

Marketing Goals

- Do you want to increase the number of project starts in a specific timeframe?
- Do you want the average project cost to be higher?
- Are you hoping to generate more qualified leads?
- Are you looking to break into new markets?
- Do you have new services or products to offer?
- Are you looking to increase overall profitability?

1. _____

Identify three goals. Remember to be specific:

2.______3.____

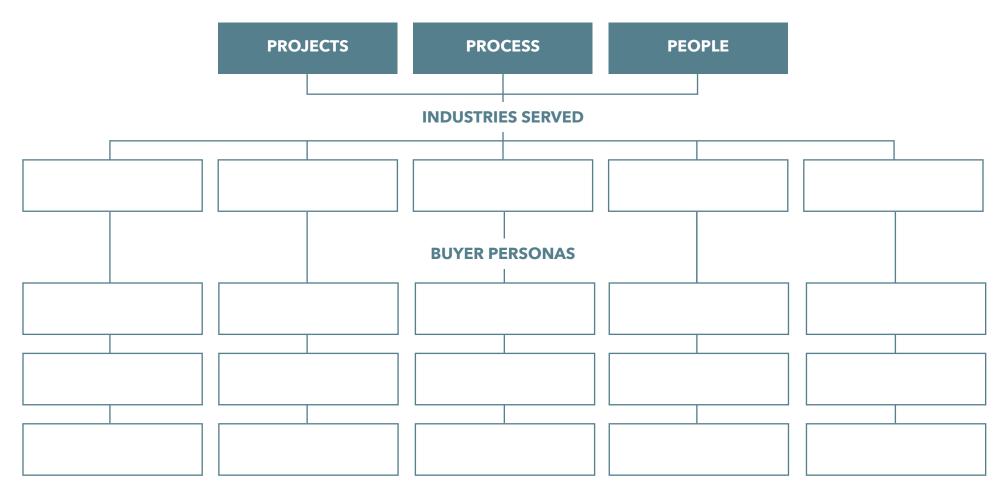
Content Goals

- 1. To educate your audience
- 2. To encourage engagement
- 3. To rank on the SERPs
- 4. To earn backlinks





Map Your Ideal Buyers





Buyer Persona #1

1. What are his/her demographics? _____

2. What is his/her title and job description? _____

3. What are his/her pain points? What can you do to help solve them?

4.	What	does	he/s	she	value	most?
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5. Where does he/she	go for information?
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6. What are his/her most common objections to your service?	6.	What	are	his/her	most	common	obj	ections t	:0 '	your	service?
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Buyer Persona #2

1. What are his/her demographics? _____

2. What is his/her title and job description? _____

3. What are his/her pain points? What can you do to help solve them?

4.	What	does	he/she	value	most?
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5.\	Where	does	he/she	go for	inform	ation?
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6.	What ar	e his/her most	common objections to y	your service?
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Buyer Persona #3

1. What are his/her demographics? _____

2. What is his/her title and job description? _____

3. What are his/her pain points? What can you do to help solve them?

4	What	does	he/she	value	most?
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5. '	Where	does	he/s	she	go	for	infor	matior	?ו
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6.	What ar	e his/her most	common objections to y	your service?
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SWOT Analysis Strengths, Weaknesses, Opportunities & Threats

1. STRENGTHS

What does your company do well? What unique resources/advantages do you possess? What do others see as your company's strengths? When your company successfully lands a sale, what factors does the client mention helped determine their decision?

2. WEAKNESSES

What could your company improve? In what areas are your resources less than your competition's? What are people in your market likely to see as weaknesses? What factors lose you sales? What things are holding your company back?

3. OPPORTUNITIES

What opportunities can you identify? What trends are you aware of? Are you looking to add a new service or a new service area? How can you turn your strengths into opportunities?

4. THREATS

What obstacles does your company face? What are your competitors doing that you aren't? Is changing technology threatening your position? What threats do your weaknesses create for your company?

35 Content Ideas

- Project awards/starts
- Project milestones
- Project completions
- Community service activity (company-related)
- Community service activity (individuals within your company)
- In-depth project profiles
- Repeat customer stories
- Affiliations and how they benefit the customer (ABC, AGC, NACDB, LEED, CLN, DBIA, Butler, etc.)
- Employee focus stories
- Q&A with an individual in your company (focus on specifics, such as maintenance or PM)
- FAQs
- Definition of terms or glossary (design-build, value engineering, pre-engineered steel, BIM, IPD, etc.)
- Case studies (describe challenges and how your overcame them)
- Checklists
- Failures (and how you overcame them or learned to avoid them in the future)
- How-Tos
- What to expect...
- Review a new building material or a new process
- Construction delivery systems (design-build, design-build-lease, CM, IPD, P3)
- Behind-the-scenes stories
- Client testimonials
- Awards, achievements and certifications
- Current projects under construction
- Introduce a video (time-lapse, drone footage, testimonial)
- Survey your audience
- Write about a mentor or someone prominent you admire
- Problem-solution stories
- Common misconceptions or myths debunked
- Renovation vs. new construction
- Quiz your audience: "Which concerns you the most: budget, schedule, quality?"
- Write "The Business Owner's Guide To Construction"
- Extraordinary subs, suppliers or team members
- Explain life-cycle cost of construction or the pre-construction process
- Industry leadership (speaking engagements, written articles, etc.)
- Featured video content



Content Mapping

Create content that will resonate with your prospect at each stage of the buyer's journey.

AWARENESS	CONSIDERATION	DECISION	SALE
The prospect has a problem or an opportunity. Use problem-based or opportunity-based content:	The prospect has a clearly defined problem or opportunity. Use solution- based content:	The prospect has decided on their solution, method and approach. Use product- and service-based content:	
 problem-based blogs opportunity-based blogs research reports ebooks whitepapers educational content editorial content expert reports analyst reports 	 solution-based blogs expert guidelines webinars podcasts video comparison case studies reviews "best of" articles 	 company-related blogs product- or service-related blogs challenge-solution blogs vendor comparisons product comparisons delivery system comparisons case studies free consultation 	



Tips for Writing Great Content

- Write shorter paragraphs (think 5th grade level)
- Write shorter sentences
- Be sure to use keywords and key phrases but DO NOT "keyword stuff"
- Skip unnecessary words or industry jargon
- Address your audience directly. Use the words"you" and "your"
- Highlight benefits, not features
- Answer the question every prospect asks: "What's in it for me?"
- Specifically address customer pain points and FAQs
- Tell stories
- Always use photos or other visuals
- Try to write so your content can remain "evergreen"
- Be sure to include a CTA or "call to action"



Create Some Content

Sharing, Learning and Building with The Industry's Top Talent

We all need mentors and others to look up to. Fortunately, for [INSERT COMPANY NAME], we have an entire network of mentors. [INSERT TIMEFRAME], we joined the Construction Leadership Network (CLN), a diverse group of contractors and commercial construction industry providers from throughout the U.S. and Canada.

Our membership in the CLN enables us to exchange information, share both successes and lessons learned, and form life-long relationships with like-minded construction professionals. The CLN was formed on the principle of bringing together top construction entrepreneurs to exchange ideas and share best practices to improve the construction industry and companies like ours. The mission is simple: Share...Learn...Build.

Recently, [NAMES OF PEOPLE] spent three days in Houston at the annual Construction Leadership Network conference. We learned about [INSERT WHAT YOU CAME AWAY WITH]. We attended focus groups on [managing project information, scheduling tools, employee engagement, Lean construction, etc.]. We also learned about [INSERT ANOTHER THING YOU CAME AWAY WITH]. We met within peer groups and listened to panel experts talk about [marketing strategy, technology and overcoming obstacles on the jobsite].

Throughout the year, we are connected by a web-based tool that enables us to communicate in forums, share documents, learn about each other's capabilities and strengthen our bonds. We value our membership in the CLN because it makes us better [contractors, design-builders, construction managers, etc.] and we can use the information we learn in our businesses as well as on the jobsite.

We are already looking forward to next year's networ k meeting where we will have the opportunity to connect with our friends and mentors who share the same values and out-of-the-box thinking that we enjoy.



Have questions?

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