



Building your ABC Chapter
...one project at a time.



ABC Baltimore Project Map

How to Use The Map?

- North Laurel Community Center**
Prime: North Point Builders
Classification: Community Center
9300 North Laurel Road
Laurel, MD 20723
[Link to Project Social Page](#)
- Guilford Gardens**
Prime: Harkins Builders
Classification: Mixed Used
7301 Oakland Mills Road
Columbia, MD 21046
[Link to Project Social Page](#)
- Howard Hughes Medical Institute**
Prime: J. Vinton Schafer & Sons, Inc.
Classification: Healthcare
7384-B Old Georgetown Road
Bethesda, MD 20814
[Link to Project Social Page](#)
- St Mary's Seminary & University**
Prime: A.R. Marani, Inc.
Classification: Higher Education
400 Roland Avenue
Baltimore, MD 21210-1994
[Link to Project Social Page](#)
- Fort Detrick, Building 1671**
Prime: Phillips Way, Inc.
Classification: Federal/Military
1671 Nelson Street
Fort Detrick, MD 21722-5004

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Introducing Project Social™

Project Social™ is a complete social media strategy and service customized specifically for the commercial construction industry. It enables you to grow your membership while positioning your Chapter as the center of the building and construction industry in your community.

Project Social™ is a two-tier program. The first tier focuses on helping your Chapter organization offer relevance and value, increase and retain membership, and generate new revenue streams through proprietary tools and services like the **Project Map™**. This is the cornerstone of **Project Social™**. The second tier focuses on helping member companies market their services and attract new clients with customized tools like the **Project Social Page™** and **GC Project Map™**.

For more information on how you can launch **Project Social™** for your ABC Chapter, call **240.223.0861** or email **projectsocial@crystalmedianetworks.com**.

Building your Chapter...one project at a time.

It all starts with the **Project Map™**

The **Project Map™** is the focal point of **Project Social™**. It is a complete, interactive directory of all active construction projects in your community. It will position your Chapter at the center of the building and construction industry in your region while providing relevance and value to members and prospective members.

The screenshot shows the 'ABC Baltimore Project Map' interface. At the top, there's a navigation bar with 'FILTER BY:' and tabs for 'CLASSIFICATION', 'PRIME', 'SUB', 'VENDOR', and 'COST'. Below this is a list of projects under the heading 'Projects "On The Map"'. The list includes:

- A North Laurel Community Center**
Prime: North Point Builders
Classification: Community Center
9300 North Laurel Road
Laurel, MD 20723
- B Guilford Gardens**
Prime: Harkins Builders
Classification: Mixed-Use
7301 Oakland Mills Road
Columbia, MD 21046-1655
- C Druid Hill Conservatory**
Prime: Southway Builders, Inc.
Classification: Historical Restoration
15 Engerman Avenue
Denton, MD 21629
- D Fort Detrick, Building 1671**
Prime: Phillips Way, Inc.
Classification: Federal/Military
1671 Nelson Street
Fort Detrick, MD 21702-5004
- E Howard Hughes Medical Institute**
Prime: J. Vinton Schafer & Sons, Inc.
Classification: Healthcare

Callouts highlight the following features:

- Customized Chapter Title:** Points to the 'ABC Baltimore Project Map' header.
- Project Call Out:** Points to a detailed view of the 'Guilford Gardens' project, showing its name, prime contractor, classification, and address.
- Ability To Filter Results:** Points to the 'FILTER BY:' tabs.

How it helps your Chapter:

The **Project Map™** will help your Chapter:

- **Increase Membership** - market this powerful member benefit and give companies a reason to join.
- **Retain Members** - provide this powerful marketing and networking tool to members only.
- **Gain Awareness** - the **Project Map™** will be part of your Chapter's home page becoming the one source for all active construction projects in your region.
- **Drive New Revenue** - your Chapter receives a share of revenue for each listing purchased.

How it helps your Members:

By getting their projects "**on the map**", Contractors, gain valuable market exposure and the opportunity to connect with peers, partners and, most importantly, prospective customers. Each listing includes:

- **Project Name**
- **Company Name**
- **Project Classification**
- **Project Location**
- **Link to Project Social Page™**

ADDITIONALLY, each listing includes the design, development and management of the following social pages within Facebook:

- **Project Social Page™**
- **GC Project Map™**

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Activating your Project Map™ is SIMPLE

Project Social™ allows you to choose how your Chapter implements the **Project Map™**. With both options, the design and development are done for you and our team works hand-in-hand with your internal IT staff to make sure implementation is smooth and efficient.

Whether you prefer to place it on your existing website or choose to upgrade your Chapter's existing home page to the **Social Home Page™**, the benefits to your Chapter begin immediately upon launch.

OPTIONS FOR IMPLEMENTATION

Your Existing Website

Activate the **Project Map™** on your existing website and you will begin to see the return on investment immediately. Whether you choose to put your **Project Map™** on your home page or on your member page, the choice is yours and allows you to take immediate advantage of its benefits.



Upgrade to the Social Home Page™

Choosing to upgrade your existing home page to a new **Social Home Page™** allows you to integrate, not only the **Project Map™**, but your existing website with all of your social networks as well. This gives visitors the ability to access all the content from your existing site and your social networks from one location. The **Social Home Page™** is designed to help you increase membership and increase exposure while promoting participating member companies.



Features of the **Social Home Page™** include:

- **Featured Projects** - Highlight the latest member projects
- **Recent Social Posts** - Links to your Chapter's Facebook page
- **Chapter Social Pages** - Includes the development of three additional Social Pages that highlight your key initiatives
- **Initiatives** - Direct links to your existing website

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Your ABC Chapter will be positioned as the hub of the commercial construction industry in your region

How Your Chapter Will Benefit From Implementing Project Social™

- 1 Membership Relevance & Value** - Provides your members with easy, yet powerful marketing tools they can use to connect with the key decision makers in the market to grow their businesses.
- 2 Member Acquisition - Project Social™** will be a new member benefit and a compelling reason for companies to join your Chapter.
- 3 Member Retention** - Current members will maintain their membership thanks to the value and success of Project Social™.
- 4 New Revenue Stream - Project Social™** revenue-sharing options provide a new revenue source for your Chapter.

Products & Services You Get With Project Social™

- 1 ABC Chapter Map™**
 - Empowers your ABC Chapter to launch a customized “Google-like” map for all commercial construction projects in your region.
- 2 General Contractor Project Map™**
 - Enables General Contractors, Subcontractors and Vendors to add a customized map to their home page that lists all of their projects.
 - Projects added to a contractor map will automatically be added to the Chapter map.
- 3 Project Social Page™**
 - Companies that put their projects “on the map” get a **Project Social Page™** with each listing.
 - Connects member projects and companies to the millions of users on social networks like Facebook and LinkedIn.

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