

# How To Build A Powerful Marketing Strategy

The Construction Marketer's Playbook



**Where do I begin?**

**START**




# **An effective marketing strategy is:**

- > a significant investment**
- > a reflection of core values**
- > designed to be flexible**
- > updated periodically**

*It's a journey, not a destination.*



**How do we begin  
the process?**

A wooden signpost with three signs on a blue wooden surface. The signs are made of light-colored wood and are stacked vertically. The top sign says "DREAM BIG", the middle sign says "SET GOALS", and the bottom sign says "TAKE ACTION". The signpost is a simple wooden pole with a black base. The background is a dark, textured blue surface.

DREAM BIG

SET GOALS

TAKE ACTION

**Like every other  
construction project**





- 1 | Pre-construction**
- 2 | Construction**
- 3 | Post-construction**

# 1 | **Pre-construction**

- > Define your company**
- > Define your goals**
- > Take inventory**
- > Identify your audiences**
- > Define keywords**

# Define your company's:

- > mission
- > core values
- > vision
- > “why”

point of vi

why | wai

reason, c

purpose

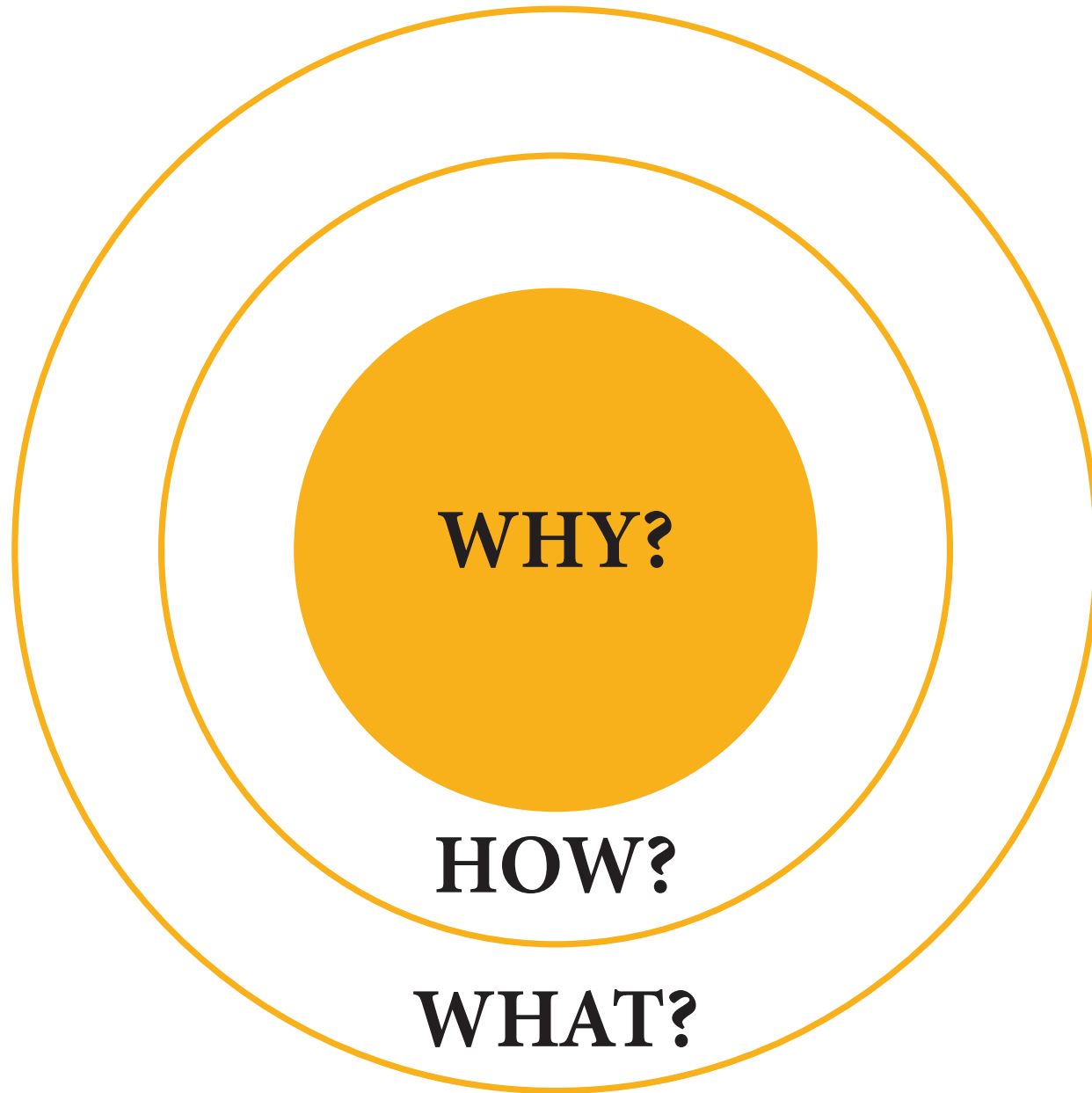
what

*What?* = the result of your why.

*How?* = the process of realizing  
your why.

*Why?* = the purpose.

# The Golden Circle





*People don't buy the what  
and the how.*

*They buy the why.*

**Define your goals.  
Be specific.**

# Define Your Goals: Be specific

- Are you looking 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?
- Are you looking to expand into new geographic territories?
- Do you have new services or products to offer?
- Are you looking to increase overall profitability?

It's okay to have multiple goals. Keep in mind that each goal will likely have a different road map to achievement. For instance, if your goal is to generate more qualified leads—something that could ultimately lead to more projects—you will need to approach this differently than if your goal is to break into new markets. Fortunately, there is a good deal of overlap, so attempting to reach one goal can contribute to the success of reaching another.

List five goals below. Remember to be specific:

1. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
2. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
3. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
5. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Take Inventory.  
Two ways.**

**Perform a SWOT  
Analysis with your team.**

# 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

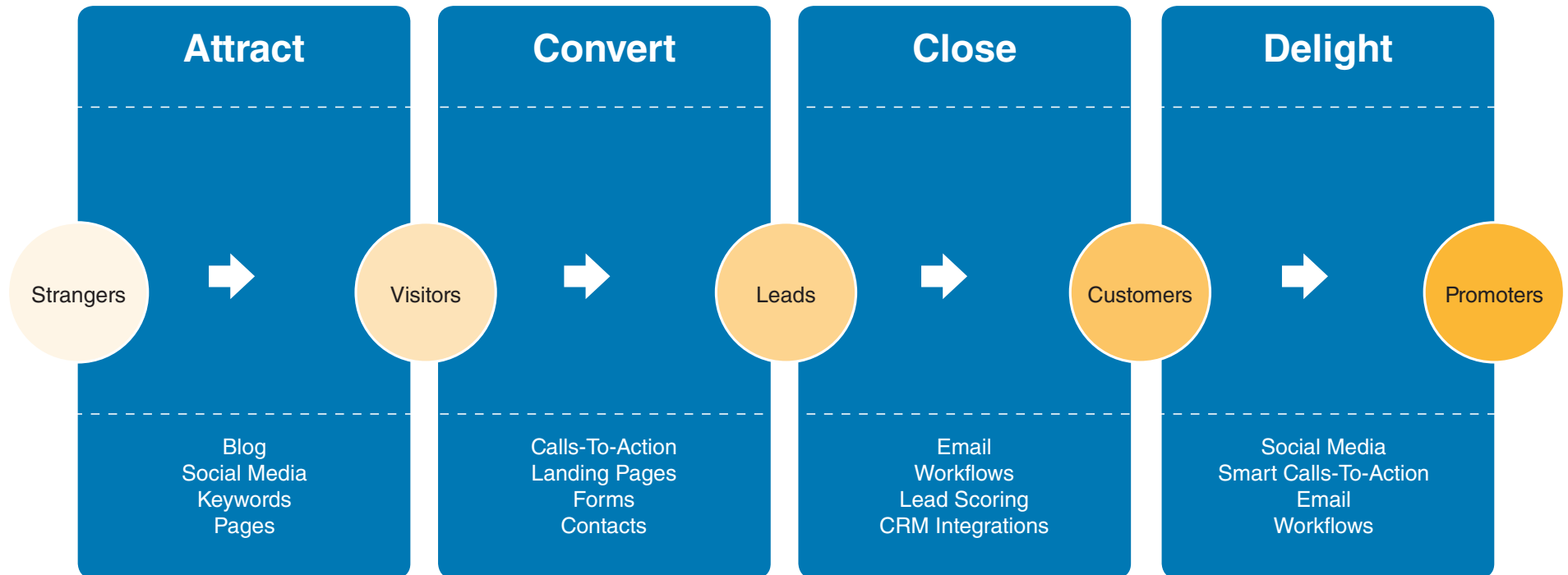
What opportunities can you identify?  
What trends are you aware of?  
How can you turn your strengths into opportunities?

## 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?

**Perform a Marketing  
Inventory Analysis.**

# Inbound Marketing Methodology





# Marketing Inventory Checklist: Attract, Convert, Close, Delight

ITEM	YES	NO		1	2	3	4	5	6	7	8	9	10
<b>Branding</b>													
Logo													
Colors													
Signage													
Clothing													
Trucks													
Specialty Items													
<b>Printed Materials</b>													
Collateral [Letterhead, Envelopes, BCs, etc.]													
Brochures													
Project Profiles													
Statement of Qualifications													
Proposals													
<b>Other</b>													
Website													
Social Media													
Blog or Newsfeed													
Photography Assets													
Video Assets													
CRM													
Television Advertising													
Radio Advertising													
Print Advertising													
Yellow Pages													
Google Adwords													

# Inbound Marketing Sales Funnel

## How To Effectively Feed The Funnel With Content And Offers



# **Identify Your Audiences**

# Identify Your Audiences: Building Your Buyer Personas

Audience can be a very broad term, particularly if your company provides products and services to many different industries. Buyer personas are a crucial component of a successful inbound marketing program. It is likely your company has several buyer personas. Your customers vary by role, gender, department and job function. Use these questions to help build a detailed description for each buyer persona.

1. What is his/her demographic information? Age, gender, etc.
2. What is his/her title and job description?
3. What does a day in his/her life look like?
4. What are his/her pain points? What can you do to help solve them?
5. What does he/she value most? What are his/her goals?
6. Where does he/she go for information?
7. What experience is he/she looking for when seeking out your products or services?
8. What are his/her most common objections to your product or service?

**Keep in mind the following best practices when developing your buyer persona.**

**A good buyer persona description is...**

- semi-fictional
- describes a day in his/her life
- includes demographic and biographic info
- identifies his/her goals
- describes his/her pain points
- knows how he/she obtains information
- talks about the type of experience he/she desires
- identifies his/her most common objections
- name each persona something unique, such as “Facility Manager Fred” or “President Phil”

# **Define Your Keywords**



# **Keywords and keyword phrases should:**

- > have relevance**
- > be location-based**
- > be tested**
- > be achievable**

# Keyword resources:

> [moz.com](https://moz.com)

> [adwords.google.com](https://adwords.google.com)

> [hubspot.com](https://hubspot.com)

> [keywordtool.io](https://keywordtool.io)



**The internet has  
changed the game.**

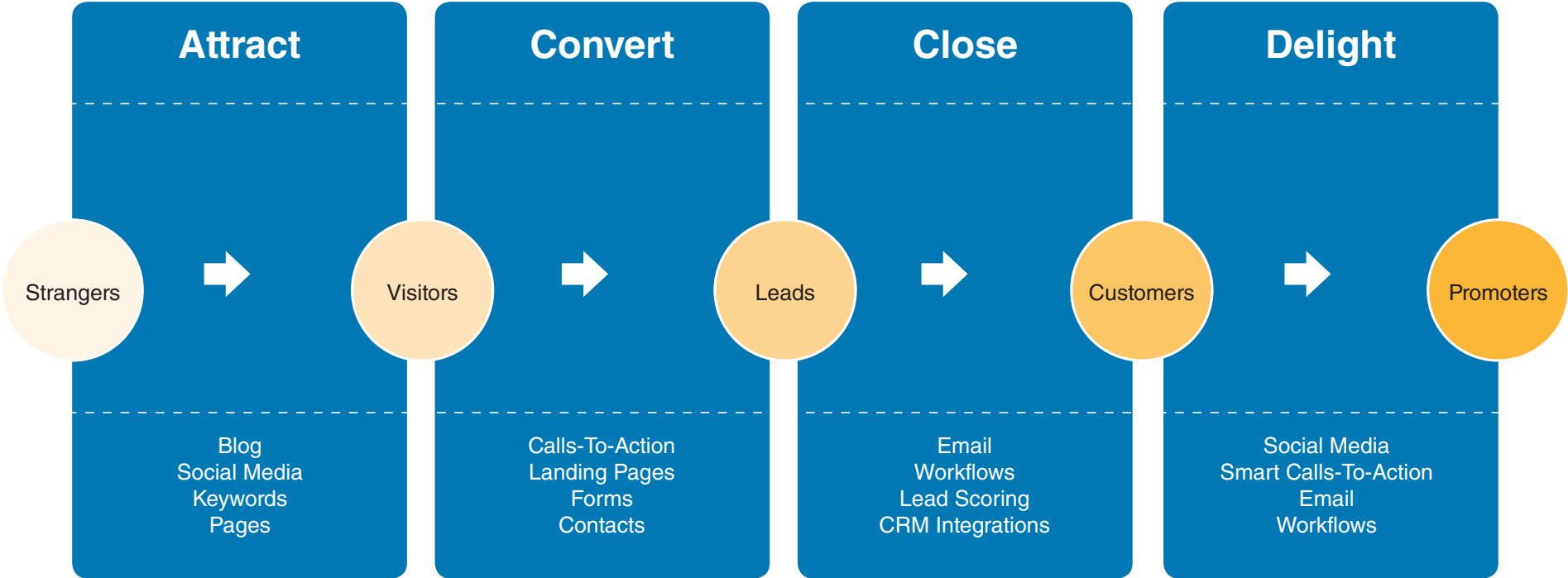
*Buyers of construction services are pre-qualifying contractors by their online presence.*

# 2 | Construction

- > Develop an approach**
- > Create a budget**
- > Implement your plan**

**Develop An Approach**

# Inbound Marketing Methodology



*In 2016, the number of marketers who use inbound marketing rose from 60% to 85%.*

*80% of business  
decision-makers prefer to  
get information in a series  
of articles versus an  
advertisement.*



*Inbound marketing costs  
62% less per lead than  
traditional outbound  
marketing.*

**Inbound is wholly  
dependent upon content  
generation.**

WEBSITE Forum BLOG  
Technology media video  
SOCIAL MEDIA user

CONTENT

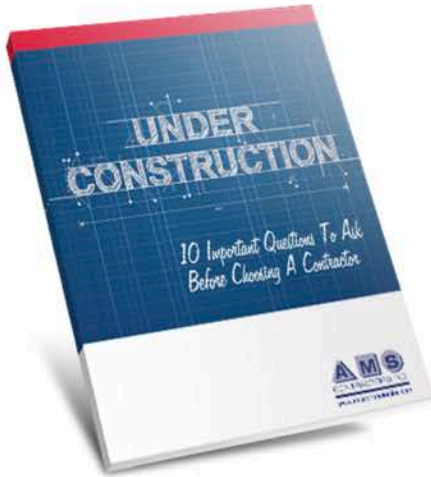
SHARE NETWORK TREND  
APP ONLINE Follower  
INFORMATION MARKETING SEO  
HOME PAGE KING  
COMMUNICATION  
RELATIONSHIP DOMAIN



*Your website should  
be your biggest lead  
generator.*

- > **Website pages**
- > **Blog**
- > **Landing pages**
- > **Premium offers**
- > **Responsive**

# Free eBook: 10 Essential Questions To Ask Before Choosing A Contractor



This 12-page eBook...

- ✔ provides the 10 questions you need to ask before hiring your contractor
- ✔ helps you establish reasonable expectations about the process
- ✔ helps you better understand the construction delivery process

Complete this form to access your ebook

First Name\*

Lorraine

Last Name\*

Cline

Company Name\*

Cline Design, LLC

Email\*

lorraine@clinedesign.com

CONTACT US

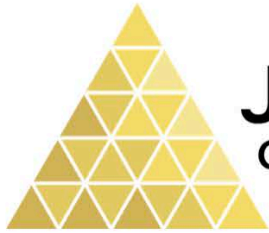
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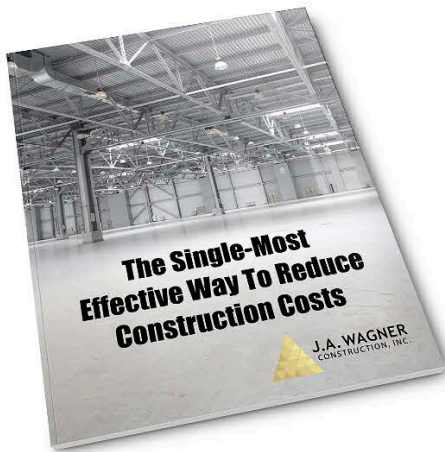
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## What Is The Most Effective Way To Reduce Construction Costs?



### Discover who holds the key to controlling construction costs.

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- Discover how early involvement will deliver a faster and safer project
- Find out what project delivery method works best

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### About J.A. Wagner

Since 1972, J.A. Wagner has been committed to a single goal: total customer satisfaction. Over the past 42 years, we have constructed millions of square feet for hundreds of satisfied customers. This satisfaction stems from our ability to provide a conclusive plan—from start to finish—that results in completed projects on time and within budget.

[andrew@jawagner.com](mailto:andrew@jawagner.com)

T 574.295.3761

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Elkhart, Indiana 46516



## 11 Questions To Ask Before Hiring A Painting Contractor



**Finding the right contractor—one who arrives on time, completes the job to your total satisfaction, works in a tidy manner and is fairly priced—is a decision that requires careful consideration.**

This free eBook gives you the tools you need to:

- know what questions to ask
- pre-qualify your prospect
- select the right painting contractor

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# Content Generation: 35 Things Contractors Should Write About

- Project awards/starts
- Project completions
- Project milestones
- 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 you 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 (timelapse, 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
- Write "The Business Owner's Guide To Construction"
- Extraordinary subs or team members
- Explain life-cycle cost of construction or the pre-construction process
- Industry leadership (speaking engagements, written articles, etc.)
- Featured video content

## Tips For Writing Great Content:

- Write shorter paragraphs
- Write shorter sentences
- Be sure to use keywords and key phrases but DO NOT "keyword stuff"
- Skip unnecessary words or industry jargon
- Address your web visitors 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
- Try to write so your content can remain "evergreen"
- Be sure to include a CTA or "call to action"

**Create A Budget**



# **Factors that affect budget:**

- > Your goals**
- > Markets served**
- > Quality of your inventory**
- > Reputation**
- > Competition**

*Marketing is an  
investment,  
not an expense.*

**Your budget should  
be between .5% and  
1.5% of your  
annual gross sales**

*Today's marketing  
will result in work  
6-18 months  
from now.*

**Implement Your Plan**

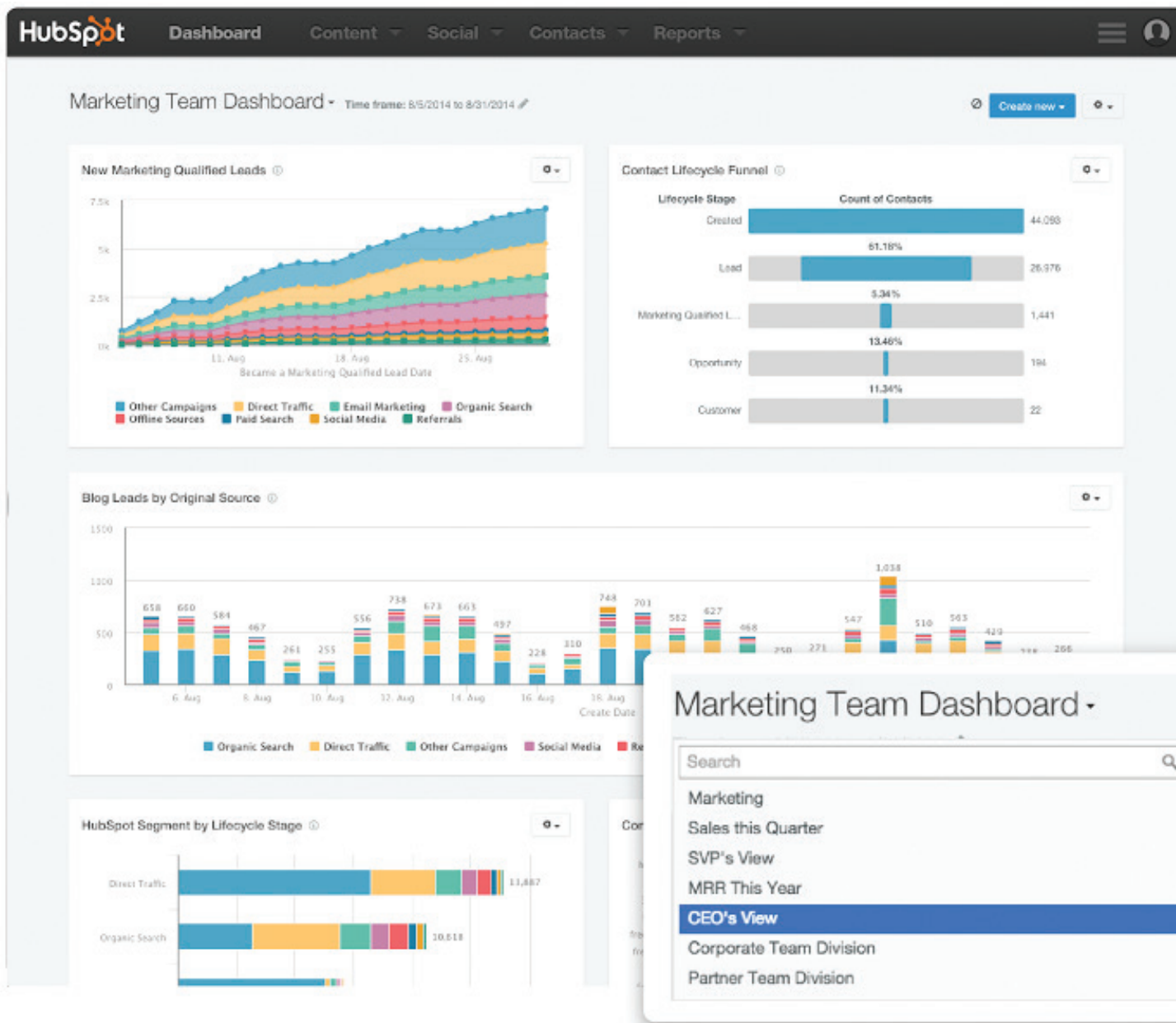




*Know what tools you have.*

# **Top marketing automation platforms:**

- > Hubspot**
- > Infusionsoft**
- > Pardot**
- > Marketo**



**MAPs perform sales and marketing tasks on a single platform and integrate with other tools.**

- > Contacts (CRM)**
- > Lists**
- > Forms**
- > Website pages**
- > Landing pages**
- > CTAs**
- > Blogs**
- > Emails**

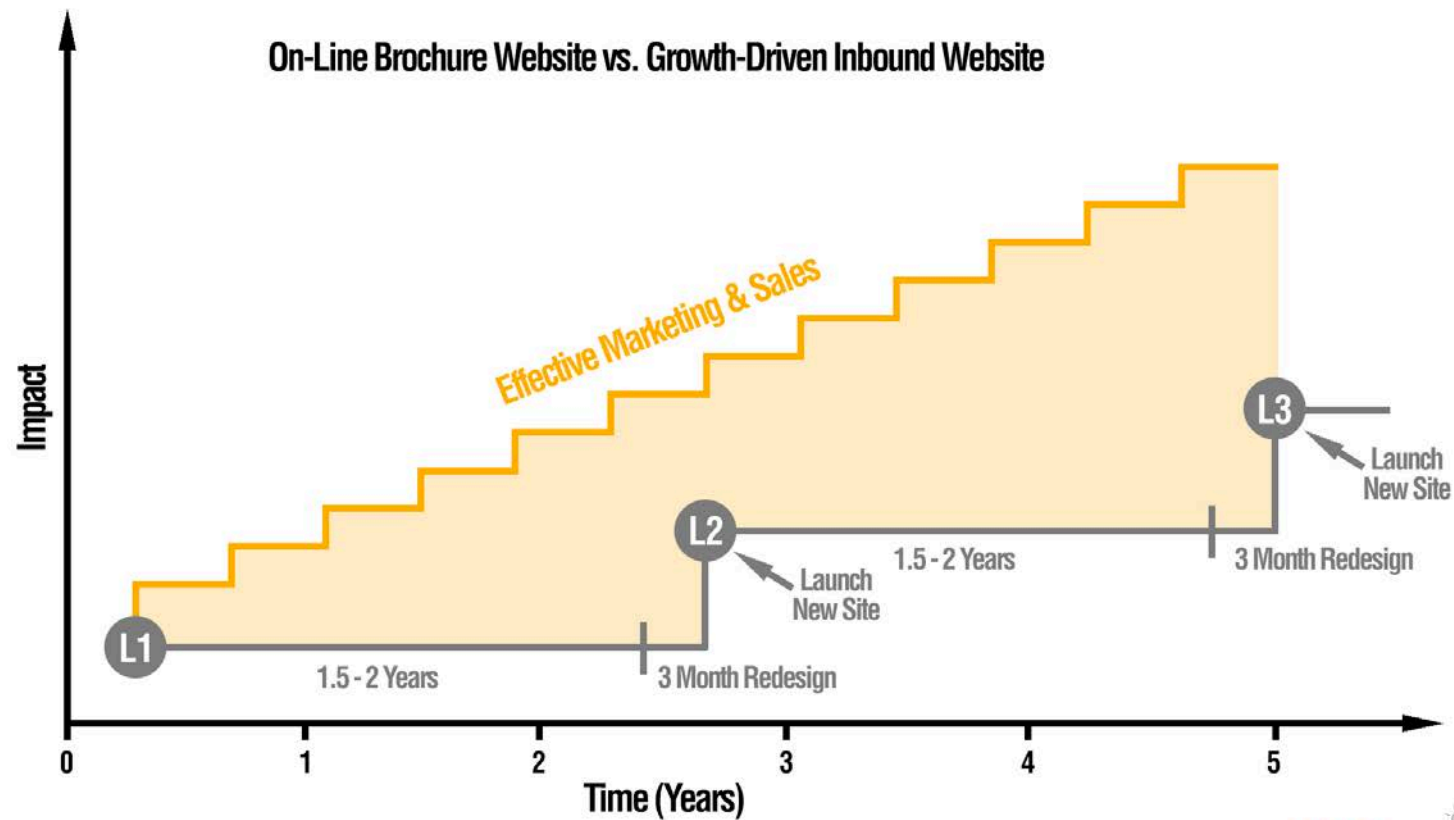
- > Page performance**
- > Social media tools**
- > Keyword tool**
- > Reporting tools**
- > Productivity Tools**
- > Competitors**
- > Prospects**
- > Site hosting**

*The whole is  
greater than the  
sum of its parts.*

# **Be organized & focused:**

- > Create an editorial calendar**
- > Share your content across channels**
- > Engage with your audience**
- > Stay focused on keywords**
- > Stay focused on the customer**

# Growth-Driven Design vs. Traditional Web Design





# **3 | Post-construction**

- > Analyze your plan**
- > Make use of the data**
- > Adjust your plan**

A magnifying glass with a silver handle and frame is positioned over a word cloud. The word 'STRATEGY' is the largest and most prominent word in the cloud, rendered in a bold, red, sans-serif font. The rest of the words are in a smaller, grey, sans-serif font and include terms like 'SEO', 'WORK', 'MARKETING', 'BUSINESS', 'CONTENT', 'DATA', 'TECHNOLOGY', 'ADMINISTRATION', 'COMMUNICATION', 'SYSTEM', 'NETWORK', 'COMPONENT', 'MANAGEMENT', 'COMMUNITY', 'PROGRAMMING', 'DOMAIN', 'SEARCH', 'E-COMMERCE', 'PUBLISHING', 'RATE', 'RATING', 'SHARE', 'SOCIAL', 'SOLUTION', 'DIGITAL', 'GEMEN', 'ERVEI', 'WEBPAG', 'WORK', 'DOMAIN', 'SEAR', 'COD', 'PAGE', 'NETW', 'DESIG', 'ADMINISTR', 'OPTIMIZATION', 'ADMINISTRATION', 'PROGRAMMING', 'DOMAIN', 'WEB', 'INFORMATION', 'PAGE', 'NETW', 'DESIG', 'ADMINISTR'.

# STRATEGY

# **KPIs & Metrics:**

- > visitors/visits to the site**
- > new visitors vs. returning visitors**
- > sources**
- > bounce rate**
- > keyword and key phrase success**
- > page performance**
- > conversions**
- > lead temperature**

# For Google Adwords:

- > clicks
- > impressions
- > CTR (click thru rate)
- > average CPC (cost per click)
- > average position
- > conversions
- > cost per conversion

Usage  
7,649 Visits

25,423 Pageviews

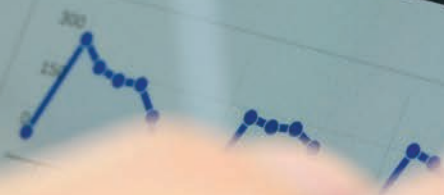
3.32 Pages/Visit

### Traffic Sources Overview



- Direct Traffic  
3,097.00 (40.49%)
- Search Engines  
2,910.00 (38.04%)
- Referring Sites  
1,642.00 (21.47%)

### Visitors Overview



### Content Overview

- Pages
- Information resources
- Decisions
- Information groups
- Information groups

# **Adjust your plan:**

- > A/B test**
- > change frequency**
- > change time of day**
- > re-evaluate keywords**
- > poll your audience**
- > do more of what is working**

**Good Marketing**  
*makes the company  
look smart.*

**Great Marketing**  
*makes the customer  
feel smart.*

—Joe Chernov



# About the Author: Lorraine C. Cline

## Lorraine C. Cline

Lorraine Cline is the founder and owner of Cline Design, LLC. She earned a B.A. in Speech Communications and Broadcasting from Penn State University.

Upon graduation, she was named Traffic Manager for a local-origination television station in Concord, New Hampshire. Three years later, she was named Advertising & Marketing Manager for a state-wide building materials supplier. In 1988, Lorraine founded Cline Design, LLC and immediately began working with clients in the commercial and industrial construction industry.

For more than 29 years, Cline Design, LLC has provided B2B graphic design and marketing services to construction companies and the trades throughout the U.S. and Canada. She and her husband, Don, are the owners and publishers of the *Construction Break* newsletter program. Now in its 21st year, Construction Break is a highly-successful, award-winning marketing tool.

Lorraine works with clients to develop strategic marketing plans, design websites and printed materials, create social media channels and implement inbound marketing programs.

She is a member of the Construction Marketing Association, the Construction Leadership Network, the Adobe InDesign User Group and the Hubspot User Group. Lorraine is a member of the Lake Sunapee Region Chamber of Commerce and is Past Chairman of the LSRCC's Marketing Committee. She also serves on the Steering Committee of the Construction Leadership Association.



*“From digital to print, I ensure the client’s message and image are consistent with their company’s culture. I pay careful attention to the user experience—making certain that the information users seek is readily found, that questions are easily answered and pain points are addressed up front. I develop content that educates and satisfies the needs of the prospects, turning them into valuable leads, and ultimately clients.*”

*“Most important, I understand the commercial construction industry and can successfully bridge the communications gap between contractor and owner.”*

—Lorraine C. Cline



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

Lorraine Cline  
Cline Design, LLC  
42 Shaw Hill Road  
Andover, NH 03216

TEL 603.648.2110  
[lorraine@clinedesign.com](mailto:lorraine@clinedesign.com)  
[www.clinedesign.com](http://www.clinedesign.com)

