



27 Top Tips for Construction Company Digital Marketing Campaigns

The construction industry is now making full use of digital marketing technology and any construction company wanting to stand out from the crowd must ensure that they are at the forefront when it comes to harnessing technology to advertise their services.

This means adopting a digital marketing campaign that will give you the edge over competitors.

Today we're going to take a look at the most essential elements of digital marketing so that you can benefit your business by attracting new customers and building an army of brand advocates who will spread the message about how great your company is, both through social media sharing and word of mouth.



1. Ascertain

and set out your business goals and objectives so that your digital marketing activities are tailored to achieve a successful outcome.

2. Determine

the specific marketing objectives of your marketing activities so that you can set milestones that can be used to measure the success of your campaign.

3. Identify

your target audience of prospective customers so that your campaign can be designed to attract their attention. This will involve researching what search terms are used by people who are looking for products or services like yours. Knowing what people want is vital in the pre-sales process as your team nurtures each prospect to convert from a marketing qualified lead to a sales qualified lead.

4. Establish

whether your products or services are aimed at commercial or domestic customers so that your marketing campaign is geared towards the B2B or B2C market.

5. Research

your competitors and check out their websites and social media campaigns to make sure that you're not using the same tactics. In order to achieve success, it's essential to be clear on exactly what it is that makes you so different from your competitors and you can't expect to be the best without knowing your customers' wants and needs. Find out what you can offer that would seal the deal and buy from you, rather than buying from the competition. One way to find out is to ask current customers why they choose you, rather than another company. Do you provide specification tools that other companies don't? What advantages does your product or service provide against others in your industry?



6. Take Control

of your long sales cycle. 85% of prospects are researching and evaluating services like yours. Make sure your marketing and sales team have a clear idea of the early stage buyer activity so that you can create a competitive advantage by being in control of your long sales cycle.

7. Make Sure

that you find ways to showcase your products or services. Because most construction companies gain work by tendering for it, you need to find ways in which to show proof of your capabilities and scale. Demonstrating your expertise will involve displaying past projects and custom jobs, including any joint ventures that have involved your company. Make sure to display testimonials from satisfied clients as these are powerful indicators of your capability and expertise.



8. Build Relationships

through the long sales cycle by offering prospective buyers the relevant information necessary to research your services. Create good relationships using personalised communications that will nurture them through every stage of a long sales cycle. How easy is it for prospects to make an inquiry about your products or services – a good customer experience starts before the customer has even decided from whom to buy. The easier it is for prospects to gain the information they are looking for, the more likely it is they will buy from whoever provides that information in a manner that is quick and simple.

9. Promote Trust

by displaying membership of industry organisations and trade bodies which demonstrate that your company has the necessary qualifications and skills to bring projects to a successful completion.

10. Encourage Confidence



by offering warranties on both materials and workmanship, letting potential customers know that they can rely on your company to do an excellent job. Advertise your insurance coverage as many jobs require that you carry a certain amount on your policy and make sure that you can easily show certificates of insurance to prospective clients. Invite prospects to test drive or sample your products or services. Arrange for prospective clients to visit some of your completed projects. Offer free quotations or advice.

11. Align Sales And Marketing

by making sure your sales and marketing teams are sharing data and working towards a common goal before they engage prospective customers - this will increase marketing ROI.

12. Monitor Lead Behaviour

in order to identify which customers are ready to buy and which need more time (and more lead nurturing from your staff) based on their lead behaviour. Make sure your sales team focuses on the right accounts and the contacts in those accounts who make purchasing decisions.

13. SEO

search engine optimisation is an essential element in ranking high in search results for Google and other search engines. Use keywords and key phrases that are relevant to your services to help potential customers find you when they search. Make sure the content on your service descriptions and on your blog feature the relevant keywords and key phrases. With paid search ads now dominating Google's page one of the search results, PPC (pay per click) should be seriously considered across all types of business to support organic search and rank above the competition.



14. Metrics

make sure you're using the necessary metrics to track marketing campaigns in order to benchmark success. Use Google Analytics (GA) to determine where your website traffic comes from and plan marketing campaigns to reach a wider audience. Use clearly defined goals and track your KPIs month by month to track any trends to their point of origin.



15. Insights

the insights you gain from your metrics can be used to understand the behaviour of your target audience and enable you to design a targeting strategy that motivates and inspires conversions which will increase sales and boost your business.

16. Marketing Automation

takes the guesswork out of creating a digital marketing strategy and helps in personalising communications, making lead nurturing more effective and gaining valuable insights on your customers and prospects.



17. Closed Loop Reporting

syncing sales and marketing software will allow you to close the loop on your marketing activities, proving their value and demonstrating a clear ROI.

18. Content Marketing

create relevant and valuable content (blog posts, infographics, videos, case studies) that will attract and engage your target audience. Buyers are already researching online for solutions to their problems, so use this opportunity to answer their questions and provide solutions to their problems. Start using press releases to promote new construction projects as this is a great way of getting wider media attention within your sector.



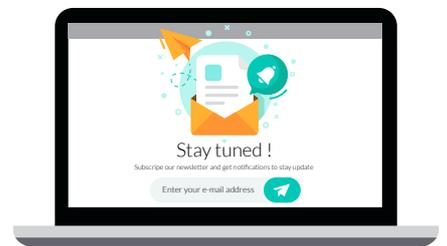
19. Create Videos

with DIY content that generates a buzz around an industry such as construction. Post DIY/How To articles and videos, explaining how to fix a certain thing, how to build, how to use, etc. This is a great opportunity to showcase your expertise and build both trust and interest in your company. Make sure to offer viewers an easy way of sharing the videos (it's easier to share from a video site such as YouTube than it is to share from a video uploaded to a Facebook page). At the end of each video, provide a call to action (CTA) such as "For expert help with your next project, call us on 0800 080808" or "Visit our website for more helpful construction/DIY tips".



20. Email Marketing

Relevant emails drive 18 times more revenue than broadcast emails, so make sure your email marketing delivers the specific content to a specific lead at the right time. Don't forget your existing leads and current customers as you could be missing out on great opportunities if you fail to follow up with leads you've already received. As for existing customers, you should follow up a few months after completing the job just to check if there is anything else you can help them with.



21. Trust

an opt-in process for emails means that your content will be well received and the recipient is more likely to read it than delete it. Coordinate email content so that it acts as the hub that connects social and website content.

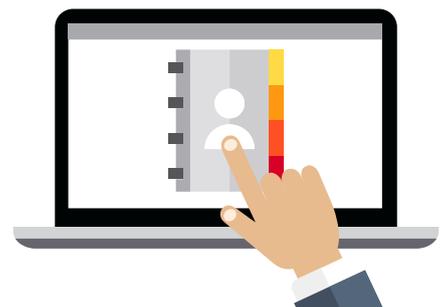
22. Relevant

email blasts are a thing of the past! Use Insights to segment your audience as much as possible and send smaller, but more relevant content. Make sure the buyer has a chance to respond to your email and make sure that the next round of email content takes their response into consideration.



23. List

your company in business directories, both on and offline. When a householder is looking for a construction company, they may bounce from site to site, often landing on sites that aren't specific construction company websites but are in fact directories, such as Yelp or Trustpilot. To ensure that your construction company has the best possible online presence, listing it on such directories is essential. You don't need to be on every single directory, but listing on the most popular ones is recommended, as is listing in local directories and industry relevant directories.



24. Join

an industry association as these act as resource hubs, providing quality connections that can lead to business success. This is especially true in the construction industry, as work is built on relationships and reputations. Associations often provide their members with powerful advertising and marketing resources at low or no cost which is an added advantage.

25. Network

this is especially important if your business is B2B. Attend industry events and workshops where you can meet others who operate in your sector. Join the discussions and debates and speak up to promote your ideas and your business, bringing yourself to the attention of movers and shakers in your field. If your business is a construction (rather than a construction product) company, then why not connect with building materials and products companies? From an SEO perspective, one of the best ways to strengthen keyword rankings is to reach out to these companies, asking for links – make sure your emails are brief and state that you prefer using their materials and want to know whether they will list your business on their pages.



26. Use LinkedIn Groups

join groups that are relevant to your business and take part in the online discussions that are interesting to people in your sector. Build credibility by reinforcing your business as thought leaders. By asking thought-provoking questions and making relevant, insightful comments, you'll become known as a "voice" within your sector, shining the spotlight on you and your company.



27. Subscribe

to your industry's major publications, both online and in print media. Offer to provide useful articles on your products or services and link back to your company website so that prospects know exactly where to find you.

Bonus

Keep reading for 3 BONUS tips...

1. Blogging

A blog is an ideal platform where you can tell your story and let prospective customers know how great your services are. Make sure the theme reflects your company brand and that blog posts are well-written, informative and relevant to the interests of your target audience, in an easy-to-read format. Content should be succinct and interspersed with plenty of images that capture the reader's attention.



2. Social Media Platforms

find out which social media platforms your potential customers use. Register on these to engage with and communicate your message to prospects on a regular basis. Post frequent updates to remind your target audience about your services on a regular basis and always respond rapidly to comments and questions which will demonstrate that your company cares about its customers and is ready to help at all times.



3. Add Value

join the conversations taking place online and interact with readers, ask questions, run polls, answer queries and questions about building work to gain trust with your audience. Don't delete negative comments on social media and review sites. Instead, apologise for the problem and let the commenter know what you will do to solve their problem, building brand trust with your audience.

Marketing is a job in itself and, as a construction professional, your expertise is in building, not necessarily in promotion activities. If you don't have the time or marketing expertise to create an effective marketing campaign and don't want to hire a full time marketing professional to do it for you, why not get in touch and let the marketing experts at Emarkable create a digital marketing plan that will take your business to the next level?