



7 Components of a Successful Construction Marketing Program



Lorraine C. Cline

About the presenter...

- Founder and co-owner of Cline Design, LLC, an award-winning graphic design and inbound marketing firm located in Andover, New Hampshire
- Earned a B.A. in Speech Communications and Broadcasting from Penn State University
- Serves on the Steering Committee of the Construction Leadership Network and is Chairman of the Lake Sunapee Region Chamber of Commerce Marketing Committee
- Worked as a tour guide at a 66-foot tall wooden elephant that was constructed in 1881

Lucy The Elephant

Margate City, N.J.



ALL EXPOSED WOOD AND TIN ELEMENTS ON THE EXTERIOR WERE ORIGINALLY PAINTED (ORIGINAL PAINT SCHEME AND COLORS WILL BE DUPLICATED BY THE RESTORATION):

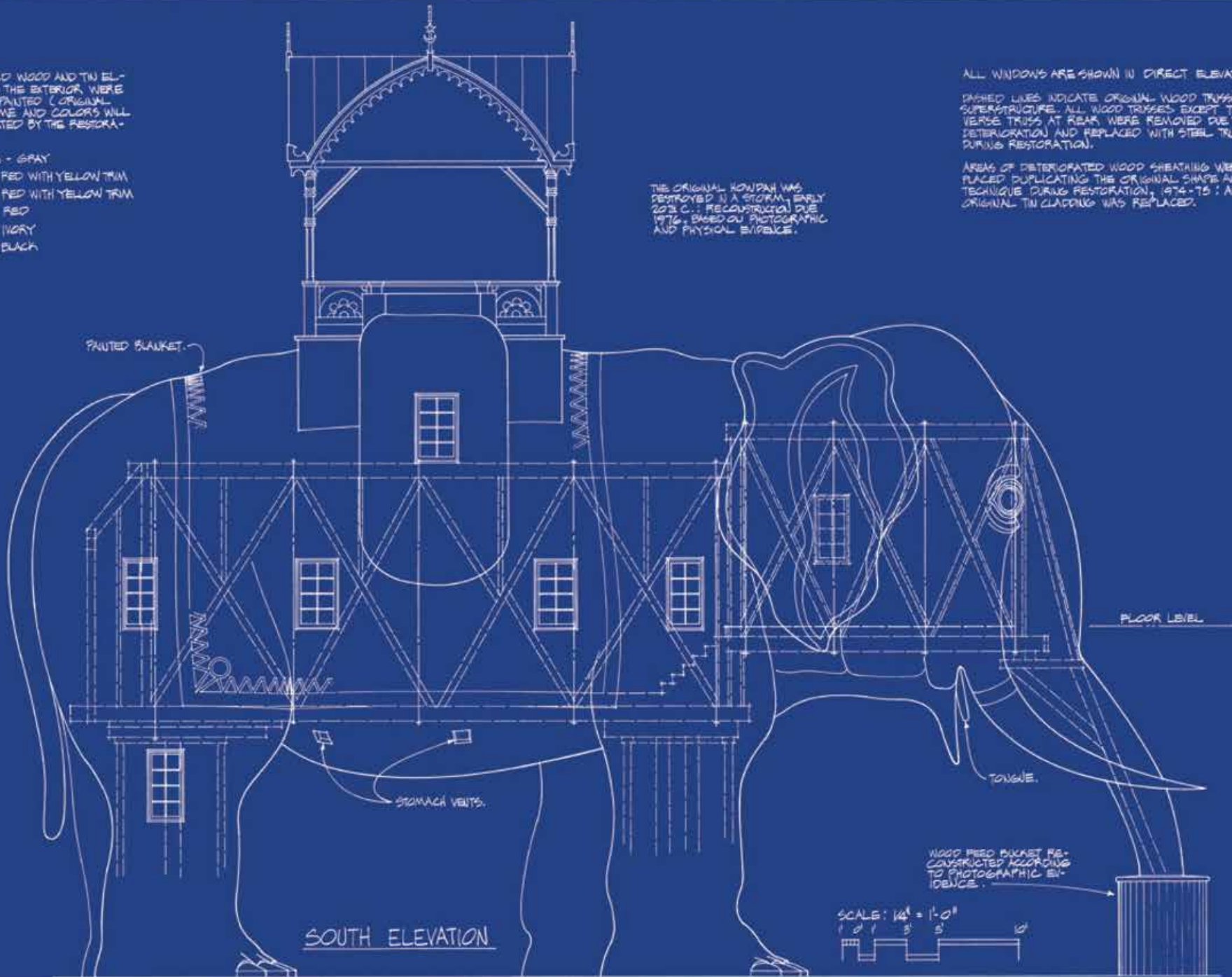
- SKIN AREAS - GRAY
- HOWDAH - RED WITH YELLOW TRIM
- BLANKET - RED WITH YELLOW TRIM
- TONGUE - RED
- TUSKS - IVORY
- TOES - BLACK

ALL WINDOWS ARE SHOWN IN DIRECT ELEVATION.

DASHED LINES INDICATE ORIGINAL WOOD TRUSSED SUPERSTRUCTURE. ALL WOOD TRUSSES EXCEPT TRANSVERSE TRUSSES AT REAR WERE REMOVED DUE TO DETERIORATION AND REPLACED WITH STEEL TRUSSES DURING RESTORATION.

THE ORIGINAL HOWDAH WAS DESTROYED IN A STORM, EARLY 20th C.; RECONSTRUCTION DUE 1976, BASED ON PHOTOGRAPHIC AND PHYSICAL EVIDENCE.

AREAS OF DETERIORATED WOOD SHEATHING WERE REPLACED DUPLICATING THE ORIGINAL SHAPE AND TECHNIQUE DURING RESTORATION, 1974-75; ALL ORIGINAL TIN CLADDING WAS REPLACED.



SOUTH ELEVATION

WOOD PINE BLANKET RE-CONSTRUCTED ACCORDING TO PHOTOGRAPHIC EVIDENCE.

SCALE: 1/4" = 1'-0"
 1' 0' 1' 5' 5' 10'

LUCY THE MARGATE ELEPHANT
 ATLANTIC AVENUE & DECATUR STREET, MARGATE, ATLANTIC COUNTY, NEW JERSEY

7 Components



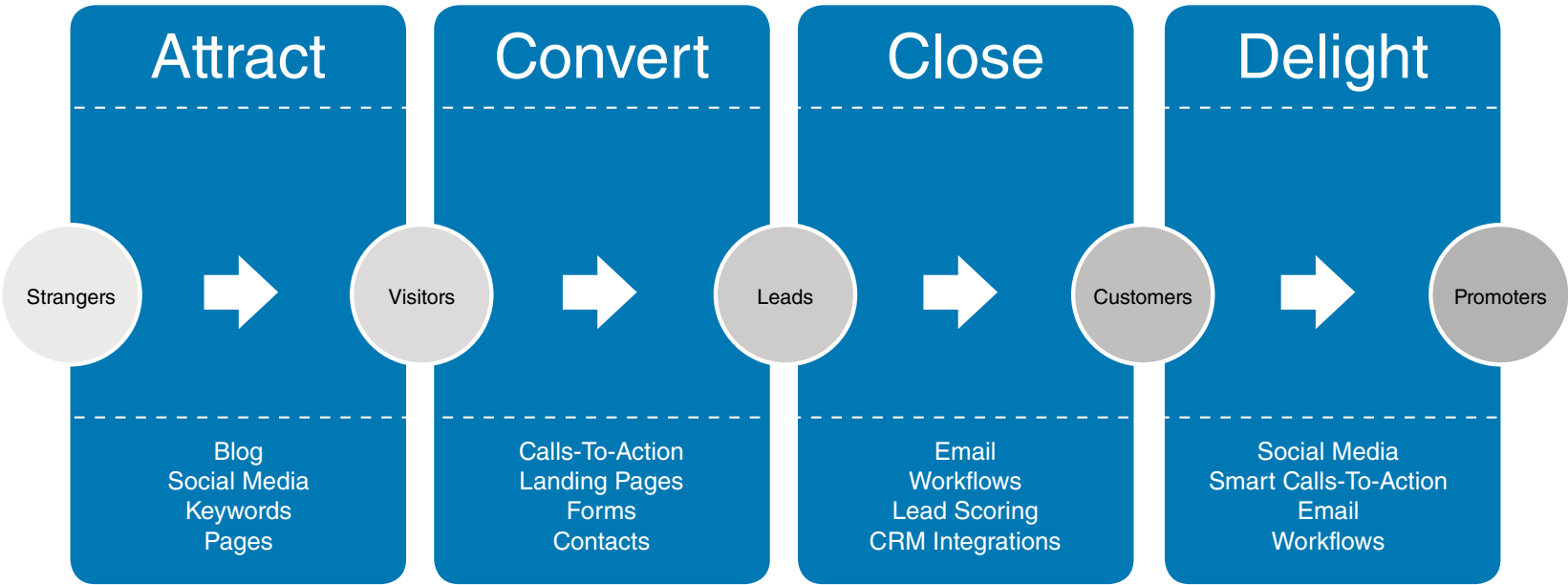
What is Inbound Marketing?

Instead of the old outbound marketing methods of buying ads, buying email lists, and praying for leads, inbound marketing focuses on creating quality content that pulls people toward your company and your services, where they naturally want to be.

What is Inbound Marketing?

By aligning the content you publish with your customer's interests, you naturally **attract** inbound traffic that you can then **convert**, **close**, and **delight** over time.

Inbound Marketing Methodology



Source: Hubspot

Why Change The Way We Market?

- The Internet
- Customer-centric economy
- Customers seek to be more educated
- Increased competition in the marketplace
- Develop and nurture leads more effectively
- The world is changing...adapt or die

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Your Website

The core of your marketing program

**Your website should be
more than an
online brochure**





Apart from design, branding, color, functionality and clear navigation, a well-executed website should contain...

- Dynamic, relevant content (a blog, video, infographics, newsletters, white papers, how-tos and other offerings)
- Calls-to-action (CTAs) and landing pages
- Forms for gathering lead data
- Forms for RSS (Really Simple Syndication) subscription to a blog and/or newsletter
- Keywords built in to your website's copy

Your website should be responsive





53%
of web visitors access
the internet via mobile
device only

Source: Statista

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A Blog

Why Blog?

- It helps drive traffic to your website
- It helps convert that traffic into leads
- It helps establish authority
- It produces long-term results
- It helps you understand your audience's needs
- It encourages interaction
- It provides enough space to tell a story

**Businesses that regularly
blog receive 55% more
web traffic and 70% more
leads than businesses
that do not.**

Source: Hubspot

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Landing Pages

Why Create Landing Pages?

The purpose of a landing page is to encourage the visitor to complete a form (lead data) in exchange for the offer (an ebook, how-to, checklist, infographic) as described on the landing page.

Landing Page Anatomy

- A photo or graphic of the offer
- A brief description of the offer (bulleted copy works well in this case)
- A form (don't ask for too much information)
- Use the ABCs: Attract attention with compelling copy; sell the Benefits of the offer; and Close with a call-to-action asking the visitor to complete the form
- Less is more (don't make them scroll)

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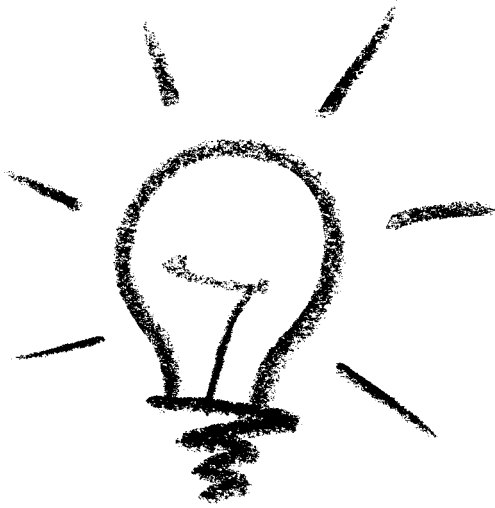
Email Program

Why Send Email?

Think of this as your online newsletter. Emailing allows you to regularly communicate with your leads and customers. You should send one email newsletter per month to help interact and build relationships with your leads and customers. Email newsletters should be summaries of recent content you created (with links back to your website) and should include at least one CTA.

The Subject Line

- Avoid sales or overused words
- Include localization
- Use different subject lines
- Keep subject lines short
- Tone down promotional emails
- Subject lines framed as questions often perform better.



Bright Idea

Segment your email lists. Spend a little time in your CRM to segment your lists by industry, lead type or whatever makes sense for your business. Tailor your emails to that audience. You will have a higher success rate.

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Social Media

Why Social Media?

- Social media attracts attention and encourages readers to share your content across their social networks
- It's an effective tool for directing readers to your website



Social Media Facts

1.8
billion

people worldwide use social media

67
percent

of Americans use social media

58
percent

of Americans using social media are using Facebook

75
million

Americans check their social media channels several times each day

7 Components





Search Engine Optimization

What Is SEO?

SEO, or Search Engine Optimization, encompasses both the technical and creative elements required to improve rankings, drive traffic and increase awareness in search engines.

There are two types of SEO: on-page SEO and off-page SEO.

95%

of the U.S. internet browsing population accesses search engines such as Google, Bing and Yahoo! every month



Do Keywords Matter?

Yes! Keywords are the search terms someone types into a search engine when they are looking for specific information. People are constantly using keywords—whether they are searching for a specific product or service, or just browsing to conduct personal research.

<https://adwords.google.com/KeywordPlanner>

How Do Humans Search?

Long-tail searches are performed to produce better results than using just one keyword.

For example, a search for “construction” will result in millions of page results, while a search for “construction medical office Wisconsin Dells” results in a much smaller—and specific—number of page results.

The majority of searches performed are long-tail searches.

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Analytics

Metrics To Analyze:

- Bounce rate
- Blog post views
- CTA click-thrus
- Landing page conversions
- Email click-thrus
- Social media reach
- Traffic sources
- Alignment with goals

Use Google Analytics

Google Analytics is implemented with “page tags,” aka a tracking code—a snippet of JavaScript code that you add to every page of your website.

The tracking code runs in the client browser when the client browses the page, collecting visitor data and sending it to a Google data collection server.

You can view this data on your Google Analytics dashboard.

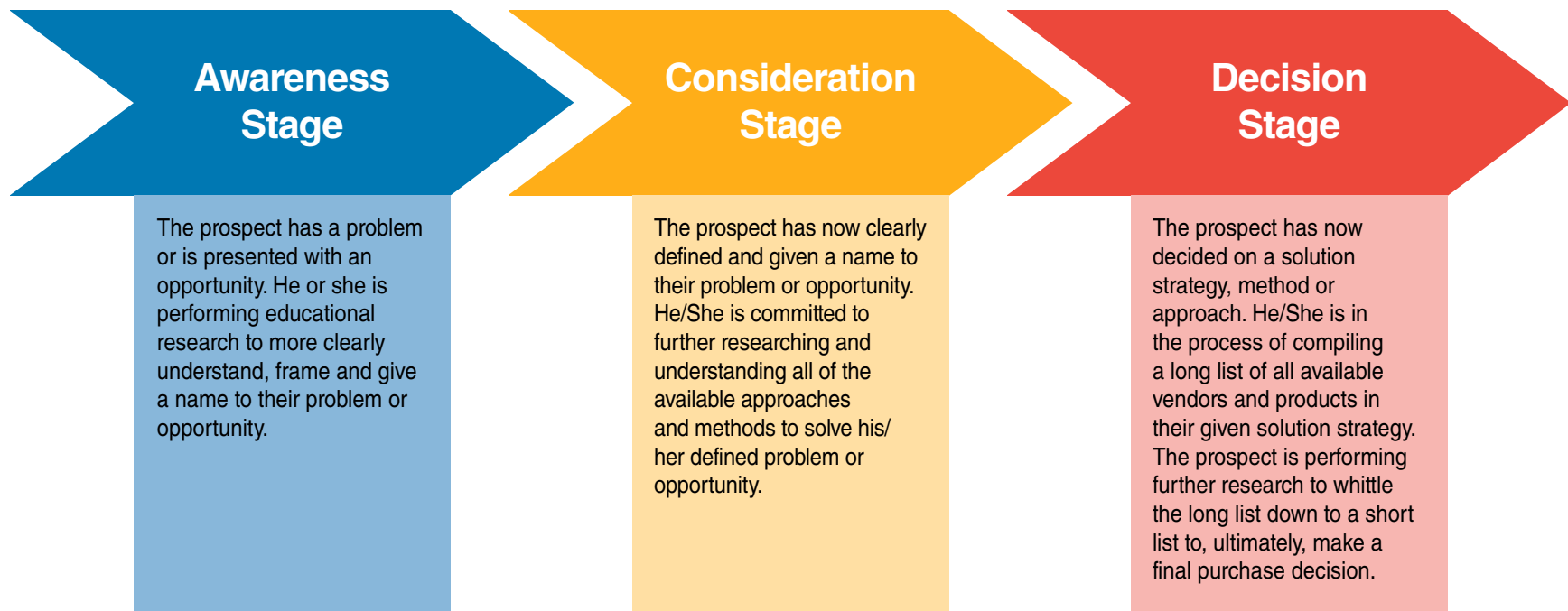
Visit google.com/analytics

Before You Start:

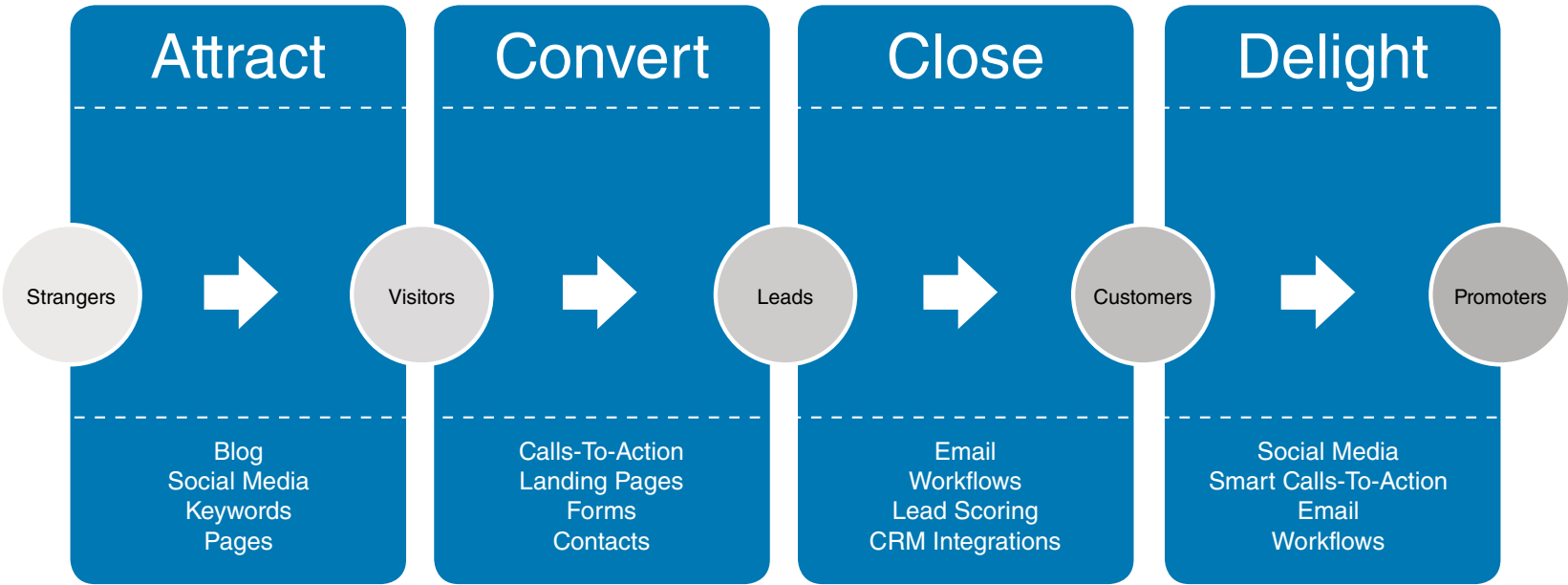
- Set sales and marketing goals
- Identify your audiences
- Plan to create content that aligns with the buyer's journey
- Align your plan with the inbound marketing methodology

The Buyer's Journey

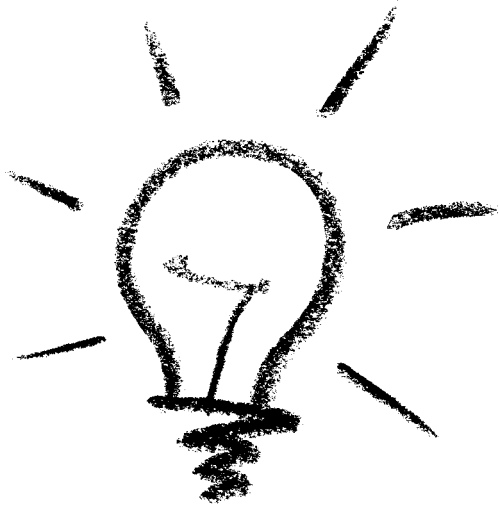
The 3 Stages: From Prospect to Client



Inbound Marketing Methodology



Source: Hubspot



Bright Idea

Use a sales and marketing automation platform to integrate your marketing functions: website, blogging, emailing, social media, SEO, analytics and CRM.



**Don't hesitate
to call or email:**

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