ORIGINAL RESEARCH // 2026

State of LinkedIn in UK Construction 2026

Verified 12-month analytics: the landscape, benchmark data, what works, and three construction case studies.

REPORTING PERIOD // 1 SEP 2025 - 31 AUG 2026

500K+	184K+	2.05%	1.95%
COMBINED IMPRESSIONS	PROFESSIONALS REACHED	ISOQUICK ENGAGEMENT	MPS ENGAGEMENT

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Most UK construction firms are invisible on LinkedIn. But the ones who aren't are getting results that the rest of the industry doesn't know are possible.

This report compiles 12 months of anonymised data from construction firms using **The Hi-Vis Method** to show what's actually working, what the benchmarks are, and how firms are converting LinkedIn visibility into **inbound tenders**.

The numbers are not projections. They are not estimates from industry surveys. They are the documented outcomes of real construction firms — specialist subcontractors, product manufacturers, civils businesses — who committed to a structured LinkedIn authority programme and tracked the results.

The headline figures: 500,000+ content impressions annually across MPS Concrete Solutions and ISOQUICK. 184,000+ construction professionals reached. Engagement rates of 1.95% and 2.05%. Cold outreach producing warm commercial replies at a rate of 12.4% — nearly five times the B2B cold outreach benchmark.

This is not what most people expect from LinkedIn. It's what happens when construction firms stop treating LinkedIn like a passive CV and start treating it like the business development system it is.

Executive Summary

Construction procurement has always been relationship-driven. What LinkedIn changed is where those relationships start. Procurement managers at housing associations, main contractor supply chain teams, and developers' commercial directors are now doing their supplier research on LinkedIn before shortlists are even drawn. If your firm isn't visible there, you're not in that conversation.

The Invisibility Problem — our term for the gap between a construction firm's real capability and its online presence — is costing UK contractors real money. Tenders they're not being invited to. Approved lists they're not on. Conversations that never start because a competitor was visible and they weren't.

The data in this report shows the other side of that equation: what happens when a construction firm fixes the Invisibility Problem.

If your firm wants to fix its own Invisibility Problem, The Hi-Vis Method is the system. The rest of this report is the data behind why it works.

Key findings

- **500,000+ impressions annually** across MPS Concrete Solutions and ISOQUICK from LinkedIn content alone
- **184,000+ construction professionals reached** — procurement leads, engineers, supply chain managers, developers
- **2.05% engagement rate** on ISOQUICK content and **1.95%** on MPS Concrete Solutions content
- **12.4% warm reply rate** on cold B2B outreach (MPS Concrete Solutions) — nearly 5x the typical cold email benchmark
- **65%+ engagement rate** on LinkedIn-sourced website traffic, versus 8% for direct traffic
- **Decision-maker conversations typically open within month one** of a structured programme
- **Approved list placements and inbound quote invitations** compound over months 2–6 and beyond

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Section 1: The Landscape

How many construction firms are actually on LinkedIn?

LinkedIn reports over 1 billion members globally. In the UK, the construction sector is one of the platform's largest professional categories — yet the proportion of construction firms with an active, optimised LinkedIn presence is tiny.

Our estimate, based on searching for specialist subcontractors in typical procurement categories across regional UK markets: fewer than 10% of construction firms post consistently. Fewer than 5% have a founder profile that would pass a procurement manager's basic due diligence. Fewer than 1% are running any form of structured outreach alongside their content.

The result is a paradox. The buyers are there — procurement managers, housing association asset leads, main contractor commercial directors, structural engineers specifying materials — and the sellers are not. LinkedIn in UK construction is the least contested valuable ground in B2B marketing.

The buyer side of the equation

LinkedIn publishes aggregate data on professional activity by sector. Construction and real estate represent a significant share of UK LinkedIn use. Procurement professionals, commercial managers, and engineering leads are consistently among the job titles most active on the platform.

More specifically: LinkedIn's own B2B buying research shows that 75% of B2B buyers research suppliers on LinkedIn before making contact. In a sector where procurement is relationship-driven and trust-based, this pre-contact research phase is where the shortlist is built.

By the time a tender RFQ lands in your inbox, the buyer has often already decided their preferred one or two suppliers. They're issuing the RFQ for compliance or to get competitive pricing. If you weren't visible during the research phase, you weren't considered for preferred status.

The opportunity: first-mover advantage

Because construction LinkedIn adoption is so low, the opportunity for first-movers is disproportionately large. A groundworks firm that consistently posts about site preparation and ground condition management for six months will, in most UK regional markets, be the only groundworks firm visible on LinkedIn to the procurement managers searching for them.

This first-mover advantage degrades over time as more firms adopt the platform — but in 2026, it remains available in almost every construction specialism. The data below shows what firms are capturing when they take it.

Section 2: The Benchmark Data

A. Reach and Impressions

What does a consistent LinkedIn content programme actually produce for a construction firm?

Want to see where your own firm sits against these benchmarks? Take the LinkedIn Authority Score quiz → — 10 questions, free results, sector-specific recommendations.

Based on our client data:

- **Annual impressions for an active founder profile:** ISOQUICK generated 306,845 impressions and MPS Concrete Solutions generated 206,922 impressions in the 12 months from 1 September 2025 to 31 August 2026.
- **Professionals reached annually:** ISOQUICK reached 113,827 unique professionals; MPS Concrete Solutions reached 71,017.
- **Followers gained annually:** ISOQUICK gained 4,027 new followers, reaching 4,972 total followers; MPS Concrete Solutions gained 3,180, reaching 5,499 total followers.

The most striking individual data point: ISOQUICK's single best-performing post achieved 89,071 impressions in one day. The post was technical — focused on Psi-values in insulated foundation systems and compliance with the Future Homes Standard. It was not a company announcement. It was not a project photo. It was specific, expert content about a problem that architects and structural engineers were actively trying to solve.

This is the pattern across all high-performing construction content: technical specificity outperforms broad commentary every time.

Why impressions matter for construction firms

Unlike B2C businesses where impressions translate to direct sales, construction impressions work differently. The procurement manager who sees your content on Monday is not going to buy on Tuesday. They're building a mental model of your firm's capability and expertise over weeks and months.

When the project comes up — when the framework renewal opens, when the main contractor is building their approved subcontractor list — your name is already in their mind. You're not a cold prospect. You're a known quantity. That's the compound interest of LinkedIn visibility.

B. Engagement Quality

Impressions tell you how many people saw your content. Engagement rate tells you whether they cared.

Documented engagement rates for the reporting period:

- MPS Concrete Solutions: 1.95%
- ISOQUICK: 2.05%

The driver is not posting frequency or content volume. It is content specificity. ISOQUICK's posts that perform best are the ones that go deep on a specific technical question — wall-floor junction design, carbonation testing for concrete, Psi-value calculations under Part L 2021. The architects, structural engineers, and building control professionals in their audience engage because the content is genuinely useful to them in their work.

Comment vs reaction ratio

One signal of genuine commercial intent that pure engagement rates don't capture: the ratio of comments to reactions. A post that receives 200 reactions and 2 comments is generating passive brand awareness. A post that receives 50 reactions and 15 substantive comments — including questions, follow-ups, and direct messages — is generating active commercial engagement.

Our highest-performing client content consistently drives comment rates 3–5x above their industry average. Comments from procurement professionals, project managers, and engineers are direct signals of commercial intent — and often the starting point of a conversation that leads to a quote invitation.

The warm reply rate

MPS Concrete Solutions generated warm commercial replies from structured LinkedIn outreach at a rate of 12.4% over 12 months.

For context: the average cold email response rate in B2B is 2–3%. The average cold LinkedIn connection request acceptance rate is 20–30%. MPS's 12.4% warm commercial reply rate (not just connection acceptance, but substantive commercial responses) is nearly five times the typical B2B cold email benchmark and is a function of two factors: the right targeting (messaging procurement-relevant contacts in sectors where MPS has case studies), and the right message (specific, referenced to the recipient's known project or challenge, no immediate ask).

C. Conversion Signals

Impressions and engagement are inputs. The outputs that matter for construction firms are: conversations opened, approved list placements, website visits from procurement-intent traffic, and inbound quote invitations.

Decision-maker conversations opened per month

For active profiles running structured outreach alongside content: average 8–10 new conversations per month with procurement-relevant contacts. Not all of these become commercial opportunities immediately — but each is a relationship asset that compounds over subsequent months.

Website traffic from LinkedIn

MPS Concrete Solutions drove 260 unique website visits from LinkedIn over 12 months. That number looks modest until you look at the behaviour: LinkedIn-sourced visitors engaged with the site at 65%+ engagement rates, compared to 8% for direct traffic.

LinkedIn visitors arrive pre-educated about the firm. They've seen the content, they've looked at the profile, and they visit the website with commercial intent already established. The website visit is not the first touchpoint — it's part of a journey that started with a LinkedIn post weeks earlier.

Inbound quote invitations and approved list placements

Across our client base, the construction firms that have been running the Method for 6+ months report:

- An average of 1–3 new approved list or preferred supplier placements per quarter, at least one of which was initiated by the buyer rather than by the contractor chasing it
- Inbound quote invitations — tender opportunities that arrive directly, without the firm responding to a public tender notice — at a rate of 2–4 per quarter for active profiles

These numbers are modest in absolute terms. But they represent a fundamental shift in the nature of the work: from reactive tendering (responding to opportunities) to proactive visibility (having opportunities come to you).

D. Timeline to Results

The question most construction firms ask before starting: “How long does it take?”

The documented timeline across our client base:

- **Week 1:** Profile rebuild complete. Lead magnet live. Company page set up. Outreach begins.
- **Month 1:** First decision-maker conversations open from outreach. Content begins to reach beyond the founder’s existing network. First meaningful impressions data appears.
- **Months 2–3:** Content reaches warm leads who weren’t directly approached. Profile views increase as outreach generates awareness. First approved list conversations.
- **Months 4–6:** Authority compounds. Some outreach contacts from month one circle back. First **inbound tenders** — quote invitations from buyers who came in through LinkedIn rather than a tender portal.
- **Month 12+:** Mature data showing sustained visibility, growing follower base, and a pipeline that includes a mix of outreach-initiated and inbound opportunities.

The key variable is consistency. Firms that go quiet for a month see their momentum reset. Firms that stay consistent compound their authority in ways that become visible in the data around month 4–6.

Section 3: Sector Breakdown

Different sectors attract different buyers on LinkedIn. The content that works for a concrete repair contractor is not the same as what works for a structural steel fabricator. Here is the aggregate picture by sector:

Architecture and planning (ISOQUICK's primary audience: 38%)

The architecture and planning audience is one of the most receptive to technical content on LinkedIn. Architects, building designers, and planning consultants are specifiers — they decide which products and systems are included in a design. Content about compliance (Part L, Future Homes Standard, thermal bridging) performs particularly strongly.

ISOQUICK's best results came from posts that directly addressed the technical questions architects face: how to achieve minimum Psi-values at the wall-floor junction, how insulated foundation systems affect SAP calculations, what the practical implications of Part L 2021 are for new-build designs.

Notable companies reached in this sector: Vistry, Persimmon, Taylor Wimpey, Kier — major volume housebuilders whose design teams specify ISOQUICK's foundation system.

Construction and civils (35% of the typical audience for specialist contractors)

The construction procurement audience is dominated by supply chain managers, commercial directors, QSs, and project managers. They're assessing capability, capacity, and track record. Content about delivery — how a project was managed, what a complex ground condition required, how a programme was kept on track — performs better than content about company values or generic industry commentary.

Warm reply rates in construction outreach average 12–18% across our client base. The higher end is achieved by targeting individuals whose specific projects or frameworks are known and referenced in the outreach message.

Facilities management and asset management

For concrete repair and structural maintenance firms, the FM and asset management audience is the most commercially valuable. Asset managers make decisions about planned maintenance programmes — and the firms they know before a problem emerges are the ones who get the survey commission and the repair contract.

This audience responds to educational content: how to spot early signs of concrete carbonation, what a condition survey involves, when to commission specialist assessment. The relationship between content and commercial outcome is longer here (asset managers plan on 1–5 year horizons) but the value of each opportunity is typically higher.

Civil engineering and infrastructure

Local authority engineers, highways asset managers, and infrastructure project leads are active on LinkedIn but less likely to engage publicly. The most effective approach for civil engineering firms is direct outreach rather than content-led awareness — although content provides the credibility context that makes outreach more effective.

Framework timing matters in this sector more than any other. Local authority DPS renewals and SCAPE/Pagabo framework competitions run on known cycles. Visibility built in the 3–6 months before a renewal window opens is the most commercially valuable.

Section 4: What Actually Works

A. Profile optimisation

Headshot quality

A low-quality headshot is one of the most common single factors that reduces profile credibility with procurement audiences. The headshot is the first visual signal a buyer receives about your firm's professionalism.

High-quality headshots (professional photography, clear background, recent) are associated with significantly higher profile visit-to-connection rates in our data. The principle is not vanity — it's that buyers read professionalism signals quickly and consistently.

About section specificity

The most common mistake in construction LinkedIn profiles: the about section reads like a CV or a capability statement. It describes what the firm does, not the problem the firm solves for its buyers.

Profiles that open with the buyer's problem — unreliable subcontractors, unexpected ground conditions, supply chain compliance failures — consistently outperform those that open with company history or service lists. The procurement manager reading the profile recognises their own challenge immediately.

Lead magnet performance

Profiles with a pinned, sector-relevant lead magnet in the Featured section receive significantly more profile-to-conversation conversions than those without. The lead magnet serves two functions: it gives the buyer a reason to engage (they get something useful), and it demonstrates expertise before any commercial conversation begins.

The most effective lead magnets in our client base are specific and practical: a checklist relevant to a procurement decision, a guide to a regulatory requirement, a technical reference document. Generic company brochures placed in the Featured section perform poorly.

B. Content pillars

The five proven pillars for construction firms:

1. **Industry insights and regulatory commentary** — Construction procurement buyers navigate an increasingly complex regulatory environment (Building Safety Act, Future Homes Standard, NEC4, Net Zero obligations). Firms that demonstrate they're across this landscape build authority with the procurement professionals who are accountable for compliance.

2. **Lessons from completed projects** — The specific detail of what a project required, what challenge was encountered, and how it was resolved performs consistently better than project showcase photos. Buyers don't care what it looked like; they care whether you can handle their version of the problem.

3. **Behind-the-scenes site work** — Authentic content from site that shows the operational reality of your work. Rig erection. Remediation in progress. Testing and commissioning. Real content from real work stands out in a feed dominated by polished marketing.

4. **Technical deep dives** — Single-topic posts that go deep on a specific technical question relevant to your audience. These posts take longer to write but have the highest engagement and are most likely to be saved and shared by the procurement and engineering professionals in your audience.

5. **Framework and procurement guidance** — Practical information about approved lists, framework renewals, and procurement processes. This content is directly useful to buyers and positions you as a firm that understands how procurement works.

Posting frequency

1–3 times per week is the sweet spot. Our client data shows that firms posting at this frequency generate 3–4x the impressions of firms posting once per fortnight, with no significant drop in engagement rate. Posting daily does not produce proportional improvement and risks audience fatigue.

C. Outreach

The two-touch cadence

The most effective outreach model we've tested: two touches per contact, with the second touch approximately 6–8 weeks after the first if there's no response. A third touch is added at month 3 if the contact has engaged with content in the interim.

The first touch: a connection request with a short, specific message referencing the recipient's known work, sector, or organisation. No pitch. No ask. Just a stated reason for the connection.

The second touch (sent as a DM after the connection is accepted): a short message noting a piece of content or a recent development relevant to the contact. Sometimes a resource. Never a sales pitch. The purpose is to be useful, not to sell.

MPS's 12.4% warm reply rate was achieved using this approach, targeting facilities managers, quantity surveyors, and asset managers whose organisations had assets that matched MPS's repair and maintenance service profile.

Message specificity

The single largest variable in outreach performance: how specifically the message references something real about the recipient's situation. "I work with construction firms on LinkedIn marketing" receives a fraction of the responses that "I noticed you're managing a programme of [specific type of work] — we've worked with similar firms on [relevant capability] and thought a connection made sense" receives.

Generic outreach in B2B construction fails because procurement professionals receive it constantly. Specific outreach works because it demonstrates that you've done research — which is itself a signal of the thoroughness buyers look for in contractors.

D. Company page role

The company page is secondary but important as an amplification asset. Our data shows that posts shared from a personal profile to a company page receive 30–40% more impressions than company-page-only posts, because the personal profile's audience is more engaged.

The company page matters for one specific reason: procurement professionals who receive a LinkedIn connection request from an individual they don't know will often check the company page before accepting. A dormant company page with a stock header image signals low investment in professional presentation. An active company page with recent content, clear service descriptions, and team members listed signals a firm worth knowing.

Section 5: The Hi-Vis Method in the Data

The Hi-Vis Method runs in four stages — Setting Out, Groundworks, The Build, The Site Report — and the data shows a consistent pattern between firms implementing all four stages and firms doing content-only.

Content-only vs. full Method outcomes

Firms that commit to content without structured outreach generate awareness but rarely generate proactive commercial conversations. The content builds a passive audience of profile viewers who may eventually reach out — but that timeline is long and unpredictable.

Firms that combine content (The Build) with structured outreach (Groundworks) generate active conversations alongside passive awareness. The conversations are the short-term pipeline; the content is the long-term authority. Together they produce a cycle where content warms the audience for outreach, and outreach validates the content to new audiences.

The compound effect

The most striking pattern in 12 months of client data is the compound rate of improvement. Month one performance is modest — a handful of conversations, modest impressions, a first foothold in the feed. By month six, firms that have stayed consistent have typically:

- Doubled or tripled their relevant connection count
- Built an audience of warm followers who engage regularly
- Generated at least 1–2 **inbound tenders** — opportunities that came to them

By month twelve, the authority is self-reinforcing. The LinkedIn algorithm rewards consistent, engaged profiles. New content reaches further because the existing audience is larger. Outreach receives better responses because the profile is recognised.

Firms that went quiet during this 12-month period — even for 4–6 weeks — saw a visible reset in performance. The algorithm deprioritises inactive profiles and the audience’s memory fades. Consistency is not a nice-to-have; it is the mechanism.

Section 6: Case Studies

Case Study 1: ISOQUICK — Insulated Foundation Systems

The firm: ISOQUICK is a manufacturer of insulated foundation systems for new-build residential construction. Their primary specifiers are architects and structural engineers; their buyers are housing developers and main contractors.

The starting point: Active LinkedIn company page, modest personal profile engagement, no structured outreach.

12-month outcomes:

- 306,845 content impressions
- 113,827 unique professionals reached
- 4,027 new followers, reaching 4,972 total followers
- 24 hot leads (immediate or near-term commercial intent)
- 138 warm or hot leads in total
- 2.05% content engagement rate

Notable companies reached: Vistry, Persimmon, Taylor Wimpey, Kier — the major UK volume housebuilders whose design teams specify ISOQUICK's product.

Audience breakdown: 38% architecture and planning, 35% construction, balance across engineering, real estate, and adjacent sectors.

The decisive factor: Technical specificity. ISOQUICK's single best-performing post — 89,071 impressions — addressed a specific technical question architects were searching for answers to: Psi-value requirements at the wall-floor junction under Part L 2021. The post was not written to be popular. It was written to be useful to a specific, high-value audience. That audience engaged at a rate that the algorithm rewarded with exponential reach.

Key insight: For construction product manufacturers, the LinkedIn authority play is not brand awareness — it is technical credibility with the specifiers who influence the buying decision. Content that solves a real specification challenge outperforms any amount of product promotion.

Case Study 2: MPS Concrete Solutions

The firm: MPS Concrete Solutions is a specialist concrete repair and structural maintenance contractor. Their buyers are asset managers, facilities managers, local authority property teams, and housing associations.

The starting point: No LinkedIn presence, no content strategy, no outreach activity.

12-month outcomes:

- 206,922 content impressions
- 71,017 unique professionals reached
- 3,180 new followers, reaching 5,499 total followers
- 1.95% content engagement rate
- Warm commercial replies consistent with a 12.4% reply rate

- 260 LinkedIn-sourced website visits
- 65%+ engagement rate on LinkedIn-sourced website traffic (vs 8% direct)

Audience breakdown: 45% senior professionals, 20% director level, with facilities managers, quantity surveyors, and building surveyors as the primary active job titles.

The decisive factor: Buyer-framing on outreach. MPS's outreach was written from the asset manager's perspective — addressing the cost difference between planned concrete maintenance and reactive emergency repair. The message spoke to the budget implication of delay, not to MPS's capabilities. This buyer-centric framing produced a 12.4% warm commercial reply rate.

Key insight: For construction service firms with an asset management buyer, LinkedIn works best when the content and outreach frame the problem from the buyer's perspective rather than describing the service from the contractor's. Asset managers don't think about concrete repair — they think about managing structural risk and maintenance spend. The firms that speak that language get the meeting.

Case Study 3: Bayliss Decorators — Early-Stage Results, 8 Weeks In

The firm: Bayliss Decorators, led by Jamie Bayliss, is a decorating and painting contractor targeting main contractor supply chains and QS and procurement contacts.

The starting point: No structured LinkedIn outreach previously.

Early-stage outcomes — 8 weeks of tracked activity, 16 June–13 August 2026:

- 1,731 connection requests sent
- 801 messages sent
- 132 responses (16.5% response rate)
- 90 positive or lead responses (68.2% of responses converted to genuine interest)
- 11 calls booked

Audience breakdown: Main contractor supply chain contacts, quantity surveyors, and procurement professionals.

The decisive factor: Focused outreach to the people who influence subcontractor shortlists. At eight weeks, Bayliss Decorators' 16.5% response rate is already above both 12-month case studies' current reply-rate figures, but this is an early signal rather than a mature annual benchmark. The next test is whether that response quality sustains as the campaign volume and follow-up cycle grow.

Key insight: Early-stage outreach can open a meaningful volume of buyer conversations before a full year of authority has compounded. The honest measure is not the response rate alone, but whether those 90 positive responses continue converting into calls, supplier-list placements, quote invitations, and won work over the months ahead.

What's Missing from this Data

These case studies represent firms that committed to a structured LinkedIn programme. This is a form of survivorship bias — we're measuring the firms who stayed consistent, not the ones who started and stopped.

The key limitations:

Sample size: Our client base is growing but the number of firms with 12+ months of complete data is small. These benchmarks will improve as the dataset grows.

Industry maturity: UK construction LinkedIn adoption is early-stage. The benchmarks we're publishing here will shift — likely upward in visibility difficulty — as more firms recognise the opportunity.

Attribution complexity: Not all inbound tenders generated through LinkedIn are directly attributable to a specific post or outreach message. The relationship between a procurement manager who has been following your content for four months and the RFQ that arrives is real but not always trackable in a last-click attribution model.

What we're not measuring: Brand lift — the improvement in how your firm is perceived by buyers who have seen your content but haven't yet acted. Organic referrals — buyers who heard about you from someone who found you through LinkedIn. Retained and repeat work from relationships initiated through LinkedIn.

Section 7: What Comes Next

The data in this report will be updated annually as our client base grows and the dataset matures. The goal is to publish the most accurate benchmark data available for construction firms evaluating LinkedIn as a business development channel.

For the 2027 report, we will add:

- Sector-by-sector impression and engagement benchmarks with larger sample sizes
- Framework placement attribution data — tracking which approved list placements were initiated through LinkedIn visibility
- Longitudinal data showing month-by-month authority growth for firms in their second and third year of the Method

The benchmark gap is closing

As construction LinkedIn adoption grows, the first-mover advantage that current participants enjoy will diminish. Firms that establish their authority in their sector and geography now are building a foundation that will be genuinely difficult for late-adopters to replicate.

The compound effect of LinkedIn authority — where a 12-month track record of consistent, expert content produces an audience and a reputation that a new starter cannot acquire overnight — is the most durable competitive advantage available to construction firms on the platform.

Ready to close the gap?

Book a free LinkedIn audit → — a 15-minute call to assess your current presence and show you exactly where you're losing work.

See The Hi-Vis Method and pricing →

Find out your LinkedIn Authority Score →

What to do with this data

If you're a UK construction firm reading this report:

- If your LinkedIn score is in the 28–45 range typical of most firms, the gap between where you are and where the top performers are represents real pipeline you're currently not capturing.
- If you're starting from scratch, the MPS case study is the most instructive: a firm with no LinkedIn presence produced warm commercial replies at a rate of 12.4% over 12 months.
- If you want to know where your specific firm stands, book a free audit — we'll map your current LinkedIn presence against these benchmarks and show you exactly what's missing.
- If you want to understand the system that produced these results, The Hi-Vis Method explains the four stages in full.

Data in this report is sourced from Market Maestro client campaigns, anonymised or published with permission. Benchmark figures represent aggregated outcomes and individual results will vary based on sector, geography, consistency of execution, and market conditions. For the full LinkedIn pillar guide, see LinkedIn Marketing for Construction — The Complete UK Guide.