

Analysing the Social Media Strategies used for Promoting Construction Professional Services: A Case Study of Quantity Surveying Services in Edo State, Nigeria^{1, 2}

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Abstract

The role social media play in connecting professionals cannot be over emphasized, as this does not only connect people but ensures they interact online without any limits or how much or how good the information is. However, they are considerable challenges that the Quantity surveying profession faces such as keeping a professional online image, managing different platforms, staying updated on digital marketing trends among others. Hence, this study analyze the social media strategies used for promoting construction professional services: Case study of Quantity Surveying services in Edo State, Nigeria. The study adopts descriptive design from a sample of 114 Quantity Surveyors based on the WhatsApp group of the Nigerian Institute of Quantity Surveyors Edo state chapter. The entire Quantity Surveyors in the list were covered by the study and well-structured questionnaires were administered to Respondents as well as an interview was carried out. The study found that promotional networking, project showcasing, sharing visual content, leveraging client's testimonials and establishing collaborative partnerships are the widely adopted promotional strategies. This emphasize the importance of utilizing professional networking and project visibility on social media to attract new business opportunities. The study however recommend that Quantity Surveyors in Edo State, Nigeria, should invest in social media marketing training to enhance their technical expertise and stay up to date with latest social media trends, utilising visual content and project showcasing to promote their services, enhance brand

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visibility and credibility, share updates, images, and videos of ongoing or completed projects to demonstrate their expertise and capabilities. Furthermore, additional research is necessary to promote and encourage continuous adaptation to evolving digital marketing trends and exploration of emerging social media platforms to remain competitive in the industry.

Keywords: *Social Media Strategies, Construction Professionals, Quantity Surveying Profession, Promotional Networking, Project Showcasing*

1.0 Introduction

In today's digital era, social media has transformed global communication and socialization by connecting individuals and enabling real-time interactions across borders (Kaplan & Haenlein, 2020; Kietzmann et al., 2020). Beyond personal use, these platforms provide businesses with opportunities to market, promote, and sell products and services effectively, thereby shaping consumer behavior and business growth (Trainor et al., 2020; Felix et al., 2020). Consumers now share experiences and opinions online, influencing purchasing decisions through reviews and ratings (Hennig-Thurau et al., 2020; Luoma-aho & Vos, 2020). This fosters a mutually beneficial relationship where businesses gain insights and consumers access valuable information (Gvili & Levy, 2021).

Social media adoption has become central to modern marketing strategies, enhancing visibility, customer engagement, and sales (Ashrafi et al., 2022; Kim & Ko, 2020). The rise of smart devices has fueled internet use, increasing online consumption of goods and services (Nekatibeb, 2012). Platforms like Facebook, Instagram, LinkedIn, and X (formerly Twitter) are now embedded in daily life and serve as effective marketing tools (Kaplan & Haenlein, 2010).

The construction industry, traditionally conservative and relationship-based in its communication, is increasingly embracing social media as a dynamic tool for stakeholder engagement, portfolio presentation, and transparency (Li et al., 2017). Social media amplifies consumer-to-consumer influence and fosters professional visibility (Azhar & Abeln, 2014). For construction professionals, platforms like LinkedIn and Instagram provide avenues to showcase expertise, promote services, and attract clients (Afolabi et al., 2022; Kim & Ko, 2020). Effective use, however, requires strategic planning, engaging content, and client testimonials (Gvili & Levy, 2021).

Visual content such as project photos and videos strengthens credibility and brand awareness (Trainor et al., 2020). Yet, challenges persist, including maintaining professionalism, managing

multiple platforms, and adapting to digital trends (Malesev & Cherry, 2021). For quantity surveyors, adopting social media is essential to remain competitive, promote services, and secure projects (Sacks et al., 2010). This study explores social media strategies for promoting quantity surveying services in Edo State, Nigeria.

2.0 Literature Review

2.1 Social Media

Social media has transformed communication, information sharing, and global connectivity since its early beginnings with systems like PLATO in the 1960s and the rise of platforms such as Friendster, Myspace, Facebook, and YouTube in the 2000s (Kaplan & Haenlein, 2020; Boyd & Ellison, 2020). Today, with over 4 billion users worldwide, smartphones and the internet have made social media integral to modern life (Hootsuite, 2023). These platforms allow individuals to interact and businesses to promote products, engage clients, and build brands (Ashrafi et al., 2022). While social media has connected people across boundaries, it also raises issues such as misinformation and mental health concerns (Kuss & Griffiths, 2020).

2.2 Construction Professionals

The construction industry has increasingly adopted social media to promote services, showcase expertise, and build credibility (Afolabi et al., 2022). Platforms like LinkedIn, Instagram, and Facebook enable professionals to share project updates, industry insights, and company news, building trust and attracting clients (Trainor et al., 2020). Visual content, particularly photos and videos, strengthens engagement (Gvili & Levy, 2021). However, barriers such as limited technical expertise and security concerns hinder adoption (Oladapo & Akinradewo, 2021). A clear social media strategy targeting audiences and leveraging analytics is crucial for success (Kietzmann et al., 2020).

2.3 Quantity Surveying Services

Quantity surveyors (QS) provide comprehensive support across project lifecycles, including feasibility studies, cost planning, financial analysis, risk management, and contract documentation (Seeley, 1997; Gould & Joyce, 2022). They play vital roles in ensuring projects remain viable, efficient, and compliant.

2.4 Social Media Strategies for Quantity Surveyors

To remain competitive, QS professionals are adopting social media for promotion and networking (Afolabi et al., 2022). Platforms like LinkedIn facilitate professional connections, while Instagram and Facebook highlight projects visually (Berger & Trexler, 2020). Strategies include sharing educational content, client testimonials, live sessions, and interactive content like polls or hashtag campaigns to boost engagement (Luoma-aho & Vos, 2020; Ashrafi et al., 2022). By leveraging these tools, QS can enhance online presence, credibility, and patronage in today's digital marketplace.

Table 1: Social media promotional strategies

	Social media strategies	Authors
S1	Project Showcasing: Sharing updates, images, and videos of ongoing or completed projects	Young (n.d.)
S2	Creating and sharing educational Content	Young (n.d.)
S3	Professional Networking	Etemadi, Murphy and Manley (2019)
S4	Visual content: sharing visually appealing content	Young (n.d.)
S5	Showcasing client Testimonials	Young (n.d.)
S6	Engaging with audience through live video sessions	Young (n.d.)
S7	Sharing Industry insights and news	Young (n.d.)
S8	Hashtag campaigns	Furini, Mandreoli, Martoglia and Montangero (2017)
S9	Collaborating with influencers for promotions	Verrisimo and Casquimbo (n.d.)
		Kietzmann, Hermkens, McCarthy and Silvestre (2011)
S10	Interactive content to encourage audience feedback e.g. polls and quizzes	Kim (2006)

S11	Community Building: Create dedicated groups or communities on social media	Marshall, Krance and Meloche (2015)
S12	Targeted advertising	Rose (2018)
S13	Educational webinars on platforms like Zoom	Morris and Tomasi (2021)
S14	Podcast Guest Appearances	Iny (2017)
S15	Develop and Offer Online Courses, Workshops and Training programs	Thelwall, Haustein, Lariviere,
S16	LinkedIn Articles and Publications	Sugimoto (n.d.)
S17	Email Marketing Campaigns	White (2014)
S18	Collaborative partnerships with complementary businesses in the construction industry to cross-promote services	Wallace (2017)

3.0 Research Methodology

This study aimed to analyze the social media strategy used for promoting quantity surveying services in Edo state, Nigeria. In order to achieve this aim, survey research was employed using a quantitative approach in gathering data from the respondents through the use of well-structured questionnaires and interview. The target population for this research was the entire practicing Quantity Surveyors in Edo state, Nigeria for the questionnaires while other construction professionals were considered for the interview. The number of Quantity Surveyors in the area is 114 based on the WhatsApp group of the Nigerian Institute of Quantity Surveyors, Edo state chapter. The interview involved verbal discussions with construction professionals. Five respondents from five profession were selected making a total of 25 respondents. This is to ensure convenience. The construction professionals include Builders (5), Civil Engineers (5), Quantity Surveyors (5), Architects (5) and Estate Surveyors and Valuers (5).

The questionnaire consists of two sections. Section A contained information on demographic data, section B was on social media tools and strategies for promoting quantity surveying services in Edo State in which respondents were asked to indicate to what extent they utilize the identified social media platforms to promote their services using a Likert scale ranging from 1 to 5 with 1 indicating Never, 2 – Seldom, 3 – Sometimes, 4 – Often, 5 –Almost Always. In analyzing the data collected, frequency and percentage were used to analyze background information while mean item score was used in ranking the strategy.

3.1 Data Presentation and Analysis

This shows the presentation and analysis of data obtained from the field survey, interview and discussion of findings from the results of the analyses of the data. The data contain in the study have been collected and systematically explained in conformity with the method. Based on this, this section is structured into two sub sections.

1. Presentation and Analysis of interview
2. Presentation and Analysis of questionnaires.

Social media promotional strategies provide significant value to construction professionals' practices in Edo State, particularly in terms of visibility, credibility, and business opportunities. Survey findings reveal that 15 of 25 respondents rated social media's effectiveness at 4/5, and 10 rated it 5/5. A large majority (88%) reported improved online presence, reputation, and credibility after adopting social media strategies. Many also noted an increase in client inquiries, attributing this to targeted advertising and engaging content. For example, some respondents secured major projects or partnerships through LinkedIn, demonstrating how social media can directly influence business growth. Overall, social media enhances visibility, builds reputation, and creates new opportunities for construction professionals.

Despite these benefits, the use of social media promotional strategies among construction professionals remains limited. The primary barrier is lack of expertise: 72% of respondents cited insufficient knowledge, and 92% agreed that professionals lack the necessary skills to effectively use these tools. Time constraints, limited resources, and minimal training further hinder adoption. Respondents suggested more frequent updates—weekly or even daily—and recommended training, support, and collaboration with social media experts or agencies to strengthen online engagement.

When compared to other construction professionals, quantity surveyors lag behind. Respondents indicated that architects and engineers use social media more actively, often sharing engaging visual content and leveraging paid advertising with consistent branding. In contrast, quantity surveyors tend to post more technical, less engaging content, and at lower frequency. To remain competitive, quantity surveyors need to adapt their strategies by embracing visual storytelling, enhancing audience engagement, and aligning with industry practices. Investment in training,

collaborations, and creative content development can bridge this gap, enabling quantity surveyors and other construction professionals to maximize the benefits of social media promotional strategies.

3.2 Analysis of questionnaires

The study examined respondents' characteristics across four categories: experience, academic qualification, NIQS membership, and projects handled. For years of experience, 24 (41%) had less than 5 years, 11 (19%) had 6–10 years, 10 (17%) had 11–15 years, 9 (15%) had 16–20 years, and 5 (8%) had over 20 years. Most respondents held a Bachelor's degree (28, 48%), followed by HND (17, 29%), Master's (5, 8%), PhD (4, 7%), and PGD (5, 8%). Membership comprised 42 (71%) Members, 13 (22%) Graduates, and 4 (7%) Probationers. Regarding projects, 21 (36%) handled less than 5, while 7 (12%) completed over 20.

Table 2: Background Information of Respondents

Category	Description	Frequency	Percentage
Years of Experience	5 below	24	41
	6 – 10	11	19
	11 – 15	10	17
	16 – 20	9	15
	Above 20	5	8
	Total	59	100
Academic qualification	BSc	28	48
	HND	17	29
	MSc	5	8
	PGD	5	7
	PhD	4	8
	Total	59	100
NIQS Membership type	Graduate	13	22
	Probationer	4	7
	Member	42	71
	Fellow	0	0
	Total	59	100
Projects handled in last 3yr	5 below	21	36
	6 – 10	13	22
	11-15	9	15
	16-20	9	15
	Above 20	7	12
	Total	59	100

Source: *Field Survey 2024*

Social Media strategies used for Promoting Quantity Surveying services

Respondents were asked to indicate how frequently they used different social media strategies for promoting quantity surveying services, measured on a five-point Likert scale (1 = Never, 5 = Almost Always). The responses were analyzed using the Mean Item Score (MIS). Results show that project showcasing—including sharing updates, images, and videos of ongoing or completed projects—emerged as the most frequently used strategy with a MIS of 4.02. This was followed by professional networking (MIS = 3.86), reflecting its importance for connecting with colleagues, clients, and potential partners. Other strategies such as visual content creation, client testimonials, and collaborative partnerships with complementary construction businesses were also widely applied, though to a slightly lesser extent. Overall, the findings highlight that quantity surveyors prioritize strategies that directly display their expertise and foster professional connections, while still recognizing the value of client-driven content and industry collaborations.

Table 3 Social Media promotional strategies

Social Media promotional strategies	Mean	Rank
Project Showcasing: Sharing updates, images, and videos of ongoing or completed projects	4.02	1
Professional Networking	3.86	2
Visual content: sharing visually appealing content	3.73	3
Showcasing client Testimonials	3.51	4
Sharing Industry insights and news	3.42	5
Email Marketing Campaigns	3.37	6
Collaborative partnerships with complementary businesses in the construction industry to cross-promote services	3.29	7
Creating and sharing educational Content	3.12	8
Hashtag campaigns	2.69	9
Targeted advertising	2.68	10
Community Building: Create dedicated groups or communities on SM	2.63	11
Interactive content to encourage audience feedback e.g. polls and quizzes	2.58	12
Collaborating with other professionals or influencers for promotions	2.58	12
Engaging with audience through live video sessions	2.37	14
LinkedIn Articles and Publications	2.36	15
Educational webinars on platforms like Zoom	2.29	16
Develop and Offer Online Courses, Workshops and Training programs	2.02	17
Podcast Guest Appearances	1.83	18

Source: Field Survey 2024

The research findings indicate that project showcasing and professional networking are the most commonly utilized social media strategies for promoting quantity surveying services. This aligns with the nature of the construction industry, where networking and project visibility are important for securing new business opportunities and establishing a strong professional presence (Oyewobi *et al.*, 2022). The emphasis on visual content and client testimonials further indicate the importance of creating a compelling brand image and building trust with potential clients through social media platforms (Jones *et al.*, 2015).

4.0 Conclusion and Recommendations

In today's digital age, social media has become an essential tool for professionals to promote their services and build their brand. For Quantity Surveyors in Edo State face challenges in leveraging social media to promote their services, including limited awareness, inadequate technical expertise, and concerns about security. Therefore, social media strategies can be a power tool for Quantity Surveyors in Edo State and beyond, to promote their presence, and build their brands and professional visibility. By leveraging social media platforms effectively, Quantity Surveyors can showcase their expertise, engage with potential clients, and stay ahead of the competitors. Based on this, is recommended that Quantity Surveyors in Edo State, Nigeria, should invest in social media marketing training to enhance their technical expertise and stay up to date with latest social media trends, utilising visual content and project showcasing to promote their services, enhance brand visibility and credibility, share updates, images, and videos of ongoing or completed projects to demonstrate their expertise and capabilities. Additionally, professional bodies and organisations should provide support and resource to Quantity Surveyors to help leverage on social media effectively. Furthermore, additional research is necessary to promote and encourage continuous adaptation to evolving digital marketing trends and exploration of emerging social media platforms to remain competitive in the industry.

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