

PRESS RELEASE

SteelBoost Details Four-Pillar Growth System for Structural Steel

SteelBoost

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LONG BEACH, CA - SteelBoost, a marketing company that works only with structural steel companies, has detailed the Boost Engine, the growth system it runs for fabricators, erectors, detailers and general contractors with steel divisions. The system combines search visibility, paid advertising, CRM automation and content positioning into one pipeline intended to produce qualified leads and bid invitations.

“We go deep, not wide,” said Sezgin Arslan, founder and CEO of SteelBoost. “We pick one industry, we learn everything about how they win work, we build a system around that knowledge, and we deploy it for every client.”

The Boost Engine is organized into four pillars that the company calls FIND, REACH, CONVERT and POSITION. FIND covers search engine optimization, Google Business Profile management and keyword research built around fabrication, erection, detailing and certifications. REACH covers Google Search ads and LinkedIn targeting aimed at roles such as preconstruction managers, project managers and estimators, as set out in the services overview .

CONVERT sets up a CRM, routes each inquiry to an estimator by service type, geography or capacity, and sends email and SMS alerts when a new inquiry arrives. Pipeline stages follow the bid process, from inquiry and qualification through RFQ, review and a won or lost decision. POSITION covers LinkedIn company and executive profiles, a content calendar of 12 posts per month, project case studies and technical articles.

According to the company, the pillars are designed to feed one another. Paid ads bring in inquiries while search rankings build over months, ad leads move into the CRM for routing and follow-up, and published content supports search visibility. SteelBoost states that it optimizes a client's existing website instead of rebuilding it by default, and that ad spend is paid directly from accounts the client owns.

Results are reported at the pipeline level. The company tracks form submissions, phone calls, email inquiries, RFQ submissions and bid invitations, and clients receive a monthly dashboard covering keyword rankings, ad performance, lead volume, cost per lead and pipeline attribution. Engagements run as monthly retainers with 30 days notice to change or cancel.

The system adapts a playbook developed over seven years of marketing work for trade contractors, which began with custom cabinetry through CabinetBoost. The company began looking at structural steel in late 2025 and exhibited at Booth 401 at NASCC 2026 in Atlanta in April. Its company background describes the move from cabinets to steel.

SteelBoost limits its client base to one steel company per market and tells prospective clients upfront when a competitor is already a client. It currently serves structural steel companies in the United States and Canada. The company also publishes a Knowledge Hub with guides on Google Ads keyword strategy, digital presence, marketing return and referral dependency for steel companies.

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