JAZZ MEDIA

BRAND STRATEGY FIRST.
MARKETING THAT WORKS LIKE A SYSTEM.

How we connect positioning, content, and search into one system that attracts the work you actually want.

FEATURED CASE STUDY: LAMBETH ASPHALT SERVICES · PIEDMONT TRIAD, NC





THE PROBLEM

MOST MARKETING STARTS WITH TACTICS.

Posting without a point

Content goes out on a schedule, but nobody can say what it's supposed to win.

A website that says the wrong thing

The site describes the company you were, not the one you're building.

Leads that don't fit

The phone rings, but too often for jobs you don't want.

Without strategy underneath, every channel works alone, and the business pays for it in time, money, and lost opportunity.

STRATEGY BEFORE EXECUTION.

INFRASTRUCTURE

The website, CRM, tracking, and content library your marketing runs on. Built once, built right.

CLARITY

Who you serve, what you stand for, and how you sound. Decided before anything is posted.

DIRECTION

Where the owners want the company to go, and a plan that points every channel there.

With these three in place, execution stops being guesswork. Every post, page, and video has a job.



HOW IT CONNECTS

STRATEGY MAKES EXECUTION EASY TO FOLLOW.

Each step feeds the next.
Nothing gets made just to fill a calendar.





CASE STUDY

LAMBETH ASPHALT SERVICES

Commercial paving contractor · Greensboro, NC · Serving the Piedmont Triad

From a mixed book of residential and small commercial jobs to multi-phase work for hospitals, industrial sites, and property managers.

WHERE WE STARTED

A STRONG CREW WITH A STORY NOBODY WAS TELLING.

What we found

- An online presence that read residential-friendly, not commercial-scale
- A marketing strategy that could confuse them for any other contractor
- No link between great projects and how the market saw them

What the owners wanted

- More commercial, industrial, and property management work
- Repeat relationships with general contractors and property managers
- A brand that matches the size of work they can actually deliver

CLARITY AND DIRECTION

WE DEFINED WHO LAMBETH ASPHALT IS FOR, THEN BUILT AROUND IT.

Target clients

Warehouses, distribution centers, industrial sites, property managers, and general contractors.

Position

A commercial-grade contractor known for reliability and responsiveness at scale.

Voice

Direct, trade-proud, and local. Jordan Lambeth's own words, not agency copy.



CONTENT PILLARS

- Commercial authority
- Process and craftsmanship
- Team and culture
- Leadership and vision

DISTRIBUTION

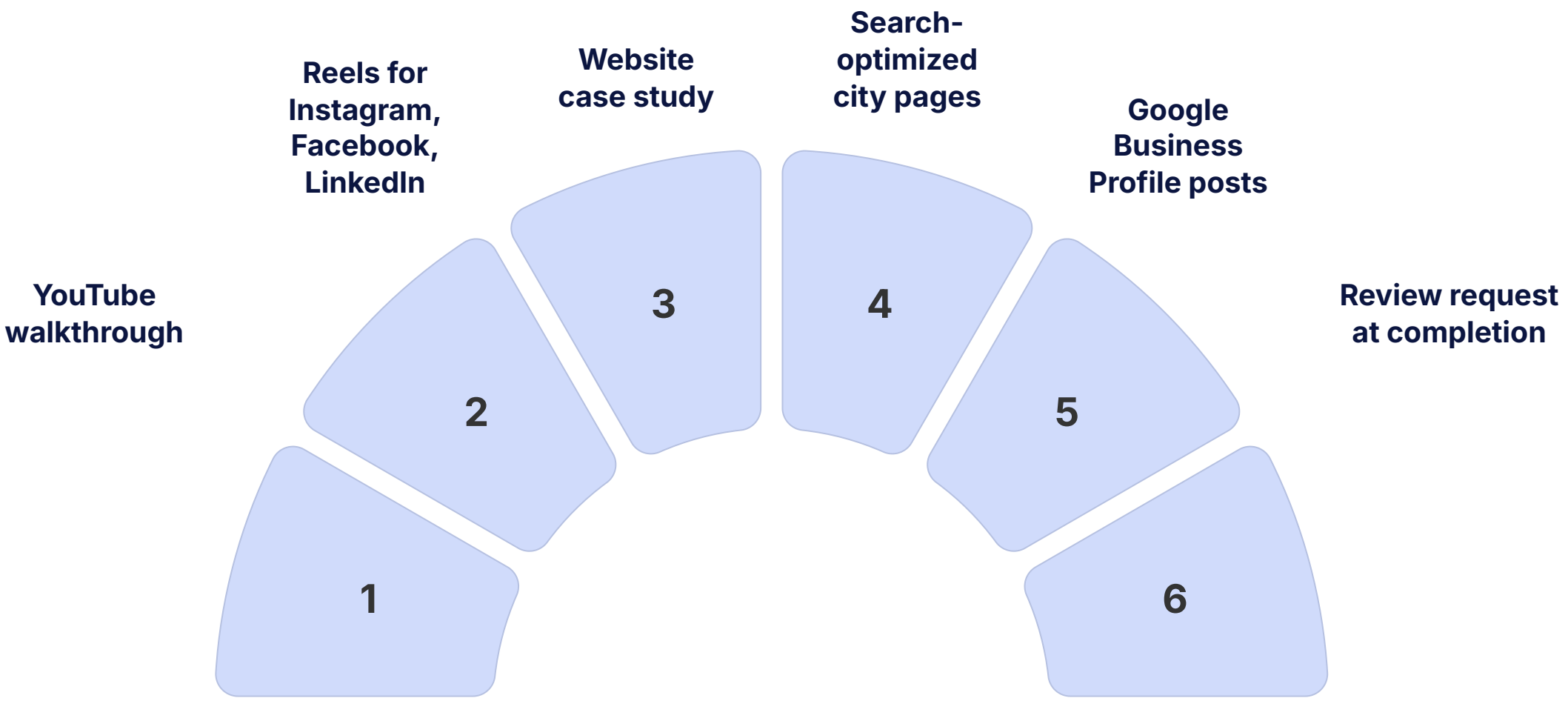
EVERY PLATFORM HAS A JOB.

Platform	Role	What it carries
LinkedIn	Leadership and relationships	Jordan's perspective, project wins, commercial connections
Facebook	Local credibility	Project spotlights, the crew, community work
Instagram	Visual proof	Process, before-and-after, short-form video
YouTube	Long-form authority	Full project walkthroughs, phase by phase
Google Business Profile	Local search	Project updates by city, reviews

CAPTURE ONCE. PUBLISH EVERYWHERE IT BELONGS.

HOW WE MAXIMIZE MEDIA PRODUCTIONS

One shoot day becomes weeks of consistent, on-brand content. That's where the efficiency comes from.



ALAMANCE REGIONAL THROUGH THE SYSTEM

ONE PROJECT, TOLD ACROSS EVERY CHANNEL.

YouTube

Jordan walks through the phasing map, weekend schedule, and half-lot splits in a full-length video.

Google Business Profile

A post for each phase: the launch, the sealcoat, the walkthrough. Each one tied to Burlington, NC.

Website

The project feeds a case study and Lambeth's Burlington service-area page.

Social Media

Short cuts for Instagram, Facebook, and Jordan's LinkedIn, aimed at facility and property managers.

The audience isn't homeowners. It's the people responsible for facilities that have to stay open.



HOW FAR THEY'VE COME

FROM A RESIDENTIAL MIX TO A COMMERCIAL PORTFOLIO.

Then

- Mixed residential and small jobs
- Inconsistent marketing
- No project portfolio online

Now

- Hospital, industrial, and property management work
- A commercial-aligned website with steadily growing search rankings
- Consistent publishing across site, Google, YouTube, and social
- A growing library of case studies by city

Recent work includes Alamance Regional Medical Center · National Pipe & Plastics · Koury Corporation · NAI Piedmont Triad · Perry Management · Fourth Elm Construction



WHY IT WORKS

IT SOUNDS LIKE THEM BECAUSE IT COMES FROM THEM.

Their voice

Really, their voices. Hear directly from the guys on the ground.

Their work

Real crews on real job sites. Never stock footage or scripted work.

Their market

Regional language and the clients they actually want.

No templates and no cookie-cutter calendar. A system built around one company's goals.

WORKING TOGETHER

HOW WE BUILD IT WITH YOU.

PHASE 1
FOUNDATION

- Brand positioning and messaging
- Website and case study structure
- CRM and lead capture
- Owned media from a production shoot

PHASE 2
GROWTH SYSTEM

- Ongoing capture and distribution
- SEO and Google Business Profile management
- Long-form video for YouTube
- Reporting and strategic guidance





JAZZ MEDIA

LET'S BUILD YOURS.

Brand strategy, content production, and marketing systems for companies ready to attract the work they want.

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