

# Marketing Communications Roadmap

For the Construction Industry

**Marketing Communications** is a coordinated effort to deliver a brand story through a *variety* of channels. It influences the purchase decisions of key stakeholders within construction companies.

## Value of Marketing

Your company may have developed terrific products, but ultimately success hinges on persuading potential customers to buy from you rather than the competition.

A balanced marketing communications effort can reach more potential customers than a sales team can alone by increasing brand awareness and driving sales leads.

A successful marketing communication effort surrounds potential customers and drives them through the sales process by utilizing the tools in this communications toolbox.

## Communications Toolbox



Public Relations



Content Marketing



Social Media



Direct Marketing



Paid Media



Other Marketing



# Today's Marketing Communications Core Areas

## Public Relations

The creation and maintenance of an organization's brand story through a proactive press effort, resulting in editorial coverage.

### Why Use It

- *It's credible:* Editorial coverage helps to position your organization as industry experts.
- *It's targeted:* A unique message can be used to reach niche customers.
- *It's cost-effective:* PR is a low-cost investment and yields a high rate-of-return.



### Toolbox

- Press releases
- Editorial placements — online and in print
- Case studies/success stories
- Press conferences and special events

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## Content Marketing

Creating and sharing valuable information (text, visual, video and audio) to attract and convert prospects into customers.

### Why Use It

- *It provides value:* Rich content that educates and informs will build trust and grow your relationship with customers.
- *It's generates inbound leads:* Quality content brings qualified potential customers into the sales funnel.
- *It's shareable and searchable:* Content is easily shared among key stakeholders. It will also improve Internet search rankings.



### Toolbox

- Blogging
- Newsletters
- Videos
- Whitepapers
- eBooks

# Today's Marketing Communications Core Areas

## Social Media

Any website or mobile app that allows individuals to share content and ideas with other people.

### Why Use It

- *It's conversational:* Social media allows brands to have two-way communications with customers.
- *It's engaging:* The best brand stories are those your customer tells to others in the industry.
- *It's cost-effective:* Social media platforms offer free participation, and advertising is reasonably priced.



### Toolbox

- Facebook
- Twitter
- Online forums
- Instagram
- YouTube
- Company blog
- LinkedIn

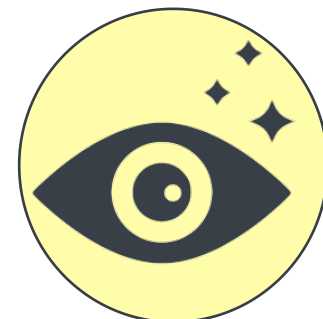
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## Paid Media

Procurement of media real estate at optimal time, placement and price.

### Why Use It

- *Control the message:* Paid advertising is the only marketing platform that allows your company to have complete control over the message and placement location.
- *Strengthens the brand:* Advertising builds credibility among competition.
- *It amplifies:* Paid placements can help your company get more editorial coverage.



### Toolbox

- Print
- Online/banner advertising
- Newsletters
- Search
- Sponsorships

# Today's Marketing Communications Core Areas

## Direct Marketing

Database-driven marketing is targeted with a strong call-to-action.

### Why Use It

- *It's targeted:* Lists can be created or purchased to reach specific customer demographics.
- *It's tangible:* Direct mail is delivered right to mailboxes, making the level of engagement with a marketing message better than other marketing platforms.

### Toolbox

- Postcards
- Dimensional mailers
- Email
- Mobile



## Other important marketing

- **Search Engine Optimization (SEO):** Through the use of keywords in website copy, your company can appear higher in Internet search rankings.
- **Collateral:** Literature reinforces brand message and delivers a professional presentation to customers.
- **Event marketing:** Face-to-face interactions with customers can reinforce messages delivered through other channels.



## Marketing Communications Mix

Different platforms perform better than others during that sales process, which is why it's important to use a mix of marketing communications tactics. For example, it may be a mistake to try to generate awareness by only using social media. Social media is a great tool to use to interact with existing customers, but it is not always the most effective one to generate new sales leads, at least not in the construction industry.

To determine the appropriate marketing mix, your company needs to research its target audiences and determine where customers are in the purchase process. From there, a plan needs to be developed, executed and measured.

### How to execute

#### Focus

- Identify core markets and target audience
- Differentiate the brand story

#### Think

- Hone-in brand messaging
- Develop a strategic marketing plan
- Establish a balanced approach
- Set benchmarks

#### Create

- Work the plan
- Be proactive

#### Measure

- Evaluate a marketing efforts' performance
- Gauge return-on-investment

## About Signature Style

At Signature Style PR + Marketing, we develop and execute proactive communications campaigns through the integration of public relations, content marketing and social media. We are construction, rental, landscaping, turf and industrial communication experts that can help you start getting more coverage and customer engagement right away. Our passion and drive is to help great companies and people grow their brand presence and do outstanding work together to create a Signature Style. For more information, visit us online at [www.signaturestylepr.com](http://www.signaturestylepr.com).

