

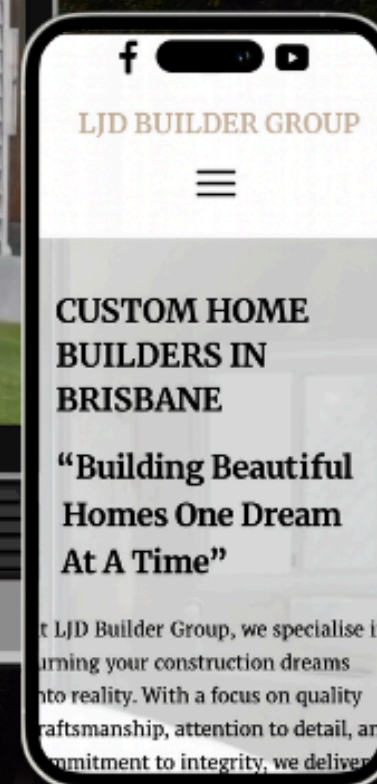
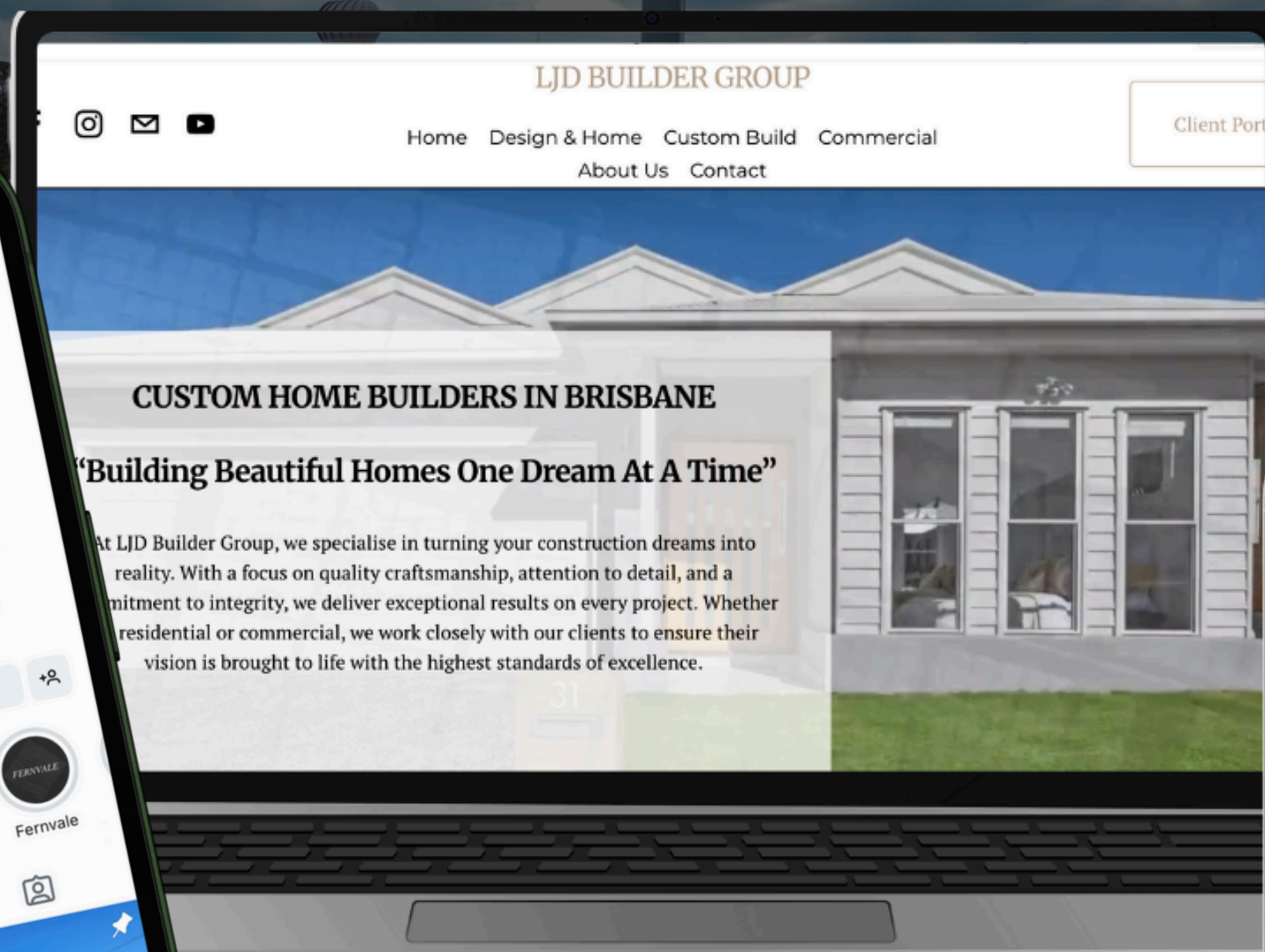
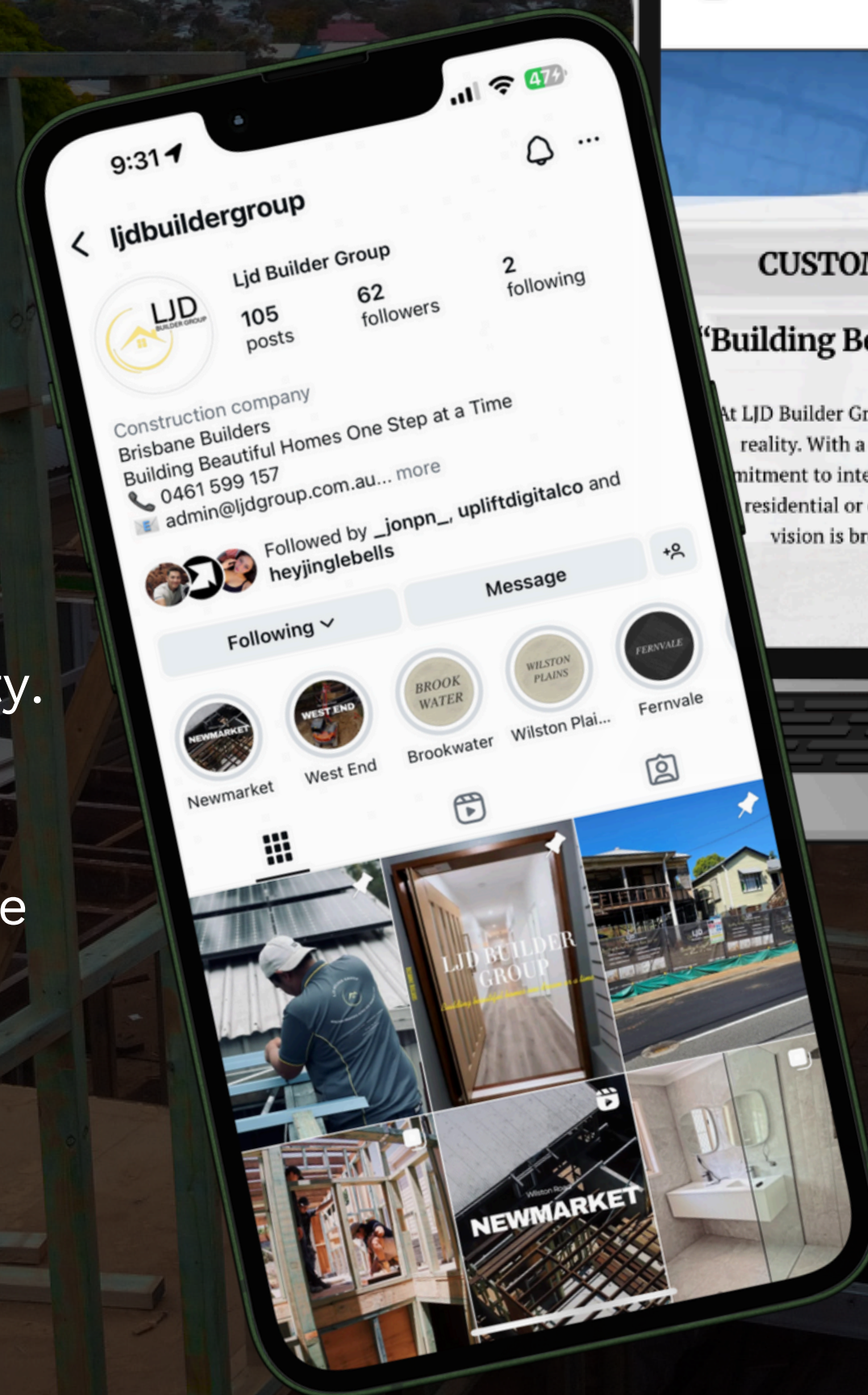
UPLIFT DIGITAL CO & LJD BUILDER GROUP

Transforming a Brisbane Builder's Online Presence Through
Strategy, Storytelling & Visual Consistency

Where they started

LJD Builder Group is a Brisbane-based custom builder known for craftsmanship and quality.

Despite great work on-site, their online presence lacked the consistency, clarity, and storytelling needed to attract new clients and stand out among competitors.



Inconsistent branding and feed layout

Low engagement and limited reach

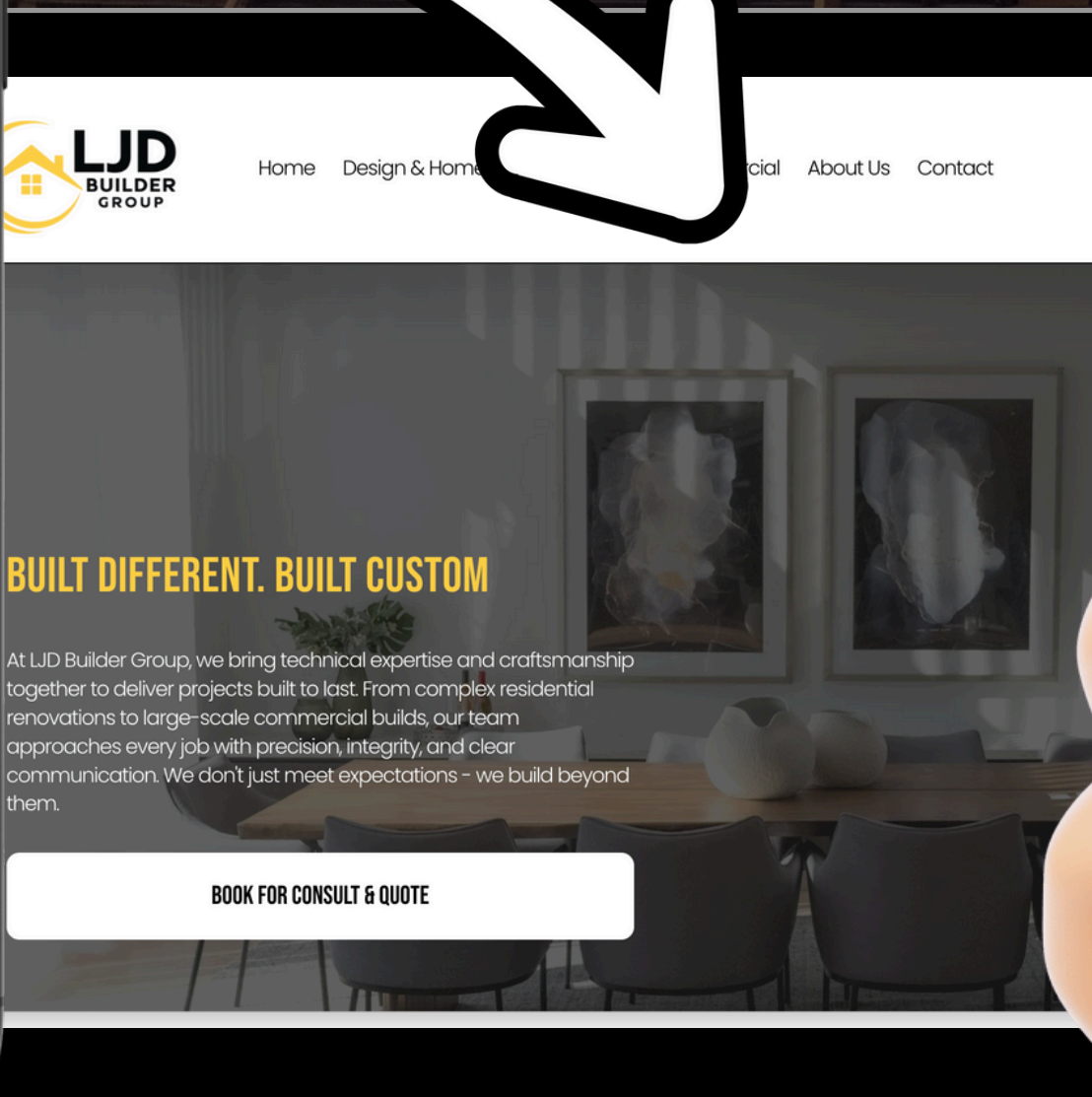
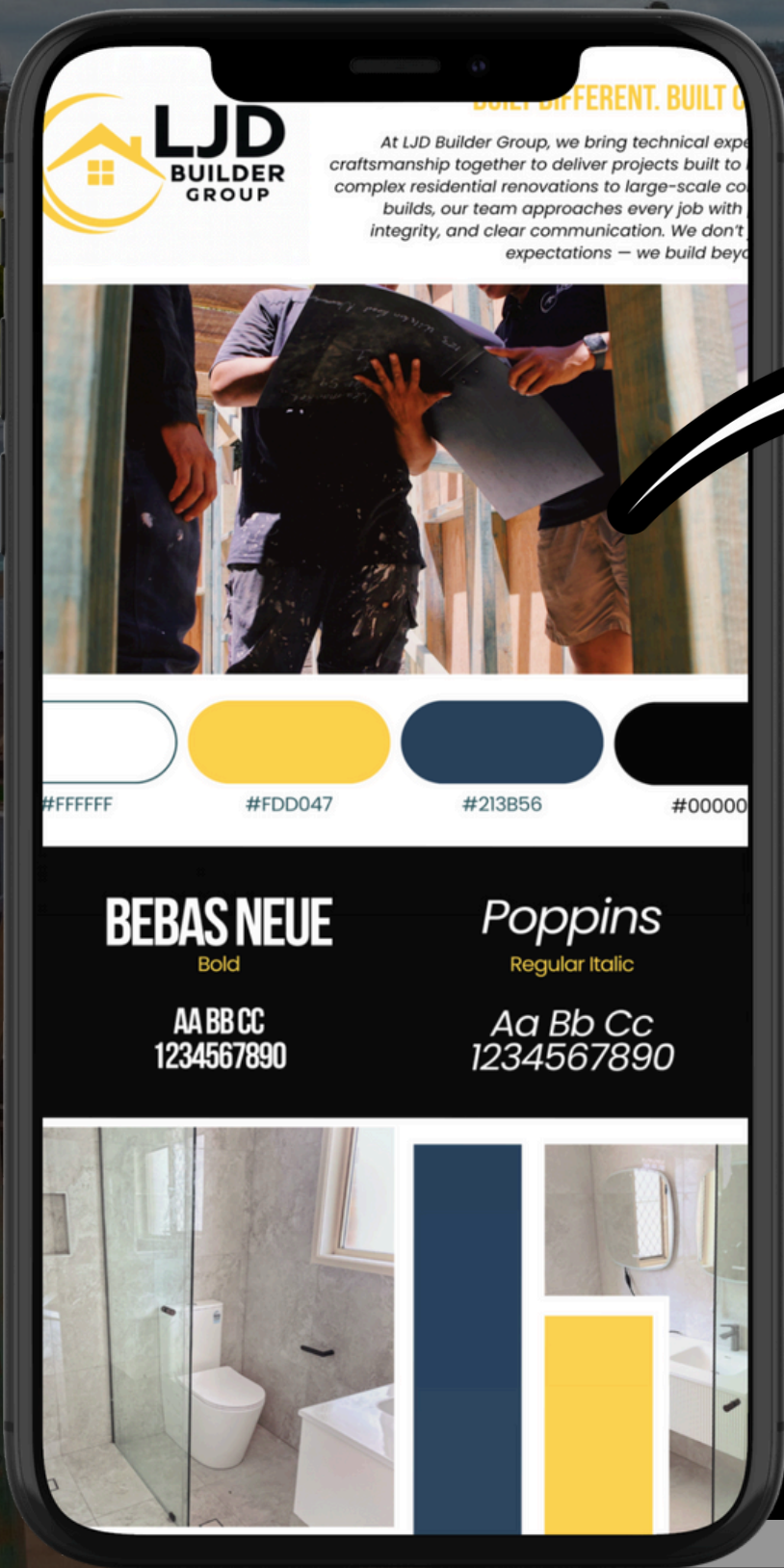
No strong brand personality or visual identity

Studio Shodwe

The Uplift Strategy

Refreshed brand palette, fonts, and logo for a modern, cohesive look

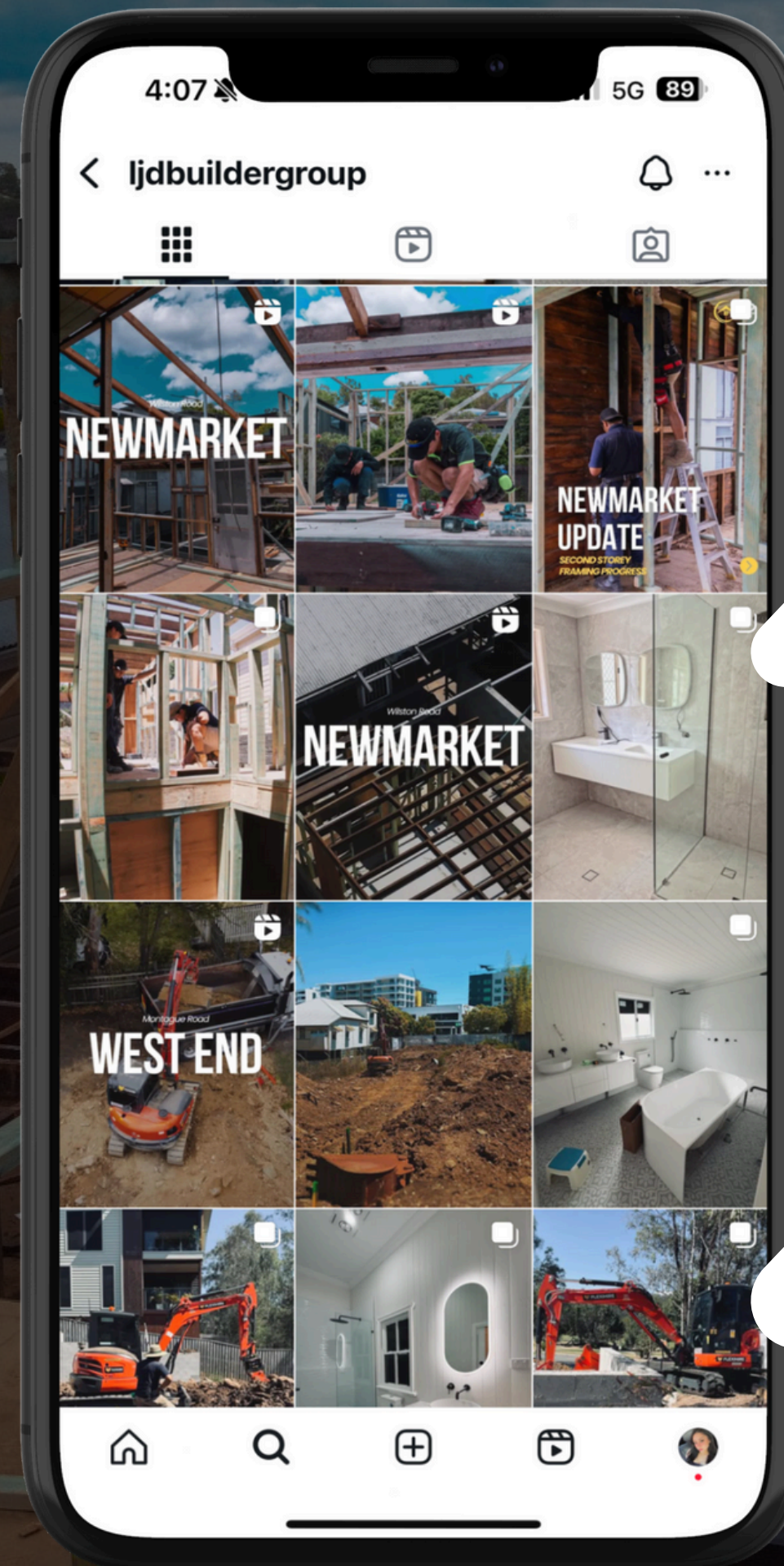
Rebuilt **social media visuals** and captions to reflect craftsmanship and personality



The Uplift Strategy

Produced **cinematic short-form content** (camera + drone) to humanise the brand

Delivered polished posts and reels with **24-hour turnaround** using AI-enhanced editing workflows



Duddeeeeeeee! So freaking good. How you keep doing this? 😂 it's so god. Quality stuff Bella

OMG! This is amazing! This is actually so good. Well done!
I can't believe you can do this is such a short amount of time

what we delivered

CATEGORY	EXAMPLE
ON SITE FILMING	West End & Newmarket projects (camera + drone)
WEBSITE REFRESH	Visual alignment & brand-cohesive UI adjustments
EDITED REELS	Two 30-sec reels with sound sync & grading
PHOTOGRAPHY	20+ professional stills
BRAND REFRESH	Colour palette, font pairing, logo refinement
SOCIAL MEDIA MANAGEMENT	Carousels, feed cohesion, bio & highlight design

the results

Results in the First Month

Within 30 days of implementing the refresh, engagement and visibility increased dramatically.

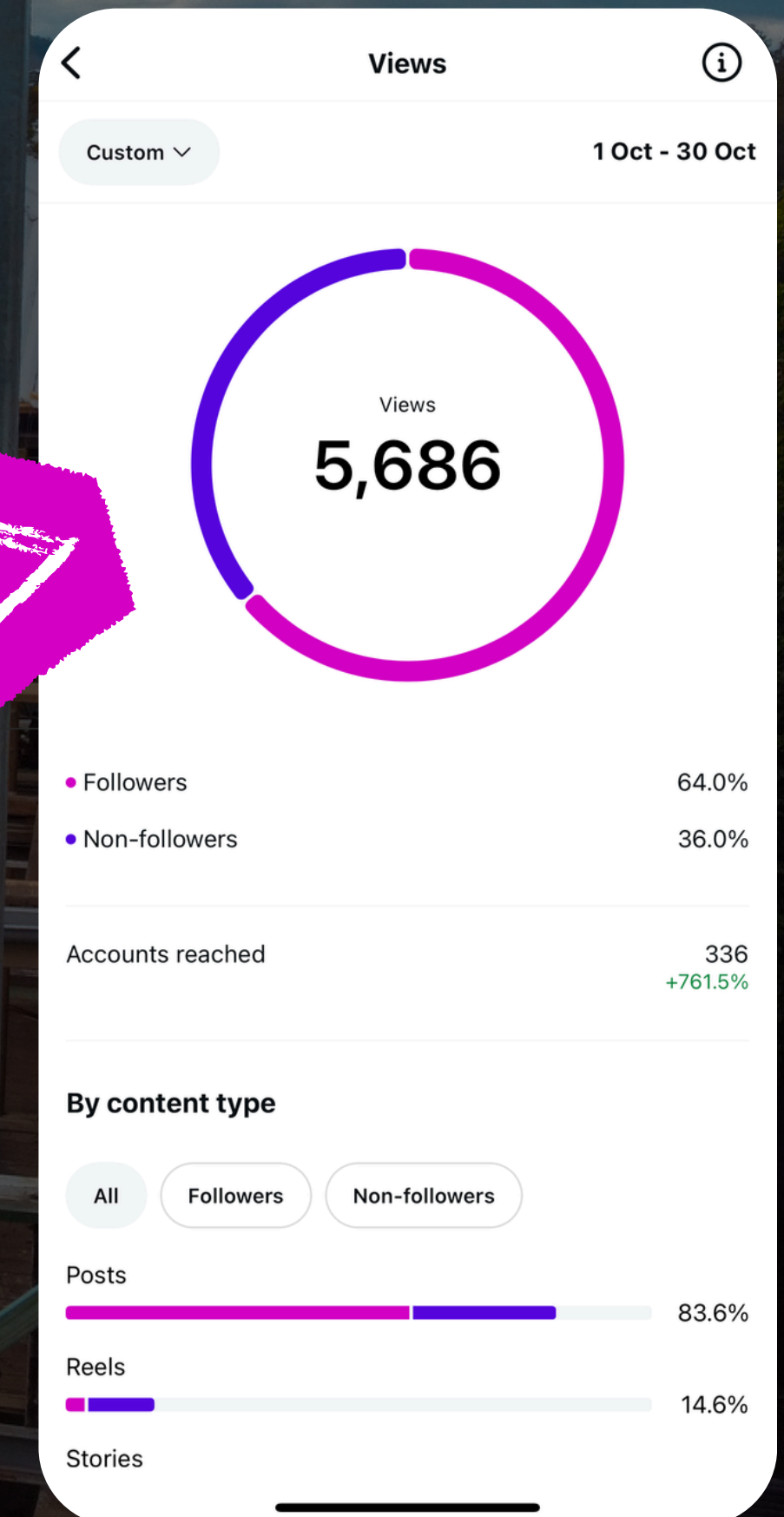
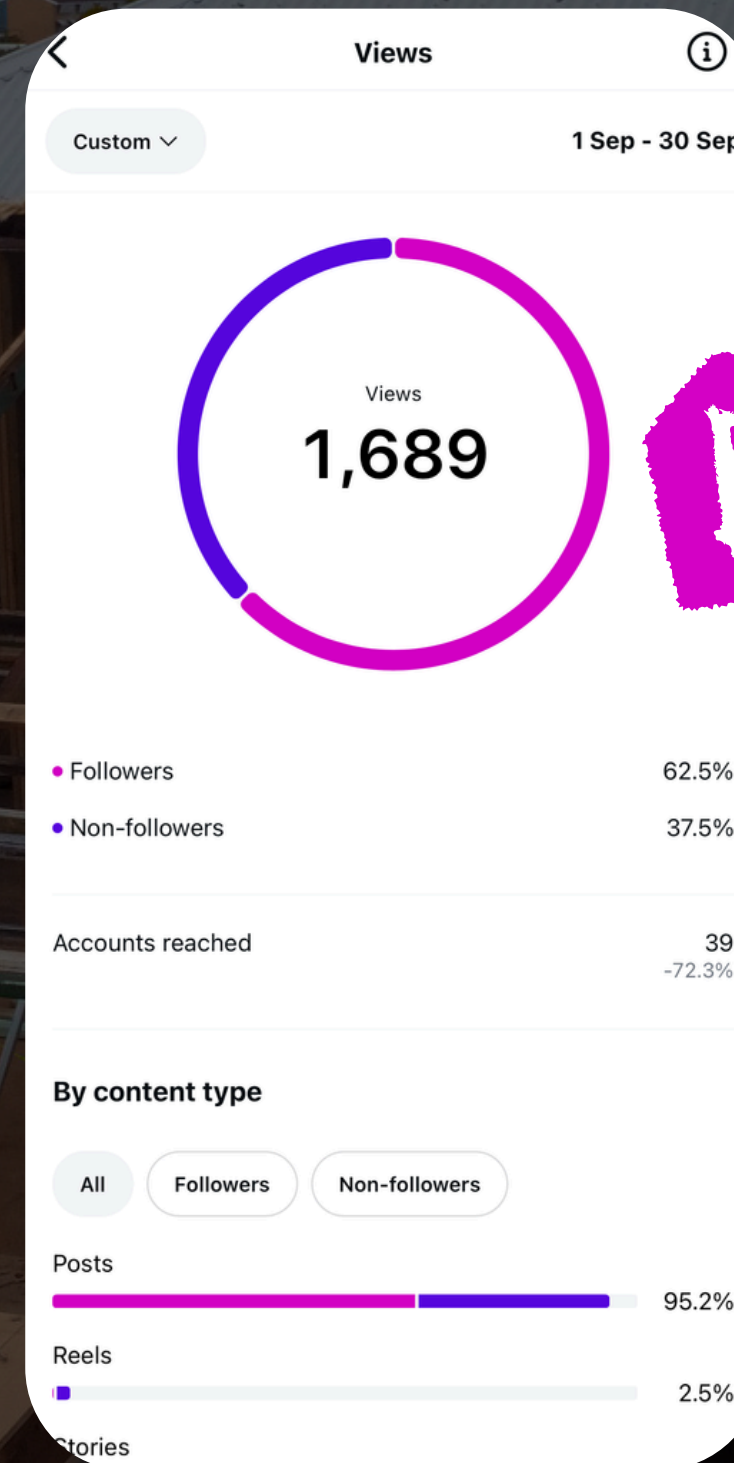
+237% total views (1,689 → 5,686)

+761% increase in accounts reached

Reels engagement up 6× (from 2.5% → 14.6% of all views)

Greater follower engagement: followers now drive 64% of total interactions

Stronger brand consistency → more profile visits, saves & shares



Building Digital Foundations for Growth

takeaways

Our goal wasn't just to make LJD look better — it was to help them communicate trust, quality, and authenticity through every touchpoint.

This collaboration demonstrates how even a short-term refresh can lead to measurable growth in visibility, engagement, and credibility.



It's great, I can't wait for you to take on some more projects with other builders. I'll definitely recommend you to some



Let's uplift you digitally

*Whether you're a builder, developer,
or real estate professional, your
visuals should match your quality of
work.*

*Uplift Digital Co specialises in
bringing that story to life through
authentic visuals, strategy, and
fast-turnaround content creation.*

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