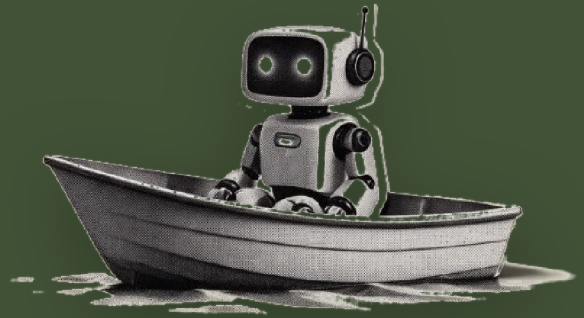




POWER MOVES

THE INFRASTRUCTURE BRAND STUDY GUIDE

How data center, power and building tech brands
win buyers before the first sales call.



WHY WE WROTE THIS

The grid is under pressure, and so is your pipeline. Infrastructure is having its moment. Money is pouring into data centers, power and the buildings around them, and the companies that supply that work are busier than they have ever been.

Busy is not the same as found, though. Buyers now do most of their homework alone, often inside an AI assistant, long before they talk to anyone. The brands that show up clearly in that research make the shortlist. The rest get compared on price, or never get compared at all.

This guide is what we have learned building websites, shooting facility video and running search for data center, power, lighting and building tech companies. It is short on theory and long on things you can check this week.

WHO IT IS FOR

Marketing leads, founders and sales leaders at data center operators, colocation providers, electrical and power equipment makers, building tech manufacturers, integrators, dealers and the design firms that work with them.

HOW TO USE IT

Read chapters 1 and 2 for the big picture. Then jump to whatever is most broken today. Chapter 9 has a scorecard and a 90 day plan you can hand to your team.

CONTENTS

- 01** The market moment
- 02** How infrastructure buyers buy now
- 03** The buying committee map, plus investors
- 04** Website playbook
- 05** Search, AEO and GEO
- 06** Video on live sites
- 07** Events and trade shows
- 08** Measurement that sales trusts
- 09** Scorecard and 90 day plan
- 10** Quick reference glossary

THE MARKET MOMENT

01

The numbers behind the boom, and why they change how you market.

~\$85B

US private data center construction, annual rate, August 2026. Up about 73% from a year earlier.

US Census Bureau construction spending, released 1 Oct 2026 (preliminary), via ABC and AGC analysis

~700,000

Square feet in the average new US data center in Q2 2026. More than double the size in 2022.

ConstructConnect, August 2026 Data Center Report

US DATA CENTER CONSTRUCTION STARTS

First half of 2026 only \$81.5B

All of 2025 \$72.5B

All of 2024 (less than a third of H1 2026) under \$27.2B

ConstructConnect, August 2026 Data Center Report. Starts through June 2026 were more than three times the 2024 full year total.

GLOBAL DATA CENTER ELECTRICITY USE (TWH)

2025 485 TWh

2030, IEA central projection 950 TWh

IEA, Key Questions on Energy and AI (April 2026). Demand grew 17% in 2025. 2030 is about 3% of global electricity.

11.8%

Share of all US electricity data centers could use by 2030 (scenario range 9.5% to 15.3%).

Lawrence Berkeley National Laboratory, June 2026

\$78.2B

Planned value of 85 US data center projects in late preconstruction, scheduled to start before year end 2026.

ConstructConnect, August 2026. Not all will break ground.

THE BOTTLENECK MOVED FROM DEMAND TO DELIVERY

A few years ago the hard part was finding customers. Today the hard part is power, equipment, labor and time. The IEA notes that US developers, held back by slow grid connections, are now pushing projects with onsite natural gas generation. ConstructConnect puts the median data center build cost at \$570 per square foot so far in 2026, up 38% from \$415 in 2025.

That shift changes what buyers need to hear from you.

BEFORE

"We are innovative and customer focused."

NOW

"Here is what we can deliver, by when, at what scale, and the proof that we have done it before."

SO

Your marketing has to answer delivery questions in public, before the call.

FOUR THINGS THE BOOM MEANS FOR YOUR MARKETING

1. Attention is crowded.

Capital brings new competitors. Every firm near the buildout is now marketing to the same owners and engineers. Generic messaging blends in.

2. Proof beats promises.

Buyers are spending more per project and carrying more risk. Show real capacity, timelines, certifications and finished work.

3. Power is the story.

If your product touches power, cooling, controls or the grid, lead with it. That is where buyers feel the pain.

4. Speed is a feature.

Schedules are tight. A clear website, a spec sheet that downloads in one click and a fast reply win deals that slower competitors lose.

Try this week: Read your homepage hero out loud. Does it say what you deliver and for whom in one sentence? If a buyer has to scroll to find out what you make, start there.

HOW INFRASTRUCTURE BUYERS BUY NOW

02

The shortlist forms before your sales team knows there is a deal.

67%

of B2B buyers prefer a rep free buying experience.

Gartner sales survey of 646 buyers, published March 2026

13 + 9

Internal stakeholders plus external influencers in a typical B2B buying decision.

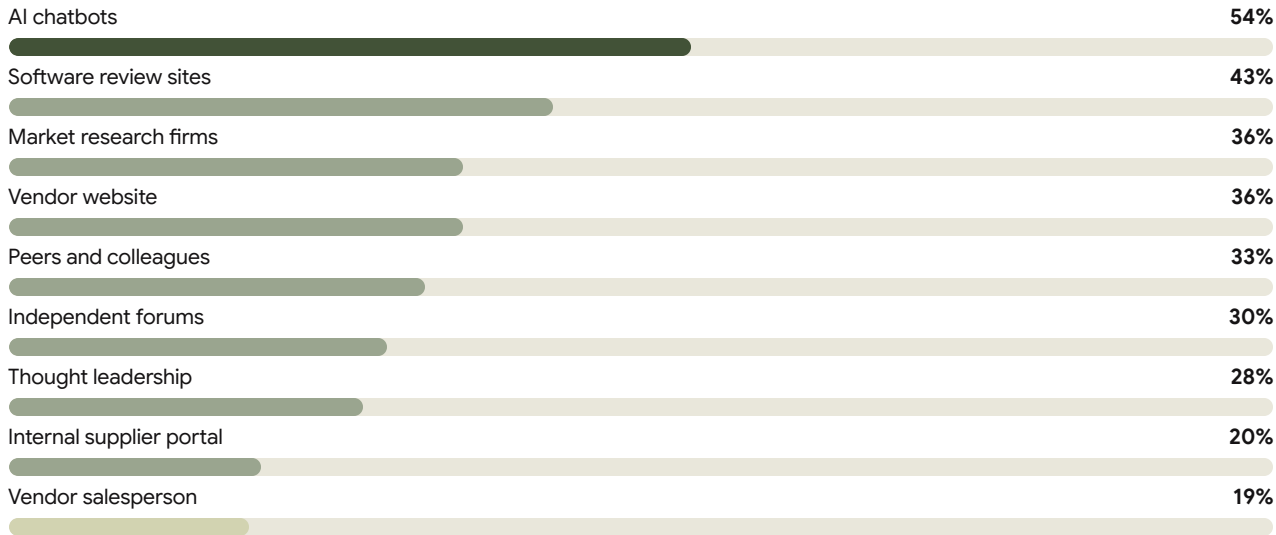
Forrester, State of Business Buying 2026

53%

of buying cycles include procurement as a decision maker, and it engages from the start.

Forrester, State of Business Buying 2026

WHAT SHAPES A BUYER'S SHORTLIST (SHARE OF BUYERS NAMING EACH SOURCE)



G2, The Answer Economy (survey of 1,076 B2B software buyers, March 2026). Software buyers, not infrastructure buyers specifically.

51%

of B2B software buyers now start research in an AI chatbot more often than in Google.

G2, 2026

69%

chose a different vendor than they planned because of what an AI chatbot told them.

G2, 2026

A fair caveat. The best AI research data today comes from software buying. Infrastructure deals are bigger, slower and more relationship driven. But the same people (engineers, procurement, executives) use the same tools at work, and we see the pattern in the questions our clients' prospects ask.

WIN THE RESEARCH YOU NEVER SEE

Be the clear answer.

AI tools summarize what they can find and trust. Plain language pages that answer real questions get repeated. Vague pages get skipped.

Get named by others.

Third party mentions, reviews, partner pages, trade press and event listings give AI tools something to cite besides your own site.

Make validation easy.

Buyers verify what AI tells them. Put specs, project photos, certifications and contact paths where they can confirm fast.



Lit: clear, specific, cited by others. AI tools can see you and point buyers your way.



Dark: vague pages, no proof, no mentions. Same tower, but nobody finds it at night.

THE BUYING COMMITTEE MAP

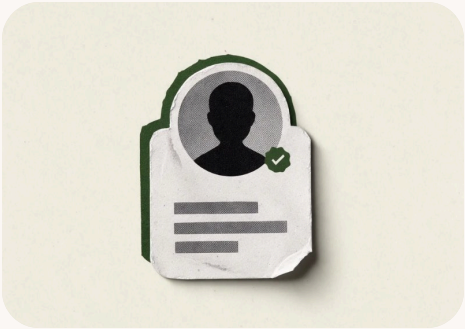
03

Forrester counts roughly 13 people inside the buyer plus 9 outside influencers on a typical decision. In infrastructure, these are the seats we see most. Each one needs something different from you.

SEAT	WHAT THEY ARE WORRIED ABOUT	WHAT CONVINCES THEM	BEST ASSET
Owner, CFO, executive	Cost, schedule risk, return	Track record, finished projects, scale	Case study film, one page overview
Engineer (MEP, electrical)	Will it work and meet code	Specs, standards, drawings, data	Ungated spec sheets, technical pages
Architect, designer, specifier	Design intent, specifying with confidence	Examples, documentation, support	Project gallery, design assist page
Facility, IT, operations	Uptime, maintenance, day two reality	How it runs after handover	Facility tour video, FAQs
Procurement	Price, terms, vendor risk	Clear process, references, compliance	Vendor info page, certifications
Broker, site selector, consultant	Recommending someone safe	Reputation and easy to share proof	Short tour video, shareable deck

INVESTORS ARE PEOPLE TOO

Your buying committee is not the only audience deciding your future. Investors, lenders, boards and parent companies are people too. They are visual, and they want to see where the funds are going.



Infrastructure runs on capital. Every new campus, factory line or product launch needs someone to say yes to the money behind it. The same marketing that helps buyers understand you helps capital partners believe in you. Clear visuals make the case for funding, expansion and scale faster than a spreadsheet alone ever will.

WHAT INVESTORS WANT TO SEE

Progress you can watch.

Construction timelapses, drone flyovers and monthly site updates show that capital is turning into concrete, steel and capacity.

Proof of demand.

Customer stories, signed partners and real project galleries show the market already wants what you are building.

The plan, made visual.

Simple charts of capacity, pipeline and milestones. One clean page beats twenty slides of text.

THE INVESTOR READY KIT

ASSET	WHY IT WORKS	REUSE IT FOR
Leadership film	Puts the team and the vision on camera in two minutes	Website, recruiting, events
Progress timelapse	Turns months of work into proof in 60 seconds	Social, sales decks, board meetings
Investor or partner page	One link with the story, the numbers you can share and a contact	Data room cover, press
Visual one pager	Capacity, milestones and market in a single glance	Lender packets, site selection

Try this week: Look at your last investor or board update. Count the photos and charts. If the answer is zero, your next update has an easy upgrade.

WEBSITE PLAYBOOK

04

Your website is the one place every seat on the committee eventually checks. Build it for them, not for you.

STRUCTURE

- ☐ A homepage hero that says what you deliver and for whom, in one sentence
- ☐ "Pick your role" paths for owners, engineers, specifiers and operators
- ☐ Industry pages for each market you serve (data centers, utilities, manufacturing, commercial buildings)
- ☐ Capacity, product or spec pages with real numbers, not adjectives
- ☐ A project gallery with location, scope and photos

CONVERSION

- ☐ Spec sheets and cut sheets ungated. Gate deeper assets only
- ☐ One clear next step per page (tour, quote, design assist, call)
- ☐ Forms that route to the right person in your CRM automatically
- ☐ Proof (logos, quotes, numbers) right next to the call to action
- ☐ A reply within one business day, every time

PERFORMANCE

- ☐ Fast on mobile. Engineers check sites from job sites
- ☐ Clean URLs, no broken links, a working sitemap
- ☐ Structured data (schema) on key pages
- ☐ A CMS your team can update without a developer

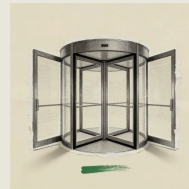
FROM OUR WORK

wtec: organic traffic doubled in six weeks after launching a new Webflow site, and sales got a reliable funnel for qualified demo requests.

OSI Global: a rebuilt site lifted organic traffic 78%, with messaging that matches how their sales team talks.

Bryte Light: a new site with industry pages and CRM routing, live in under two months.

A Texas security and technology integrator: a full Webflow rebuild, plus a DNS audit after migration so nothing broke on launch.



Your website is the front door.

Every seat on the committee, and every investor, walks through it before they call.

<3 MONTHS

How long most of our website and video projects take to ship. A long build is a cost, not a badge.

Try this week: Ask someone outside your company to find your main product's spec sheet on their phone. Time it. Anything over 30 seconds is costing you engineers.

SEARCH, AEO AND GEO

05

SEO gets you ranked. AEO (answer engine optimization) and GEO (generative engine optimization) get you quoted by AI tools. You need all three, and they mostly reward the same thing: clear, specific, trustworthy answers.



BUILD AN ANSWER LIBRARY

A glossary or knowledge hub where each term or question gets its own page. Each one opens with a two or three sentence direct answer (an "answer capsule"), then goes deeper.

It works for search, for AI tools, and for your sales team, who can send links instead of rewriting explanations. Our own **Data Center Glossary** started this way.

CHECK INTENT BEFORE YOU CHASE VOLUME

A keyword with big volume can be the wrong audience. "Low voltage lighting" sounds like commercial building tech, but much of that search traffic is people shopping for backyard and landscape lights.

We hit this doing keyword research for a commercial lighting controls dealer. Look at what actually ranks before you write. If the results are not your buyers, pick a narrower term.

THE SEARCH CHECKLIST

- ☐ Write for the question your buyer types, in their words
- ☐ Lead every page with the direct answer, then the detail
- ☐ Use real numbers, standards and locations
- ☐ Add FAQ and article schema to answer pages
- ☐ Link answers to the product or service page they support
- ☐ Earn mentions on partner, association and event sites
- ☐ Keep review and directory profiles accurate and current
- ☐ Ask your own questions in ChatGPT, Gemini and Perplexity monthly. Note who shows up
- ☐ Track AI assistant referrals in analytics (chapter 08)
- ☐ Fix technical issues (redirects, 404s, canonicals) every month

WHY THIRD PARTY MENTIONS MATTER

Software buyers who say a review site citation is the most confidence inspiring signal in an AI answer

45%

G2, The Answer Economy, 2026

Try this week: Type "best [your category] for data centers" into two AI assistants. Are you named? Who is? Their cited sources are your outreach list.

VIDEO ON LIVE SITES

06

Most infrastructure buyers will never walk your facility or your factory floor. Video is the tour they actually take.

THE CORE KIT FROM ONE SHOOT

ASSET	LENGTH	JOB
Facility or product showcase	2 to 3 min	Pre sells the tour or demo. Lives on your homepage and in sales emails
Leadership and expert clips	30 to 60 sec	Puts faces and expertise behind the brand
Social cutdowns	15 to 30 sec	LinkedIn, YouTube and paid ads
Construction timelapse	30 to 90 sec	Shows progress and scale over months
B roll library and aerials	Raw	Fuels decks, proposals and future edits for a year

SHOOT DAY REALITIES

- ☐ Badging, escorts and site safety orientation, booked in advance
- ☐ PPE for every crew member
- ☐ A list of restricted areas and equipment that cannot be shown
- ☐ Written OK for any customer equipment or logos in frame
- ☐ Drone flights by a licensed FAA Part 107 pilot, with airspace checked early
- ☐ Quiet spots for interviews away from generators and cooling
- ☐ Headshot, interview and Q&A in one sitting per person, on the floor in front of the equipment

FROM OUR WORK

We produced the **1547 Critical Systems Realty CHIL2** facility tour and timelapse films in Chicago.

This fall we are on the production floor of a power generation equipment manufacturer, shooting headshots, interviews and Q&A in one sitting per person, right in front of the equipment.

We shoot 35+ video projects a year across multiple states and countries, and our team's content has passed 300M views.

PLAN FOR REUSE

Decide the deliverables before the shoot, not after. One well planned day can feed your website, sales deck, social calendar and trade show booth for a year.

Try this week: Ask your sales team which question they answer on every tour. That question is your next video.

EVENTS AND TRADE SHOWS

07

A booth is expensive. The content you capture there can be worth more than the leads you scan.

BEFORE

- Book meetings, not just booth traffic
- Line up 5 to 10 short interviews with customers, partners and speakers
- Ask organizers about speaker bios, exhibitor listings and partner pages that link back to you
- Publish an event page on your site

DURING

- Capture b roll of the floor, sessions and your team
- Record the interviews
- Post daily, short and human
- Note every question prospects ask

AFTER

- Follow up within a week while you are remembered
- Turn interviews into clips and a recap article
- Turn prospect questions into answer pages (chapter 05)
- Thank hosts and partners, and ask for the link

MAKE EVERY EVENT A BACKLINK AND CONTENT ENGINE

Event sites, sponsor pages, association directories and speaker bios are exactly the kind of third party pages search engines and AI tools trust. A single conference can earn you several of them if you ask. Interviews also double as editorial content you can publish all year.

HOW WE DO IT

We film at industry conferences like PTC in Honolulu and run an editorial interview series, The Chase, featuring people across property tech, infrastructure and data centers. Guests talk about their own business. Everyone gets a feature, a link and something to share.

Try this week: Pick your next event. Email the organizer today and ask what exhibitor and speaker listings link out to company websites.

MEASUREMENT THAT SALES TRUSTS

08

If sales does not believe the numbers, marketing does not get the budget. Measure what moves deals.

THE FOUNDATION

- ☐ GA4 installed through a clean, documented Google Tag Manager container
- ☐ A consent banner set up for where your visitors actually are, with consent mode wired in
- ☐ Server side tagging when browser tracking is not enough
- ☐ Key events for real actions: tour requests, quote requests, spec downloads, calls
- ☐ Session recordings and heatmaps (for example Microsoft Clarity) on key pages
- ☐ A simple monthly dashboard in Looker Studio or similar

TRACK THE NEW CHANNELS

- ☐ Group AI assistant referrals (ChatGPT, Perplexity, Gemini, Copilot, Claude) as their own channel
- ☐ Use B2B visitor identification to see which companies are researching you
- ☐ Ask "how did you hear about us?" on every form, and read the answers

REPORT ON THESE FIRST

Qualified tour, demo and quote requests



Pipeline influenced by marketing



Target companies visiting the site



Organic and AI referral traffic to key pages



Pageviews and followers



Our rule of thumb for priority, not survey data.

HONEST BASELINES

If organic traffic is near zero today, say so. Call it the starting line and measure from there. Do not count off target traffic as a win. A smaller honest number builds more trust than a big padded one.

Try this week: Open GA4 and check whether a tour or quote request is tracked as a key event. If it is not, nothing else in your report matters yet.

SCORECARD

09

Score each line 0 (no), 1 (sort of) or 2 (yes). Be honest. Nobody else sees it.

#	QUESTION	SCORE
1	Our homepage says what we deliver and for whom in one sentence.	0 · 1 · 2
2	Each buying committee seat has a page or path built for them.	0 · 1 · 2
3	Spec sheets download in one click, no form.	0 · 1 · 2
4	We show finished projects with location, scope and photos.	0 · 1 · 2
5	We have current video of our facility, product or team at work.	0 · 1 · 2
6	We have answer pages for the top 20 questions buyers ask.	0 · 1 · 2
7	AI assistants name us when asked about our category.	0 · 1 · 2
8	Partners, associations or events link to our site.	0 · 1 · 2
9	Form leads route to the right person and get a reply within a day.	0 · 1 · 2
10	We track tour, quote and demo requests as key events, and report on them monthly.	0 · 1 · 2

WHAT YOUR TOTAL MEANS

0 to 8: Invisible. Buyers are shortlisting without you. Start with 1, 3 and 10.



9 to 14: Findable. The basics work. Proof and answers are your next lift.



15 to 20: Shortlisted. Now compound it with video, events and AI visibility.



YOUR 90 DAY PLAN

Three focused months. One goal per month. Keep it small enough to actually finish.

DAYS 1 TO 30

Fix the foundation

- Rewrite the homepage hero
- Ungate spec sheets
- Set up key events in GA4
- Fix broken links and redirects
- Fix lead routing and reply times
- Run the AI assistant test and save the results

DAYS 31 TO 60

Build the proof

- Publish 3 to 5 project pages
- Plan and shoot one video day
- Launch role or industry pages for your top two buyer seats
- Write your first 10 answer pages

DAYS 61 TO 90

Distribute and measure

- Cut video into clips and post weekly
- Pitch three partner or association links
- Send your best content to past and open deals
- Rerun the AI test and scorecard. Compare
- Report results in terms of requests and pipeline

KEEP SCORE

Month 1 · Foundation

Target: scorecard items 1, 3, 9, 10 at 2

Month 2 · Proof

Target: items 2, 4, 5, 6 at 1 or better

Month 3 · Reach

Target: items 7 and 8 moving

One rule: finish month one before starting month two. A fast, clear website with working tracking beats a half launched content program.

QUICK REFERENCE GLOSSARY

10

Plain English definitions for terms your buyers use. The full list lives in our Data Center Glossary at chasingcreative.com.

Colocation

A data center where many companies rent space, power and cooling for their own servers.

Hyperscale

Very large data centers built by the biggest cloud and AI companies, often tens or hundreds of megawatts.

Critical load (IT load)

The power used by the servers, storage and network gear itself, as opposed to cooling and lighting.

Megawatt (MW) capacity

How much power a site can deliver to IT equipment. The main way data center size is described today.

PUE (power usage effectiveness)

Total facility energy divided by IT equipment energy. 1.0 would be perfect; lower is better.

Redundancy (N, N+1, 2N)

How much backup is built in. N is just enough, N+1 adds one spare, 2N doubles every system.

Tier I to IV

Uptime Institute's ratings for data center infrastructure design, from basic (I) to fault tolerant (IV).

Powered shell

A building with power and basic infrastructure delivered, ready for the tenant to fit out.

Interconnection

Direct connections between networks, clouds or customers inside a data center, often by cross connect.

Commissioning (Cx)

Testing that every system works as designed before a building goes live.

MEP

Mechanical, electrical and plumbing. MEP engineers design those systems and often specify products.

Specifier

The person (often an engineer or designer) who writes a product into project documents.

Basis of design

The product named in the specs as the standard others must match or beat.

Onsite generation

Power produced at the site, such as gas turbines or engines, instead of or alongside the grid.

Answer capsule

A two or three sentence direct answer at the top of a page, written to be quoted.

AEO

Answer engine optimization. Making content easy for AI assistants to find, trust and quote.

GEO

Generative engine optimization. Often used interchangeably with AEO.

Key event

GA4's name for an action that matters to the business, like a tour request.

SOURCES

WHERE THE NUMBERS COME FROM

Every statistic in this guide was checked against its original source on 19 October 2026. Census figures are preliminary and may be revised. Chasing Creative results are from public case studies on chasingcreative.com.

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THANK YOU FOR READING



Blake Wisz

Founder and CEO, Chasing Creative
Palm Coast, Florida

Thanks for spending some time with this guide.

I started Chasing Creative in 2020 because I believe good marketing should make complicated things easy to understand. Today we spend our days on job sites, data center floors and factory lines, helping the people who build the physical world tell their story.

The teams we work with are some of the smartest people I know. They are just too busy building to spend all day marketing. That is where we come in.

If one page in here sparked an idea, I would love to hear about it. Send me a note or grab a time on my calendar. No pitch, just a real conversation about what you are building next.

Here is to your next power move,

Blake Wisz

NEXT STEP

READY FOR YOUR NEXT POWER MOVE?

We make the complex easy to buy. Want a second set of eyes on your scorecard? Book a Growth Audit. We will find the message, proof and funnel gaps slowing the sale, then give you a 90 day plan to fix them.



SCAN TO BOOK A GROWTH AUDIT

Or visit chasingcreative.com/contact. A real person replies within one business day.

WEBSITES

Webflow builds that explain, convert and ship in under three months.

VIDEO

Facility tours, timelapses and leadership films shot on location.

SEARCH

SEO, AEO and content that gets you found and quoted.



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