campaign.

Our charges

We do not charge fees for having you either as a member or as a guest group manager in our [Construction Who's Who](#) groups. However, in order to maintain the integrity of our award-winning groups, and to fully support you in your role as a Guest Group Manager, a support charge is payable.

Our DISCOUNTED charge for supporting you as a 'Guest Group Manager' in these two LinkedIn groups currently amounts to just US\$120 per 24-hour day and covers some of our cost in helping and assisting you as a Guest Group Manager while also covering some of the cost of our time in sending out multiple marketing messages behalf of your company.

This is a new service offering that was launched in April 2024 and is temporarily offered at a heavily discounted price.



CONSTRUCTION WHO'S WHO



Our charges

A once-off campaign set-up fee for each new campaign is charged in the amount of US\$120. This covers our costs in setting up campaign test messaging, group post text optimization, etc.

The support fee charge is payable in advance and in blocks of 7-days, 12-days, 18-days, or 24-days.

Book 7 days as a Guest Group Manager – prepay US\$840+ US\$120= US\$960

Book 12 days as a Guest Group Manager and save 5% - prepay US\$1,1710+ US\$120= US\$1,830

Book 18 days as a Guest Group Manager and save 10% - prepay US\$1,944+ US\$120= US\$2,064

Book 24 days as a Guest Group Manager and save 15% - prepay US\$2,448+ US\$120= US\$2,568

Book 24 months as a Guest Group Manager – price subject to negotiation.

*The.very.low.support.charge.of.just.US\$120 per.80_hour.day.is.a.very.special.introduutory.which.must.be.increased.shortly;.....
If.you.do.wish.to.take.advantage.of.our.special.introduutory.offer.prices?you.should.make.your.booking.as.soon.as.possible;*



**GET IN
TOUCH**

SEE BELOW



CONSTRUCTION WHO'S WHO

WhatsApp or call +44 (0)77 1234 8828.
Email – Hello@ConstructionWhosWho.com

SOME OF OUR PAST CLIENTS

