

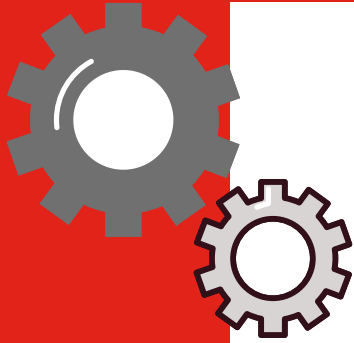
CONSTRUCTION MARKETING



**A FREE GUIDE TO TACKLE THE HARDEST MARKETING
CHALLENGES IN B2B-CONSTRUCTION**

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INTRODUCTION

B2B MARKETING IN THE CONSTRUCTION INDUSTRY EXPLAINED

B2B Marketing is very common in the Construction Industry because many construction companies are trying to reach other businesses and encourage them to invest in their services.

There are specific tenets of B2B Marketing that are unique to this approach.

However, if you're looking to market in the Construction Industry, you'll also need to start with these more general tactics when creating and implementing a B2B Marketing Strategy for your construction company.



Business-to-business or B2B Marketing involves one business promoting its products or services to other businesses rather than to individual consumers

DEFINE YOUR TARGET AUDIENCE

Before you start creating marketing materials or launching marketing campaigns, you need to know whom you're trying to reach. This is where creating an audience persona comes in handy.

To create an audience persona, spend some time clarifying the following:

- Which industry (or industries) you're targeting
- The size and type of companies you're targeting
- Who at those companies will be making the final decisions about which construction company to hire

When you know these characteristics of your audience, it's easier to adjust the language, images, and other elements used in your marketing strategy to better cater to your target customer.



DRIVERS



Get clear on the factors that differentiate your construction company from others, too. This might include factors like price, the types of services you offer, your reputation among target customers, and the type and amount of support you provide to your clients.



PURCHASE PROCESS

The purchase process is generally more complex in B2B Marketing compared to B2C (Business-to-Consumer) Marketing. People are making larger purchases from you than they are from the bakery down the street, so you have to impress people on multiple levels before closing the deal and bringing on a new client.

CASE STUDY

When we first met with Wier Enterprises, they were struggling with content optimization and establishing a strong online presence. We worked with them to define their target audience, clarify their marketing goals, and adjust their content creation practices to sell to the right potential clients.



CHALLENGES

IN B2B MARKETING

B2B marketing, understandably, comes with unique challenges that those with a background in B2C Marketing or other types of marketing might not know how to navigate.

Here are some of the most well-known obstacles you'll need to anticipate if you want to create a successful B2B Marketing strategy.



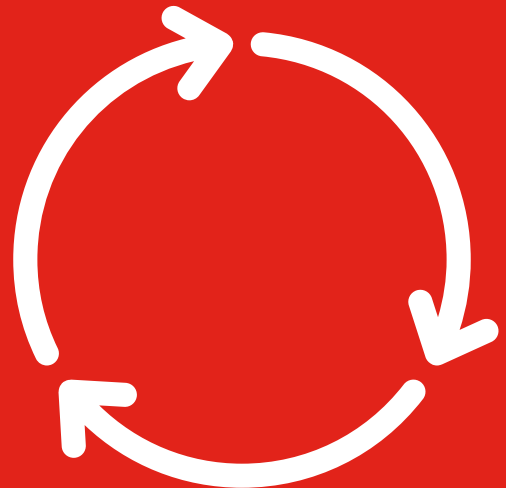


SPECIFIC NEEDS

Because you are targeting a very specific industry with your marketing materials, you should remember that their needs are also very specific.

LONG SALES CYCLES

The sales cycle for Construction Marketing is longer than average. You'll also need to hand over leads to the sales team at a certain point to further nurture the relationship.



COMPLEX PRODUCTS

Expensive and customizable products typically need to be promoted more than simple, inexpensive products. You'll need to explain the benefits of your products carefully to generate leads and close deals.

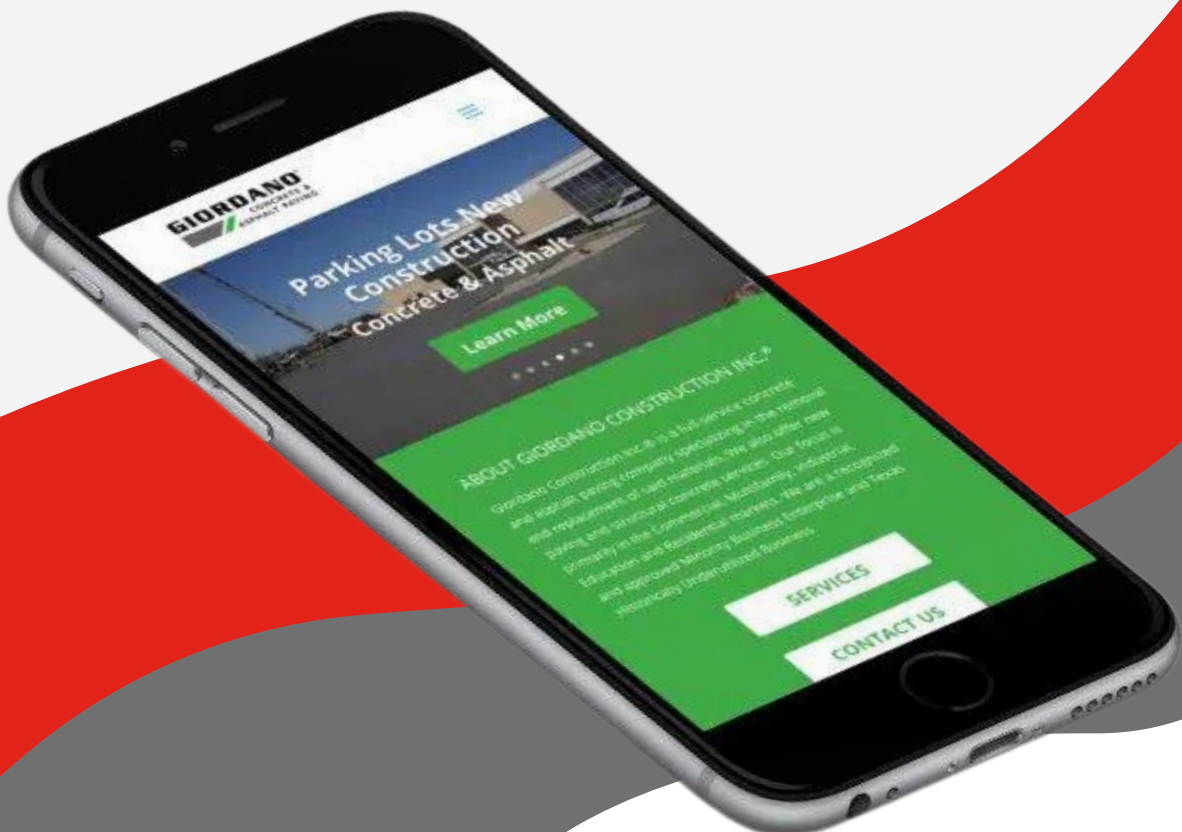
CASE STUDY

When we worked with Giordano Concrete & Asphalt, we helped them improve their online presence and visual identity.

By increasing brand awareness and helping them build trust with their clients, we made it easier for them to promote their products to specific clients and overcome the challenges of B2B Marketing.

We saw similar results with our client Geoscience Engineering.

They struggled with their online presence and content optimization. By making some changes, we helped them create quality content that educated their audience and encouraged them to invest in their services over those offered by their competitors.



ADVANTAGES

OF USING A STRONG B2B MARKETING STRATEGY IN THE CONSTRUCTION INDUSTRY

When you create and implement a strong B2B Marketing Strategy for your construction company, you can experience the following benefits.

BRAND AWARENESS

When you take the time to develop a strong B2B Marketing Strategy for your construction business, you'll increase brand awareness. As a result, you'll be at the top of mind for other companies that need help from businesses like yours.



POSITION YOURSELF AND BUILD TRUST

With the help of quality content like blogs, white papers, and case studies, you can create a strong position for your brand within the construction industry. Then, it'll be easier for you to build trust with your audience and recruit new clients.

LEAD CONVERSIONS

Increased brand awareness, a stronger brand position, and more trust will all help you convert more leads. This results in more sales for your company and a better bottom line.



CASE STUDY

Our clients have seen impressive results, including those listed above, after working with us to fine-tune their B2B Marketing Strategies. For example, Lentz Engineering saw website traffic increase by 100%, and Giordano Concrete & Asphalt saw a 100% increase in leads generated.



STRATEGIES

TOP 7 CONSTRUCTION INDUSTRY MARKETING STRATEGIES

1

PUBLISH WRITTEN CONTENT

When you write quality, keyword-optimized content, you can improve your search engine ranking and help potential clients to find your business online. This helps you build trust and establish your business as an authority in the construction industry, too.



PAID ADS

Invest in well-thought-out paid ads to reach your target audience further. You can also offer incentives to encourage them to exchange contact information and get on your email list

2

3

EMAIL MARKETING

Email Marketing campaigns increase your relevance as a construction company and ensure potential clients won't forget about you. You can use emails to offer discounts, celebrate holidays, share testimonials, and more.

TRADE SHOWS

Meeting in person is a great way to bolster your construction business and attract more clients. Attending trade shows and industry-related events allows you to exchange business cards, promote your services, and generate more leads.

4

5

SOCIAL MEDIA

All kinds of businesses can benefit from creating social media posts related to their brand and identity — including construction businesses. This is a great way to grow your audience, increase brand awareness, and generate leads.

6

BLOG

Adding a blog to your website is another good way to increase website visits, activity, and engagement. This also provides you with more fodder for social media and email marketing content.

PHOTOS & VIDEOS

Don't rely on stock images or outdated, blurry images and videos to promote your business. Investing in up-to-date, high-quality images and videos allows you to showcase your work, highlight the factors that differentiate you from other construction companies, and increase brand awareness.

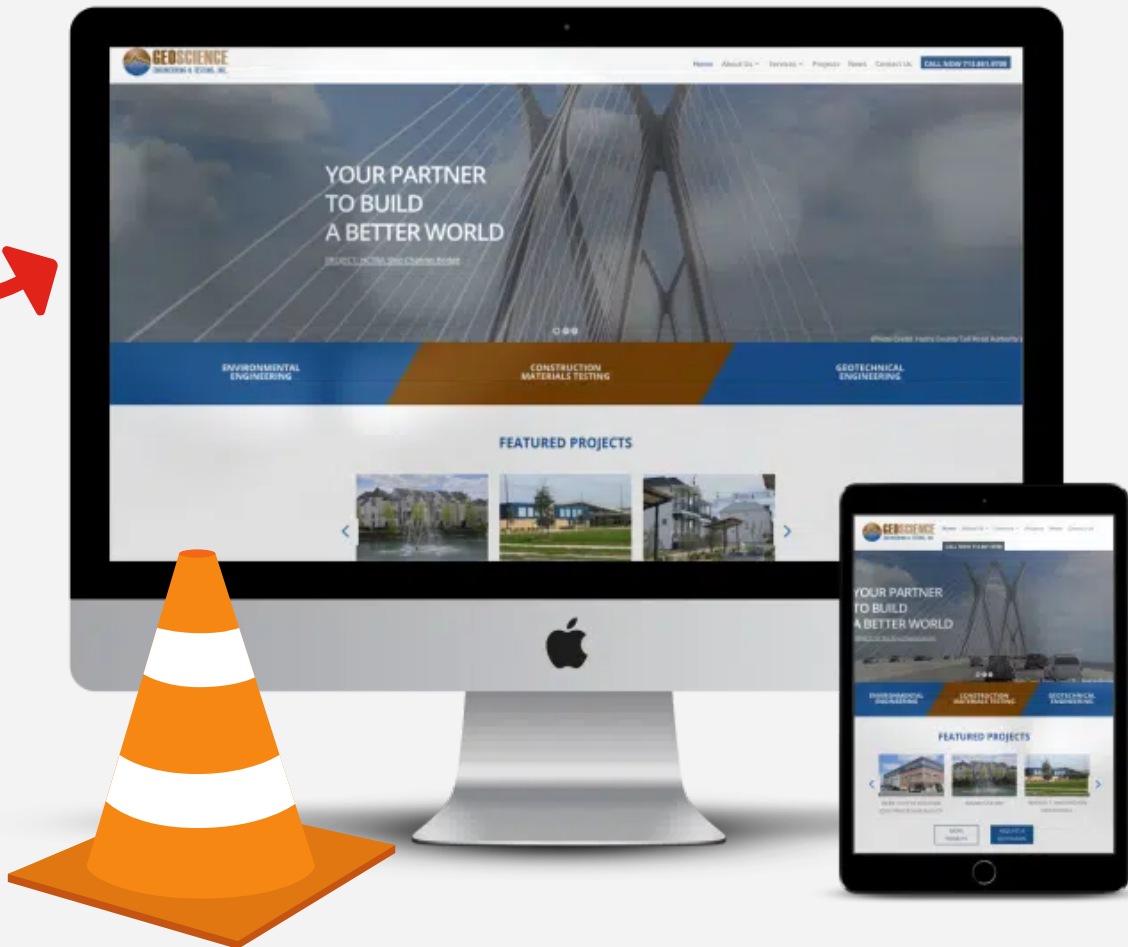
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CASE STUDY

Simply adding a new video and blog post to the website each month can yield impressive results for businesses in the Construction Industry.

For example, Weir Enterprises, Geoscience Engineering, and Lentz Engineering all saw 100% increases in their website visits after working with us. Giordano Concrete & Asphalt also saw a 100% increase in online lead generation.



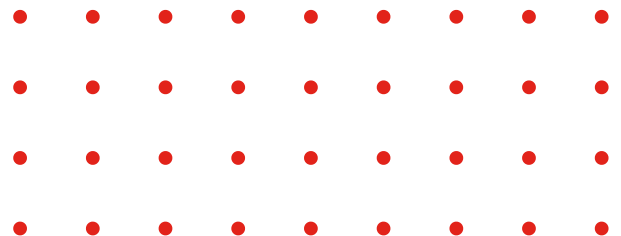
QUESTIONS

KEY QUESTIONS TO CONSIDER

You don't necessarily need to implement every strategy discussed above to see results. If you're not sure where to start, though, ask yourself the following questions:

- Are you offering a commodity product or a customized product/service?
- Is your buyer an individual or a group of individuals?
- How heavy is the competition in your industry?

When you know the answers to these questions and have a clear idea of who makes up your target audience, it'll be easier to decide which strategies make the most sense for your business and goals.



STEPS

6 STEPS FOR A SUCCESSFUL MARKETING STRATEGY

SET YOUR GOALS

Start by deciding on specific goals for your construction Marketing Strategy.

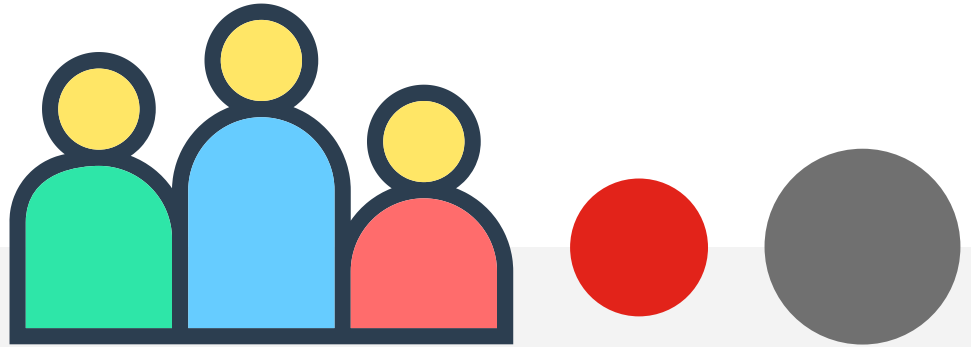


- What do you want to accomplish?
- How will you measure your results?
- When do you want to see these results (at the end of the quarter, end of the year, etc.?)

HIRE A MARKETING TEAM

You don't have to make your way through the maze of B2B Marketing alone. Partnering with a marketing team like ours at Boral Agency will make it easier for you to identify challenges, come up with solutions, set goals, and execute your plans effectively.

DEFINE YOUR TARGET AUDIENCE



Get clear on whom you're trying to reach. The more specific you can be, the better.

CHOOSE THE RIGHT STRATEGIES FOR YOUR NEEDS

Next, pick the strategies that will be most appealing to the members of your target audience.



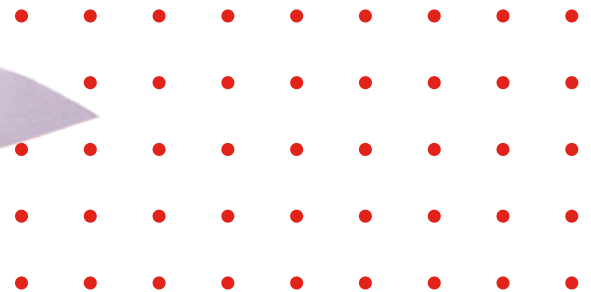
LAUNCH AND TEST



When you're finished creating B2B Marketing materials, you can launch your campaign and test its effectiveness.

REVIEW

Conduct regular reviews to evaluate your campaign's performance. Then, make adjustments based on your observations.



FINAL THOUGHTS

ON B2B CONSTRUCTION MARKETING

Navigating the world of Business-to-Business Marketing can be challenging for construction businesses.

If you keep the Construction Marketing tips discussed in this eBook in mind, though, you'll have a much easier time connecting with members of your target audience and seeing great results.



WANT TO LEARN HOW TO MARKET TO YOUR AUDIENCE?

Download our B2B Marketing for Construction Industry E-book to learn simple tips to generate leads.

Feel free to reach out to us at Boral Agency today, too. We'll help you assess your current marketing strategy, identify weak points, and work with you to find creative and effective solutions.

FIND US ON SOCIAL MEDIA

