

Everything your small business needs to sell to the built environment





Compiled by our in-house experts, this playbook is an intuitive guide designed to support the growth ambitions of SMEs across the UK construction industry.

Navigating this vast world of artificial intelligence and digitisation is a minefield for a small businesses - especially when you're operating as individuals without the support of a network of a large-scale group.

The tips, tricks and best practice covered in this guide will help you re-evaluate your own processes and ensure you are executing the fundamentals of lead generation in the right way for your business. And we're starting from the beginning - going back to basics to help you make your commercial goals happen.

It's important to take a step back and assess your business development strategy, especially for growing SMEs. This is exactly where this guide comes into play - giving you the tactics you can implement straight away to enhance your strategy, optimise your efficiency and improve the results you gain from your sales and marketing efforts.

Heather

Heather Cameron, Marketing Manager



Be consistent with your strategy

“Have a plan, keep it simple and stick to it” was a statement made by Alan Mulalley when he joined Ford Motor Company as CEO in 2006. This timeless statement holds true, but is something many companies struggle to apply consistently.

You can be providing effective products and services at a competitive price, but are you being noticed by the buyers and specifiers who are making the decisions on projects? Having an effective plan to target the right people at the right time is the basis of building a strong and sustainable project pipeline.

Be mindful that those looking for your products and services are up to 70% of their way through the decision making process before they reach out to you. This means your inbound approach is equally as crucial for lead generation as outbound.

Take a multi-channel approach to reach your potential customers where they're at using a variety of content formats. Every person is different, so knowing your target market and how they consume content is key.

Create and refresh your content to stay relevant and at the forefront of your market. Show your prospects you understand their painpoints and explain how you can solve them. You don't need to reinvent the wheel - speak their language through sharable guides, video snippets and insightful blogs. Promote your content across all channels, and widen your reach by encouraging your team to share to get in front of your target audience.

Social proof is one of your best promotional tools, so set up Trustpilot and Google Business profiles to give your customers accessible platforms for endorsement to attract like-minded prospects.



Make it Happen

- Utilise both business and personal accounts on social media
- Create new content regularly and share across all channels
- Encourage client endorsements on Trustpilot and Google



Know your opportunities

You can optimise your efficiency when you generate clear, informed opportunities. Alongside a plan for content creation and promotion, you need to decide what and who you're wanting to target.

You may win business through referrals and pick up repeat business from several contractors. However, for many businesses this alone isn't enough to achieve ambitious growth targets.

Since 2019, national and global instabilities have created unwanted market challenges, with significant impact on the construction industry.

To stabilise business activity and facilitate growth, changes and new practices need to be embraced to navigate any uncontrollable market conditions that come our way. Gain insight into upcoming trends and understand

what is happening within your market to analyse where you could be making your next move.

Giving you the insight you need to understand where your opportunities are is at the core of Barbour ABI. Our UK-based research team collects vital information on construction projects every day, directly from the industry professionals involved. We track, research, and update the information you need for every project within the UK, alongside a wealth of

relevant non-planning information.

Upwards of 1.8 million quality-assured UK construction projects are on the platform at any given time, allowing you to identify the projects that are best for your business to focus on.

Make it Happen

- Analyse construction data to visualise where your next opportunities are
- Build and maintain a sustainable pipeline that satisfies your revenue target
- Embrace change to navigate new conditions within the market

Focus on your commercial goals

Your time is valuable, so being as efficient as possible is an important factor in your lead generation and business development. Giving your attention to the opportunities that are unlikely to lead to a win is what we want to avoid. For a smaller business like yours, inefficiency simply isn't an option.

Without an army of salespeople, you need to spend time on areas that have the greatest impact. This means only targeting the companies you want to work with, in the regions you want to work in, and across the sectors you're strongest in.

You should be able to recognise your perfect customer and pinpoint the type of projects that are most profitable for your business. To connect this unique insight, you need visibility of where these projects are happening and know information on the people you need to be reaching out to.

By understanding the location and timeline of every project opportunity, you can make truly educated decisions about where to focus your efforts - streamlining your efficiency. Your targeting will become laser-focused to help you grow a strong and sustainable pipeline.

Make it Happen

- Consider the regions where you can win the most work
- Understand the sectors you are most successful in
- Track your targeting efforts to refine your focus



Use the right resources for your business

By following our top tips, you'll have a solid and efficient plan to build worthwhile relationships and target the best projects you are most likely to win. At Barbour ABI, we can provide you with the support you need to get your creative juices flowing and make sure you maximise your sales and marketing efforts.

We understand that not every business has the luxury of unlimited resources and finances - that's why we've created our **Marketing Mentors** series. Through Marketing Mentors you'll find tips, tricks and ideas built on industry best practice and our extensive experience – specifically designed to help your business succeed, without needing to spend thousands on external consultants and marketing agencies.

Gain insight into the latest marketing and lead generation tactics with **Marketing Mentors. Learn more about...**

- Optimising your lead generation
- Using chatbots to enhance customer service
- Generating leads through SEO
- Improving email open rates

[Discover Marketing Mentors](#)



Gain strategic insight with free monthly reports

The UK construction industry continues to grow, with the 2024 GVA (gross value added) of the construction industry totalling £142 billion, compared with £122 bn GVA in 2021.

It isn't practical to expect any business to make sense of all the data that makes up these huge project values. That's why we publish free reporting every month that summarise the most critical trends and insights in UK construction. You can subscribe at any time to get notified when new data is released and be first to gain the latest insight.

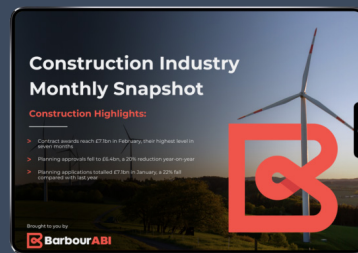
Top 50 League Tables



Reporting on the top 50 clients, architects and contractors for the month, as well as the last 12 months.

[Subscribe to the Series](#)

Monthly Snapshot



A summarised review of the factors that drive the construction industry in an easily digestible format.

[Subscribe to the Series](#)

Sector Review



Enables you to see the hottest sectors in your region, and the hottest regions in your sector.

[Subscribe to the Series](#)

Regional Spotlight



Top five projects in each region based on planning applications, approvals and contract awards.

[Subscribe to the Series](#)

Why choose Barbour ABI?

Our construction intelligence solutions are easy to use, provide in-depth insight, and help businesses of all sizes build their strategies.



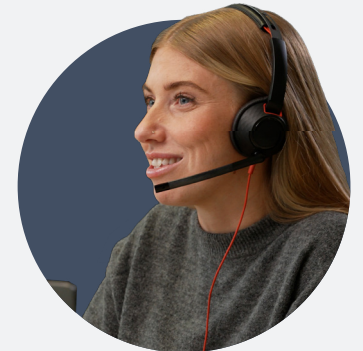
Construction data that actually works

We shape our service around your needs, with clear, accurate, quality data that will give you ROI. That's why we do things in ways that our competitors don't – we add personal touch in places where other data providers make guesses or cut corners.



Cheshire-based research team

Our researchers confirm and pick up vital information on projects via direct contact. If you need additional information, we will get back to you within 24 hours with an answer. Other construction data providers in the UK outsource their research to offshore data teams who model data to make estimations on these details.



1-2-1 client service

We provide you with a dedicated account manager and user training for the products you take to ensure that no matter what you spend with us, you're able to get the most return on investment. You can have regular check-ins with our seasoned experts at a frequency right for you. You'll only get a dedicated account manager with other providers once you spend above a certain threshold.





Email hello@barbour-abi.com

Tel +44 (0)151 353 3500

Address

Barbour ABI, Hinderton Point,
Lloyd Drive, Cheshire Oaks, CH65 9HQ

barbour-abi.com

