

Get in the game

Your essential guide for marketing to the construction industry

designed to help you improve your targeting and
maximise your return on investment with Barbour ABI.





Marketing is an ever-evolving game of strategy. It's exciting to discover new moves for presenting your company and attracting construction leads using various methods. But as you'll know, it's not all fun and games. The rules are changing at pace and knowing what strategy is right for your company can be difficult – especially if you have limited marketing resources.

That's where we can help your business...

At Barbour ABI, we are experts not only in construction intelligence, but also in marketing to the construction industry. We know what makes construction professionals tick. We understand their goals and what keeps them awake at night. So let us introduce you to this essential guide, where we've pulled together the top tips and marketing strategies that will get your company noticed by your target market in the construction industry. Whether you're just starting to implement marketing plans or if you're wanting fresh ideas on how to enhance your current marketing efforts, this guide will provide you with the answers.

We're here to share our knowledge and help you to get your company in front of the right people, at the right time, so you can achieve your commercial goals and focus on doing what you do best. Let's get started!

Heather

Heather Cameron, Marketing Manager





Take your position Start your construction marketing journey

There are a few fundamental basics you'll need to have in place to create a successful marketing strategy.

This will include:

- knowing who you want to target
- building brand awareness
- creating engaging, sharable content
- getting the right support from those in the know

Part one of this playbook covers the groundwork on where to start when marketing to the construction industry and key considerations to increase your market share and achieve profitable growth.



Know your audience

Know who you want to target

Whether you're a constructor wanting to build relationships or a business wanting to target a particular sector within the construction industry, both digital and traditional marketing require you to know who or what you're targeting.

Questions you need to ask yourself...

- What does my ideal target market/customer look like?
- Who are my products and services designed for?
- Who is currently buying my products and services?
- Is there a new market or sector I should be targeting?



If you're wanting to gain more sales to develop a better quality pipeline and achieve growth, then you need to truly know your market; and importantly know how to engage the right people, at the right time.

Knowing your target market means you can target leads (or opportunities) that are just right for your company. After all, you wouldn't want to fill your pipeline with projects you know aren't winnable or profitable, would you?

Just to be clear, by 'construction lead' we mean having sufficient information about the projects of interest to your company, at the most opportune time, and have the associated contact details allow you to be proactive in your target sector. For example, being able to know who the contractor is for a project and having the correct contact details so you can engage to win new work.



Find out [how to identify and acquire the hottest construction leads for your company.](#)



Get leads to come to you

Build brand awareness

Getting your company to appear in internet searches can be a minefield. Utopia here is to make sure that when someone types in a search term (keyword) relating to you, that your company is appearing at least on the first page of results that appear.

To do this, you need to apply a marketing strategy known as Search Engine Optimisation (SEO). Creating fresh content and pushing it out on your website and social media channels can affect the strength of your SEO. The more effective your SEO, the more favoured you will

Long-tail Keyword Examples

- Construction company in London
- Commercial bathroom manufacturers UK
- Digital marketing strategy for construction
- Local architects near me

Short-tail Keyword Examples

- Construction
- Builders
- Contractors UK
- Roofing companies



be by search engines, meaning the higher up the list of results (rankings) you'll appear. A great starting point for SEO best practice is ensuring you know what terms you would like to rank for. New businesses should ideally focus on brand awareness by targeting their brand name, alongside a mix of "long-tail" and "short-tail" keywords.

Let me explain!

Long-tail keywords are complex search terms that give some detail about what the person is looking for – often a location or description. These can be searched for less often than short-tail keywords, but are usually more effective when used in the right way if you're wanting to strengthen your SEO.

Short-tail keywords are simple, general search terms that are no more than a few words. These usually have a high number of searches each month, but are highly competitive – making them more difficult for you to appear on the first page of search engines.

You might even want to consider paying for clicks for search terms that are particularly important to your business. That's another topic we can come back to.

Make a start on [generating more leads through SEO](#) and grow your business pipeline.



It's best practice to research what people are searching for, so you can choose the most valuable words, terms, and phrases. The good news is that there are free tools and strategies that can help you, such as:

- [Google AdWords Keyword Planner](#) – find new keyword ideas and view search trends
- [Search Engines \(Google and Bing\)](#) – view suggested ideas as you type your search term
- [Social Media Channels](#) – search hashtags to see what people are interested in

Once you know your target keywords, you can then create content that focuses on these terms.

Share your knowledge

Create engaging, sharable content

Content comes in many forms, and your online content has a huge impact on how your company is perceived and the page position you appear on search engine listings (rankings).

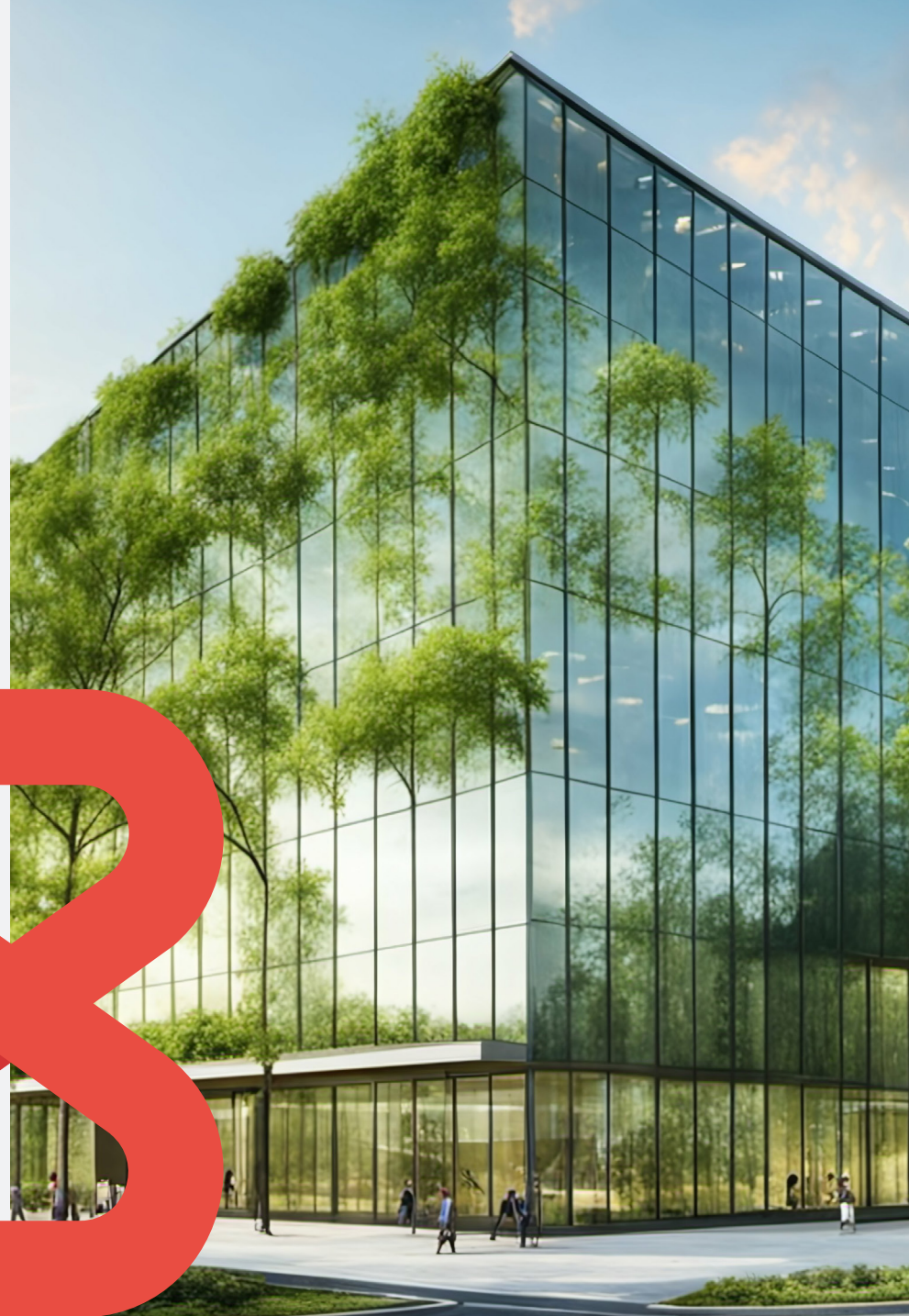
Having a website rich in knowledgeable and industry-focused content is an efficient and cost-effective way to connect with your prospects and customers, helping strengthen your brand and reputation within the construction industry.

Concise articles on your website that share your knowledge are known as blogs, which are a great place to start building out your website content. Blog content is designed to answer questions and resolve key issues of your target audience. They are ideally no more than 500 words and should be in a structure that's easily digested and engaging.

If you've not started blogging yet, don't be put off. We've shared our blueprint for creating blog content that your target audience will actively search out, read, share – from writing click-winning headlines to measuring results.

Press releases and news articles that focus on industry updates, facts, figures, and commentary are also valuable.

Find out more about [how to construct great blog content](#) and engage your target audience.



Learn from the experts

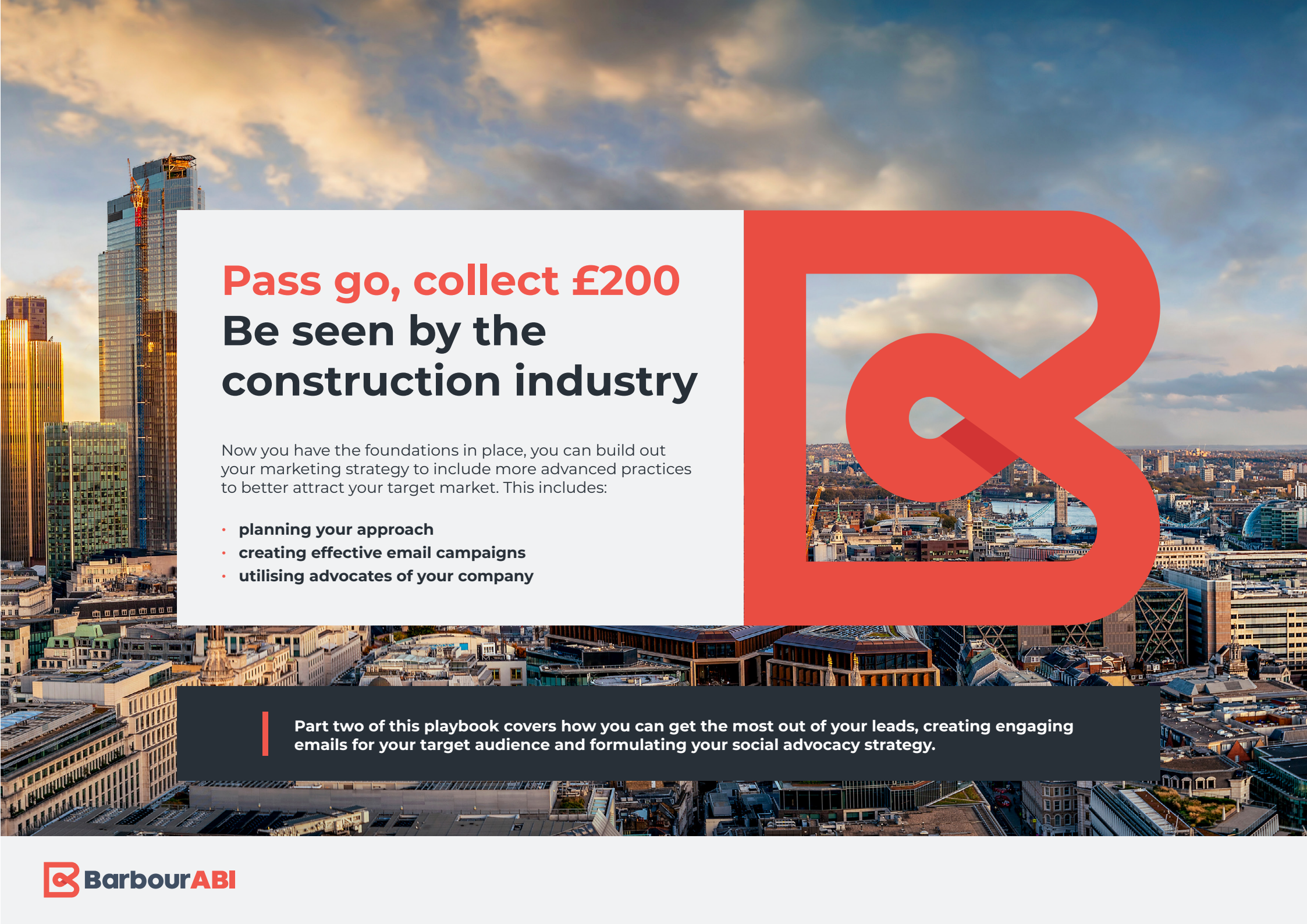
Get the right support from those in the know

Facing the future can be a daunting task – with many unknown and unpredictable influences. That said, if you need free support and guidance to avoid common mistakes and misconceptions, there are many established and knowledgeable sources designed to help you.

Having people to guide you, as well as share experiences and learnings is invaluable, and nowhere more so than in marketing – an area of business that is ever evolving and searching for the next big idea.

This is where working or partnering with a company or individual becomes an essential part of your marketing and business development journey.





Pass go, collect £200 **Be seen by the construction industry**

Now you have the foundations in place, you can build out your marketing strategy to include more advanced practices to better attract your target market. This includes:

- **planning your approach**
- **creating effective email campaigns**
- **utilising advocates of your company**

Part two of this playbook covers how you can get the most out of your leads, creating engaging emails for your target audience and formulating your social advocacy strategy.



Get more bang for your buck

Planning your approach

You've identified what an ideal construction lead looks like for you, so what's the best approach for managing and getting the most out of these construction leads?

Your time is precious, so you need to make the most of every opportunity to efficiently achieve your commercial goals. Knowledge and timing are everything in the construction industry!

Knowing which projects to target is one aspect, and having contact details at company level gives you the opportunity to strategically plan your approach to target the leads that will most likely convert into sales for your company.



Discover [how to get most out of your construction leads.](#)





Optimise your emails

Create effective email campaigns

Email marketing is becoming increasingly competitive. It's a fast way to get in front of your prospects and customers, but with inboxes being jampacked with high volumes of both internal and external communications – it's not always easy to be noticed.

The benchmark open rate for emails in the construction industry is 21.7% - so if your company isn't reaching this and you're finding you're not getting a lot of response from your emails, even if the content is spot-on, your email subject lines could be the crux of the problem.

Did you know that 60% of business professionals delete a new email with an irrelevant subject line? A good subject line clearly and compellingly describes the campaign or contents of the email in a way that people engage with. What works for one audience won't work for another, so you'll want to test a few variations to see the difference this can make for your email open rates.

We've curated our [top tips for improving email open rates and writing a great subject line.](#)





Nurture your advocates

Utilise advocates of your company

Some of the greatest assets of your company are your wider team and your customers. We all know that people buy from people, and if you receive a recommendation for a product or service from a person you know you can trust, even better!

Good old word-of-mouth has evolved and now includes social media interactions, posts and shares. On its own, your company's social media output will reach around 1-2% of its existing following. With the help of advocates, that organic reach could be increased by as much as 561%. It's a no-brainer right!?

A good social advocacy strategy can help you amplify company messages and promotions, which leads to increased brand awareness. Decide how best to motivate colleagues to share your brand messages on their own social networks to make your job easier – and don't forget to keep supplying sharable content or dangling carrots if enthusiasm wanes.

Many businesses in the construction industry underestimate the value of 'soft skills', like social media advocacy. They are missing a huge opportunity, but you don't have to.



So ultimately why wouldn't you [use social advocacy and your colleagues to boost your social presence](#), and make your efforts more than five times more effective?





Checkmate

Win the game

To defeat your competitors, you need to make sure you're ahead of the game and explore more advanced marketing practices. These strategies can be developed as your company grows and technologies advance. In every instance, you should be considering:

- how to map out a person's journey with your company
- how to obtain the right information about every person who interacts with you
- finding the answers you already have
- the exploration of new content ideas

In this final section of the playbook, we will walk you through how to create personalised experiences for your construction leads right from the start, how to gain the information you need, and the simplest way to create new and engaging content.



Make every journey unique

Map out a person's journey with your company

To provide the best experience for both your construction leads and your customers, they need to feel as though they're the sole focus of your company. They need to feel seen, heard and valued, and believe that their needs are being met. But how is this possible when there are so many people to cater for?

Personalisation is the overarching term for any marketing and communication strategies that aim to make a person's interaction with your company feel unique to them. This can be as little as addressing them by their name in an email greeting, to creating automated workflows that take users on different pathways depending on what interactions they have with your content.

Using automations, such as including sections in your emails that autofill with given criteria, are an efficient way to add personalisation to a person's journey. You will be familiar with phone call automations... "press 1 for this, press 2 for that". But more recently, companies are frequently using chatbots on their website to lead someone to the right department or page on their website. Not only are these automations beneficial to the company as they free up valuable resource, but chatbots are also preferred by the consumer. When they have a simple question that needs answering, 69% of consumers prefer quick replies from a chatbot than having to contact someone by phone.



Give your company the competitive edge and learn more about [how to use chatbots to make your customer service more personal.](#)

Unearth those hidden gems

Find the answers you already have

You now know how much of an impact having the right information can have on your ability to personalise the journey of your construction leads and customers, but you may not realise there are also hidden gems you can uncover that can further boost these efforts.

Having a loyal or consistent customer base means you will have answers to many insightful questions right under your nose. How often do you look back and analyse your campaigns, look at what your customers have been interested in, and more importantly where you've been losing customers?

Business to business (B2B) companies have an average customer churn rate of 5-10% - which also varies drastically between sectors. A little goes a long way when it comes to customer retention as research has found that increasing your retention rate by as little as 5% could result in an increase in profitability by up to 95%! All the more reason to find out where you can make improvements in your marketing strategy.

There are key questions you can be asking yourself frequently that will be the stepping stones to formulating effective sales and marketing campaigns. A good example is looking at what times people are opening your emails and from what devices, as this will drive the format of your email designs and mean you can send your emails at the right times, to the right people. If you find yourself struggling to find the answers and are light on your analysis, there are several sources of information you can use to your advantage - often for free!

Find out more about [what questions you need to be delving into and where you can find the answers that will boost the power of your emails.](#)





Lights, camera, take action!

Explore new content ideas

Video content is king, and this trend is only increasing year-on-year. As it stands, over 80% of all online global traffic comes from video content – that's a big piece of the pie!

Providing a how-to of construction marketing video tips isn't that simple. Every company is different and how you portray your brand will vary massively from others in your industry. You may also have access to your own content creation team, whereas others will need to go it alone.

There's an array of video types you can explore that can be created using equipment you are likely to already have access to, including your smart phone and laptop.



We hope you now feel much more aware and prepared to get out there and play the marketing game. Your business ambitions can be accelerated by making the right improvements, and in this playbook we've now given you plenty of food for thought. Best of luck!

That said, we know your time is taken up with new business and cultivating sales leads by making new connections, which is why we've provided you with a few [practical ideas for creating engaging and relevant video content](#).





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