

# 101 LOW-COST MARKETING IDEAS

..... to boost your construction business .....





Hi there,

I'm Kathryn from BUILD Marketing.

If we've met before, you know that I'm passionate about the potential of the built environment as a source for good and the origin point of a world that works for everyone.

The built environment needs the unique flair that only you have.

My BUILD marketing process is designed specifically for small construction businesses to help you break into new markets, build stronger client relationships, launch successful campaigns, and create incredible offers, without crazy budgets or teams of marketing people.

I created this 101 Ideas Guide of low-cost marketing tips and suggestions in a catalogue style, so you can flick through and get a quick boost of inspiration. Within the five steps of the BUILD marketing process - Brand, Understand, Intend, Launch, and Deliver - you'll find dozens of useful marketing ideas that could give your business a nudge in the right direction.

At the end of each section, I've purposely left a space for your notes. When you look through this Ideas catalogue, you may think of opportunities to explore these prompts for yourself, or reminders of where you've seen these tips work for other people. Don't dismiss these subconscious messages - your brain could be ready to put these ideas in motion for you. Print this guide (or grab your journal) and start jotting down your thoughts as they come to your mind. By the time you've reviewed all 101 ideas, you could have some valuable notes on the steps that will work best for you right now.

Connect up with me on social media (I'm @bessprogramme) and let me know how these ideas worked for you.

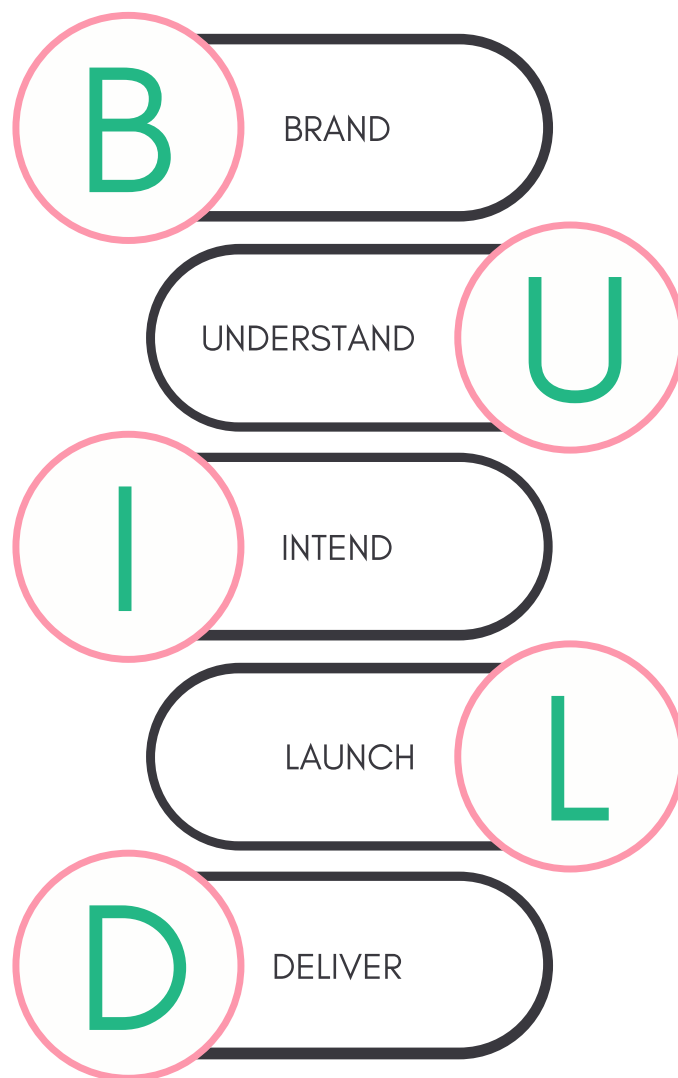
Kathryn

# BUILD METHODOLOGY

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What is this BUILD marketing approach?

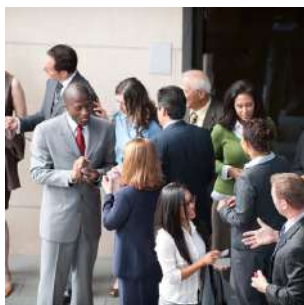
It's the 5 steps of practical, tactical marketing that will help you scale your business without scaling your workload or your stress levels.



Most small businesses have weaknesses in one or more of these five marketing steps, but as soon as you know what you need to tackle and how, the marketing machine in your business will start purring again.

All the BUILD resources, courses and inspiration are the direct results of successful work I've done with clients for the last 15 years.

# CONTENTS



## BRAND

Brand is all about you. Focusing internally is the first step to successful marketing, because your brand is the virtual avatar of you, your personality, your expertise, your vision and your purpose. It's more than logos and colours; it's your tone of voice, your messaging and story.

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## UNDERSTAND

We've focused internally, and now it's time to look outside to your clients and prospects. When you understand the people that are perfect for your business, that will be a joy to work for, that have the exciting projects you want to be involved with, and that pay on time, you can tailor everything you do to reach them effectively.

16

## INTEND

You've heard the old saying that you get what you measure, right? And that isn't just measuring sales and revenue; great marketing should also provide you with the data to track your progress, identify weaknesses, measure improvements and make informed strategy recommendations.

27

## LAUNCH

This is probably the section that most people imagine when they think of marketing; publicity campaigns, email marketing, social media and sales opportunities. But without all the other pieces of robust marketing, you won't know what works or why. When you have all the pieces, your launches will run like a dream.

38

## DELIVER

Our final step in the quest for resilient, effective marketing: delivering relationships that take you further than your competitors could ever emulate. Marketing isn't simply shiny sales messages and fluffy brochures, it's the ongoing service that makes you an integral part of your client's business.

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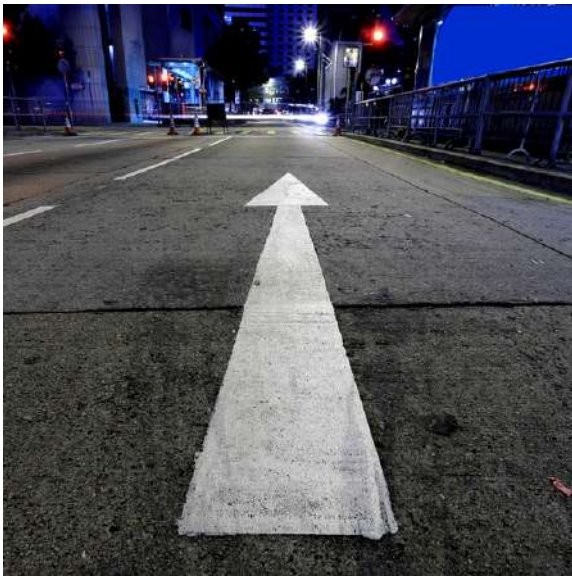


Brand is all about you, And this section takes the marketing focus inside your business. Focusing internally is the first step to successful marketing, because your brand is the virtual avatar of you, your personality, your expertise, your vision and your purpose,. It's more than a visual brand of logos and colours; it's your tone of voice, your messaging and story.



## 1 Brand Personality

What are the human personality characteristics of your business? Choosing these traits on purpose and keeping them consistent helps to tell your story and reinforce your values. Is your business a carefree and youthful personality? Or perhaps it is sincere and thoughtful? Or maybe even elegant, sophisticated and prestigious? Customers are more likely to purchase from a brand if it has a similar personality and outlook to their own.



## 2 Purpose

Your purpose is what makes you unique. While other people might do the same work as you, your "why" is specific to the outcomes that you want to achieve for yourself and in the world.



## 3 Internal Messaging

Great internal communication doesn't always have to come from the top. Look for ways to encourage team and peer communication, information-sharing across your business, and regular messaging about culture and wellbeing.



## 4 Ethics

Good, trusting relationships with customers, employees, suppliers and the wider world are crucial for construction. And a dishonest, unfair company will quickly damage its reputation in ways that are hard to recover.



## 5 Tone of Voice

How do you communicate? What words, phrases and sayings do you use? How do you make people feel? Your purpose and personality will be more powerful when you say them your way.



## 6 Marketing plans

Marketing plans are all about actions and tactics. Don't get caught up in long-winded strategy; just keep focused on what you bring to the market, how you will find great prospects, how you will convert them into customers, and how you will deliver great results for them. How much do you want to grow this year, and what resources do you have to make this happen? By writing this down in a clear and accessible way, you will keep yourself and your team focused, and you will be able to track your alignment with the goals you've set for your business.

## 7 Brand audit

If your business has been trading for a while, it might be some time since you last thought about your brand. But regular reviews help you to bring together all the aspects of your brand and check that they sync with what you do and who you serve. Remember to look at your values and culture, your logo and marketing materials, your communications, your website and social media, your sales process and your customer service. You can benchmark these against your competitors or against your own targets.





## 8 Unique Service Methodology

You've probably heard the phrase "Unique Sales Proposition" or USP? But providing a completely unique offer into the market is quite a tough challenge. There are likely to be other people who do what you do, and who can achieve similar results. A much more effective and achievable uniqueness for your business is the methodology or the journey that you take clients through to secure these fantastic results. This project framework or process can be completely unique to you, and it can become a significant competitive advantage.



## 9 Visual brand

Logo, fonts, icons, colour palettes and photography all make up the way your brand is represented visually in the world. Make sure that your visual identity is consistent on all platforms, from your website to your bid documents, from your job adverts to your business cards. Consider adding employee headshots, product or service imagery, and presentation slides that fit your brand style, and check that all your visual components help to represent your business personality accurately. Choose colours that represent your energy and personality.

## 10 Website

Your website should be the 24-hour digital version of you, sharing your thoughts and ideals, your experience and perspectives, and encouraging site visitors to begin conversations with you. Your audience expects much more than a static online brochure website these days, so once you have checked all the basics like brand consistency and tone of voice, think about ways you could offer extra value through free downloads, quizzes, pre-recorded video content, and instructional blog posts.





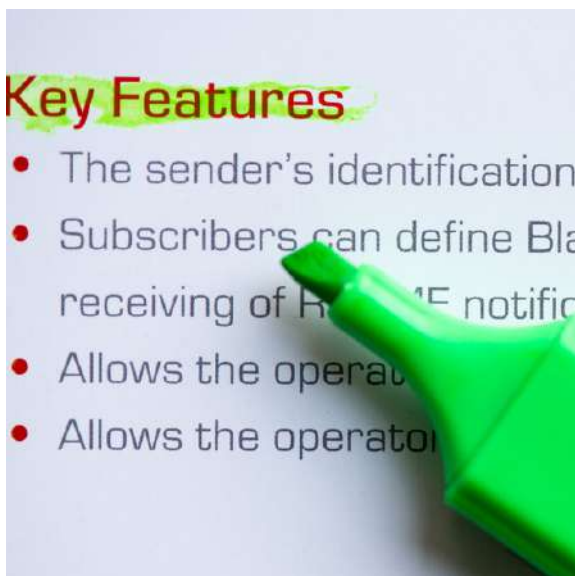
## 11 Expertise

Don't downplay any of the incredible things you know. Construction is one of the most knowledge-hungry sectors, and there is value and power in getting clear on your areas of expertise.



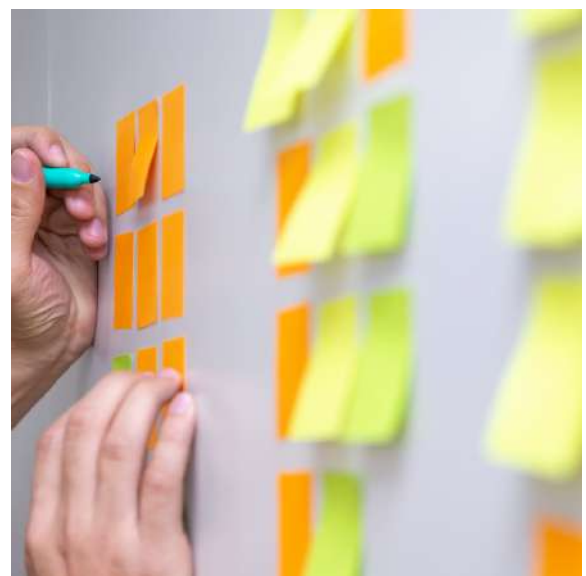
## 12 Products

Even if you operate a service-based business, you can still think in terms of products. Can some of your services be offered at a fixed price? Or as an off-the-shelf combination?



## 13 Features

The benefits of your offer are specific to the audience perceiving them, but your service features should be consistent, reliable and documented. Make sure your team know exactly what the features are and how to replicate them.



## 14 Methodology

Successful marketing takes a methodical approach and divides a strategy into steps. Will you highlight your products and services? Your incredible technological expertise? The notable personalities in your organisation?



## 15 Marketing approach

There are lots of ways to get where you want to go in business. The choice is ultimately yours. When it comes to marketing, you can choose to take an aggressive approach, investing heavily in buying the work you want and making sure you close as many deals as possible. Or you could take a more passive approach, posting on social media and hoping that the right clients find you. Somewhere in between is usually best, but whatever approach you opt for, it should be consistent with your brand ethos.



## 16 Asset Development

Most businesses are focused on profit and loss - what comes in and what goes out. But an asset-focused business knows that you can keep adding to your organisation's portfolio, without changing your business model. And that doesn't mean buying more offices or shares; asset-focused businesses recognise the value of brands, systems and processes, digital products, marketing channels, intellectual property and company data as the source of opportunities to exploit and generate additional revenue per person.

## 17 Recognition

People deserve to know how great you are! And you deserve all the recognition and awards that go with that greatness. Do you hold all the ISO accreditations you should? What about Investors in People or B Corp status? And how many award entries do you submit every year? If this feels like a bit of a stretch for your business, choose one or two sources of recognition that align most closely with you and think about what you would need to do (or be) in order to secure that award. And then add that to your marketing plan and get started.





## 18 Sustainable Marketing

There's no time for green-washing here, but sustainable marketing is about influencing customer behaviour to create profit and positive societal change. Be a superhero and use your powers for good.



## 19 Positioning

What position do you hold in the market? What are you known for? Are you the best price? The most bespoke service? The friendliest team? Now make sure that your marketing reinforces your position.



## 20 Copywriting

The more you know, the more you need to write. But writing about yourself can feel clunky and awkward. So think about how you can move the focus onto your impact and vision for the world, and how you make other's lives better.



## 21 Staff Orientation

Keeping consistency in your brand means ensuring your team know exactly how they fit in. Create branded orientation training for new starters to give them something more significant than just the office coffee rota.





We've focused internally, and now it's time to look outside to your clients and prospects. When you understand the people that are perfect for your business, that will be a joy to work for, that have the exciting projects you want to be involved with, and that pay on time, you can tailor everything you do to reach them and influence them effectively.



## 22 Avatars

Why do you need this detailed profile of your ideal customer? In marketing, an avatar is a little piece of fiction that helps us understand this ideal person so we can more easily find them. This premise is partly psychology and partly discipline. By uncovering and describing your perfect client, you focus your brain to spot them amongst the crowd. And by tasking yourself to define them in detail without assumptions, you go through the important process of describing the best-case scenario relationships that move your business forward.



## 23 Prior Knowledge

What does your prospect already know about commissioning the work you do? Is this their first time, or do they draft tenders every week? Adapt your messaging to fill in their knowledge gaps.



## 24 Differentiation

What makes you truly different from your competitors only matters in the minds of your audience. Time to start asking some questions about their perspectives to uncover your true uniqueness.



## 25 Current State

What does your audience database currently look like? Where did you source the names and contact details? If you haven't been in touch with them for a while, will you need to reintroduce yourself or pick up where you left off?



## 26 Research

Can you say for certain that you know your audience well? Some research - either done yourself on the internet or bought in from an external source - will always be valuable to help you make better decisions in your marketing.



## 27 Buyer Behaviour

How do your audience buy? What stages do they go through? What reassurances and proof do they need? How much do they already know about your particular discipline? How confident are they with decision-making? What payment plans do they need? Who signs off their proposals and budgets? Depending on the specific audience you are targeting, this won't be a simple homogeneous answer. But the more you can understand about your prospects' behaviour, the more accurately you can target your marketing messages.

## 28 Partnerships

Strategic marketing partnerships really start to make sense in the context of your customers and their requirements. Who can expand your offer with complementary services and products that you don't provide? Think about the whole lifecycle of your work, including preparation and scoping, ongoing relationships, payment arrangements and in-use operations. It could also be the case that partnerships with organisations who share your bigger vision and purpose will help to reach and reassure your audience.





## 29 Video Marketing

Video content is one of the most immediate (and expected) ways for prospects to get to know you. Long pages of copy are a thing of the past; sharing your personality and approach through video means that your audience can decide whether your delivery style is right for them, and they can learn some valuable insights and tips which will increase their perception of you. Video marketing can include webinars and lecture series, introductory videos, product or service explainer videos, special offers and onboarding content.

## 30 Segmentation

You already know that trying to target everyone is a fools errand. Even with Nike-type budgets, you couldn't reach and influence every possible cold prospect. But separating your own audience into segments will help make your marketing even more effective and impactful. It could be a distinction between project revenue ranges, or geographical locations, or types of service required. It could also be the distinction between new, established and lapsed clients. It might be based on job role and authority level or type of organisation.



## 31 Value Propositions

Can you sum up in one or two sentences the value you deliver to your clients? Value propositions are short statements that communicate why someone should choose you. The most effective value propositions are focused on specific audiences, because they are able to explain value much more succinctly when it is viewed through the lens of the customer. Value propositions are not the same as mission statements - they are not about possible, conceptual outcomes, but rather they hone in on consistent, definitive benefits.





### 32 Competitor Analysis

There may be many other companies who provide the same services as you, but learning about your real competitors involves going deeper in your analysis. Who targets the same regions or clients?



### 33 Your People

The only people that matter in your business are your people. Stop trying to impress your competitors or your old boss. Focus on the people who share your passion, your focus and your purpose.



### 34 Bids and Tenders

Dipping your toes into the world of bids can be a daunting process for many small businesses, but by being very clear on the kind of work you want, and the projects you can resource, this step could open a new chapter for you.



### 35 Mobile-friendly

Space on people's mobile phones is the most valuable real estate in the world. This is where the majority of users will interact with you, so make sure all your web and digital content is mobile-friendly, clear and accessibility-compliant.





## 37 Influence Maps

Who influences your audience? Where do they get their ideas and information from? Which magazines or social media channels do they follow? Are they members of professional bodies or expert forums? When you have a good sense of their sources of influence, you're much better placed to add your voice to those sources, or even counter any information that you think is inaccurate or unhelpful. Start with your customer (or Avatar, see Idea 22) and map out who or what influences them. You can confirm this in your research and surveys, or simply by asking them in your regular communications.

## 38 Podcasts

Have you got opinions on the construction industry, regulations, funding or innovations? Of course you do! What about your area of expertise and accumulated knowledge that you've gained over years of practical experience? One of the easiest ways to bring your audience universe or tribe to you is to share your thoughts on regular, short podcasts. Ideally, these only need to be 20 minutes or so, and you could present with co-hosts or interview knowledgeable guests to get their take on a particular topic.

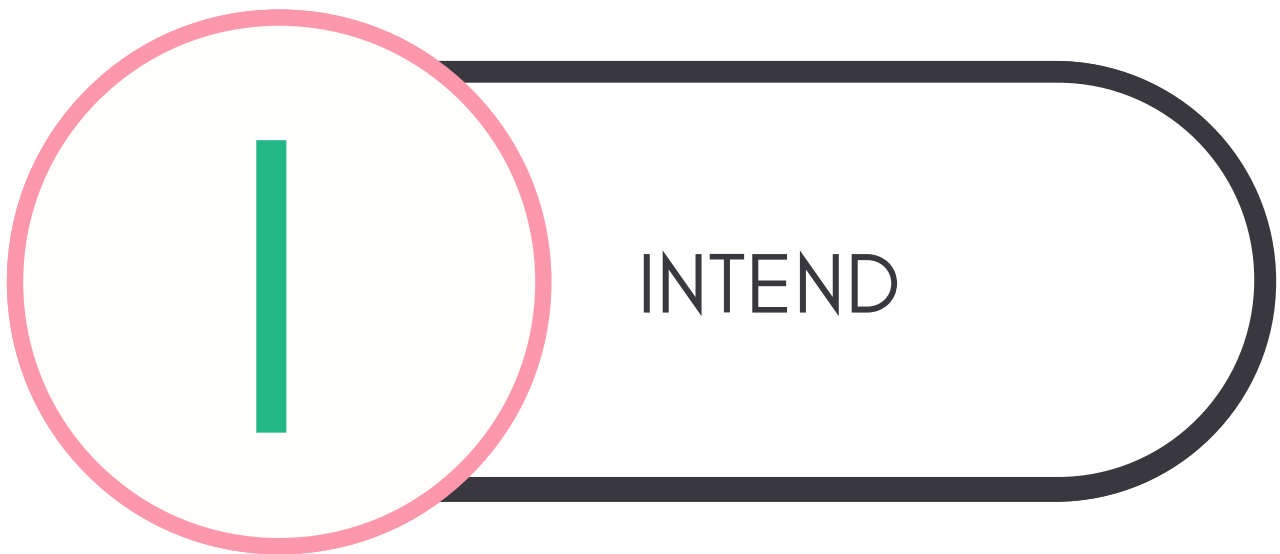




### 39 Know, Like, Trust

"All things being equal, people will do business with, and refer business to, those people they know, like, and trust." So said Bob Burg, the author of *Endless Referrals*. In a world of ever-increasing options, choices and technologies, finding companies that you really like and respect can create an powerful loyalty. But this tactic needs to be delivered with sincerity. We all know of businesses who have suddenly adopted policies or messages that instantly damage our belief in them. Look for ways that you can build honest and genuine rapport.





You've heard the old saying that you get what you measure, right? And that isn't just measuring sales and revenue; great marketing should also provide you with the data to track your progress, identify weaknesses, measure improvements and make informed strategy recommendations.



## 40 Digital Assets

However traditional and 'real-world' your work, the reality is that things are getting more digitalised by the day. And digital assets have three key advantages - they transcend space (they can be used anywhere by anyone); they transcend time (they can be repeated and reused without extra time and energy); and they don't suffer from wear and tear (no matter how many people watch your webinars, they won't get worn away). Digital marketing assets also have the distinct advantage that they can be counted, tracked, quantified and analysed.



## 41 What Works

When you know exactly which combination of marketing tools and activities works best for you, you can feel confident trying new ideas and techniques. Commit to exploring what works for you and your audience.



## 43 Conversion and Attrition

If you only track sales figures, you won't be able to get an accurate handle on which marketing activities are effective at converting leads and which pose a weakness where prospects leave your pipeline. Make sure you track the numbers on every Call to Action in your process.



## 42 Dashboards

A marketing dashboard presents all the most important metrics in one place so you can quickly fix anything that needs attention. You can build your own dashboard with metrics from Google Analytics, social media and sales pipelines.



## 44 Scaling

When you know what works for your business, consider ways to scale your effectiveness without extra workload. Could you hire a freelancer, automate some processes, or even create new partnerships to get your great marketing campaigns in front of more people?



## 45 Financial Metrics

Tracking your sales is a basic requirement for any successful business, but there are many financial metrics that will give you an insight into your company's health beyond your simple revenue figures. Take a look at metrics such as average order value, profit margin and outstanding invoices in the form of current and ageing accounts receivable. You can also use financial metrics as an indicator of change over time by calculating sales growth trajectories and marketing budget variances. Not all metrics will be relevant, but make sure you have a mix.

## 46 Lifetime Value

Customer lifetime value, as the name suggests, is the total value to you of a customer over their entire lifetime of the relationship. To find the lifetime value of a customer, you need to calculate the average purchase value and then multiply that number by the average number of purchases to determine customer value. When you have this figure, you multiply by the number of years of the average customer lifespan. By understanding this value, you can make strategic choices about how much to invest in procuring and servicing your clients.





## 47 Ecosystems

One of the easiest and most effective ways to create marketing that works is to think of each individual platform (websites, social media, networking opportunities, etc) and tool (collateral, bid documents, sales calls, etc) as part of a living ecosystem that represents your business. Each piece of the ecosystem must relate to and from other elements. And every ecosystem can be tracked and monitored to understand overall health, unintended changes and external factors that could impact or harm the interconnectivity.



## 48 Non-financials

Some metrics are going to be crucial to your business that just cannot be quantified in monetary units. Customer satisfaction is probably something you already measure, but what about company reputation or product and service innovation? If you already track brand awareness, have you considered brand preference metrics? When you measure customer experience, you can also start to factor in retention and churn rates among your prospects and clients. What share of your market do you hold, and how has that changed over your time in business?

## 49 Pricing

How do you price your work? Do you opt for a day-rate based on what you need to live, or what the market expects to pay? Do you have different pricing options for different customer groups? Do you provide special offers or payment terms? Do you have different price brackets for levels of service? Rather than looking at your market offer as one or two core services, take some time to understand the component parts, and decide whether you could charge for these individually. Consider listing digital add-ons or optional extras that clients can choose separately.





## 50 Marketing Strategy

Although we covered marketing plans in Idea 6, strategy is a much more intentional, metrics-driven piece. Your strategy is less about the tactics you'll adopt this year, and much more about where you want to be in five years.



## 52 Benchmarking

How does your business compare to your competitors? How do your departments compare to each other? How does your performance this year compare to last year? Have you run more or less campaigns this year, and how do conversion rates compare?



## 51 Referral Systems

Are your customers connected to similar people like them who might also have need for your services? Time to incentivise some referrals. Make sure to acknowledge every referral that comes your way, even if doesn't work out.



## 53 Triple-bottom Line

Financial revenue is great, but if you want to be taken seriously as a sustainable business you need to be tracking your social and environmental impact. Consider metrics and measures that let you track specific outcomes and progress, and include these in your messaging.



## 54 Search Engine Optimisation

Ranking highly on the search engines will make sure that your beautiful website is found by the right people when they use your keywords. And, although the full art of SEO is a complicated and specialist area, there are some simple steps you can do for yourself. Check your keywords on Google Analytics, and then be sure to include these in your page titles, page copy, sub-headings and image descriptions. Add video and downloadable content to your site to improve your rankings, and try to add regular blog posts to keep your content fresh.



## 55 Acquisition Cost

If you've started to think about your Customer Lifetime Value (Idea 46), then setting your budget for acquiring new customers is the next logical step. Once you know how much an average customer will be worth, you can get really strategic with your marketing budgets. How many clients of a particular type do you want in a year? Therefore, how much will you need to invest to win that business? That spend could come from targeted advertising, campaigns, discounted rates, bid submissions, hospitality, memberships or subscriptions, or additional accreditations.

## 56 BANTER

BANT is an old sales adage to assist in pre-qualifying opportunities. If a prospect doesn't have a reasonable amount of these things, they might not be a worthwhile client. You could then decline to work with them, find other more restricted ways to work on their project, or refer them on to another organisation who is better able to help them. The E and R are more modern additions to consider, regarding your service. Are you able to deliver against their Expectations? And are you able to achieve the right Return on the investment they make with you?





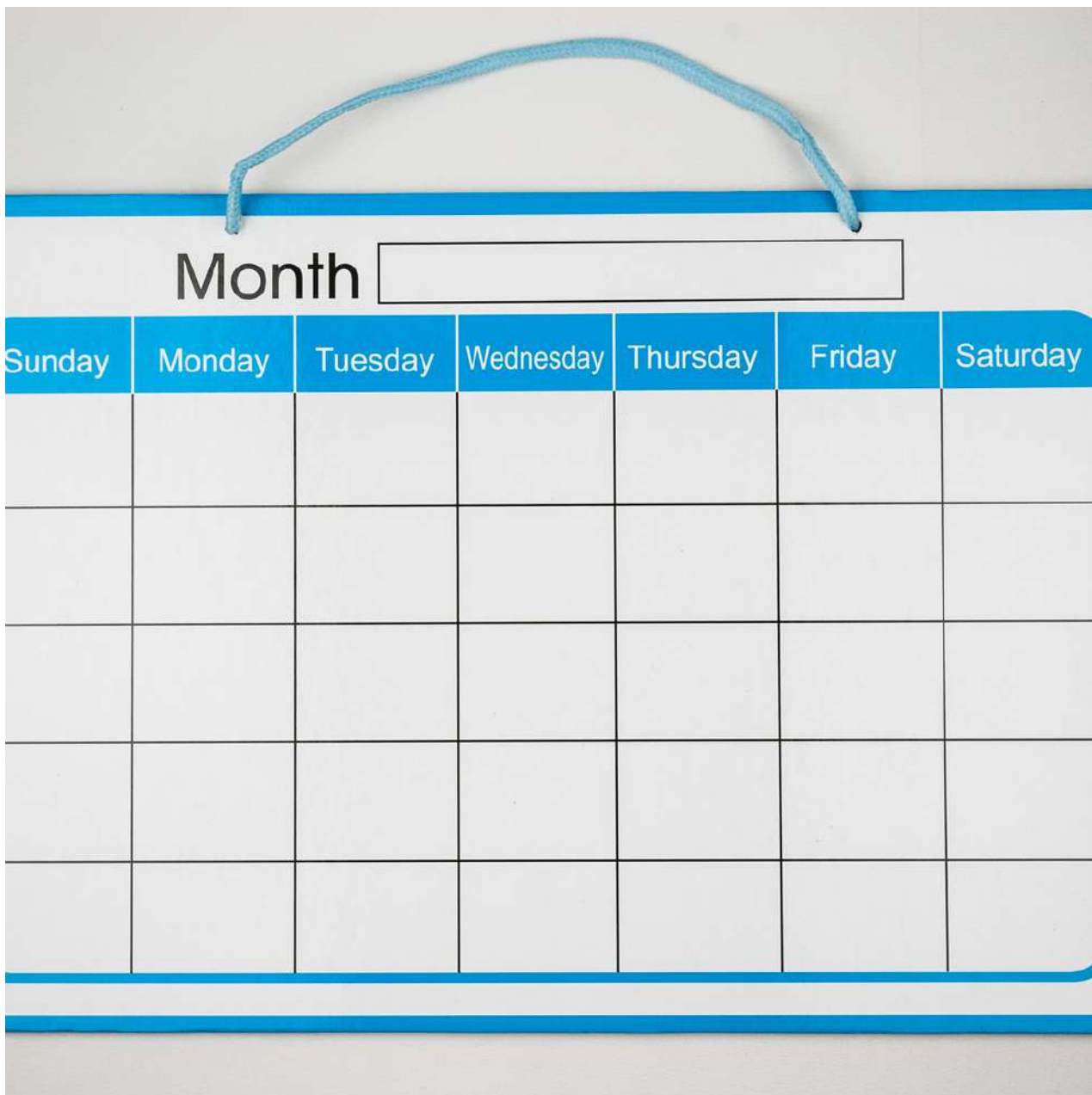
## 57 Marketing Audit

The more data you collect, the more accurately you will understand your business. What data sources can you use? What about website analytics, email open rates, campaign conversions, press coverage, social media engagement, annual marketing budgets, and customer satisfaction statistics? What readings and details do they provide? Check how things have changed since your last audit. Where are the weaknesses and what are you going to do about them? Think about the activities that are priorities for your business.





This is probably the section that most people imagine when they think of marketing; publicity campaigns, email marketing, social media and sales opportunities. But without all the other pieces of robust marketing, you won't know what works or why, and you won't know how to fix it. When you have all the pieces, your launches will run like a dream.



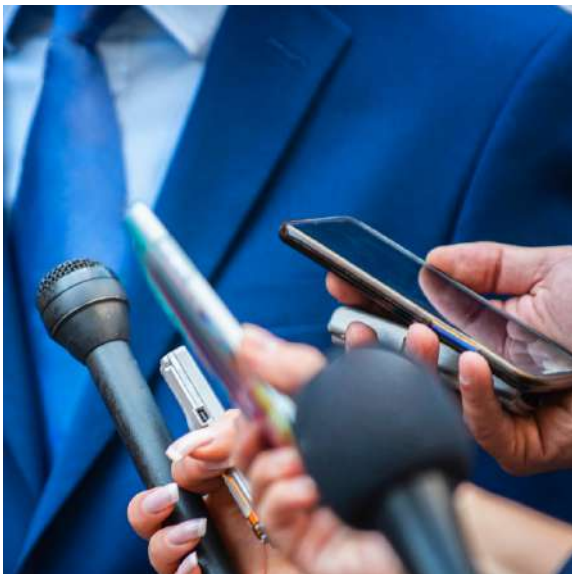
## 58 Communications Calendar

Dreaming up new and exciting things to say can be exhausting, so make your life easier with an annual calendar that can be populated in a few hours. First, think of ten key subject areas that you feel knowledgeable and confident to comment about. Then break each of those into ten smaller sub-topics. Pow! You've got 100 things to talk about over the year. Now, fill in any key dates, events and anniversaries for your business and your sector. And, before you know it, you've got a calendar for the year that looks much manageable.



## 59 Collateral

Every company needs some marketing collateral. That doesn't mean that you have to go crazy with expensive brochures, but business cards and letterheads should be well designed. Try to create digital files to email or download.



## 61 PR and Media

As well as social media channels, you could consider some more traditional ways to get your name in print. Write regular press releases about your news and post to your website, and consider contributing to the "forward feature" topics that the trade press publish.



## 60 Automation

Marketing activity, especially the parts aimed at fairly cold prospects, doesn't need to take up huge amounts of your time. Use technology to automate your social media, email campaigns and consultation bookings.



## 62 Pitching

You've heard of an elevator pitch, right? It's your 30-second summary of who you are and the value you bring. When was the last time you reviewed your pitch, and took advice on ways to hone and improve it? Grab a few colleagues and help each other to perfect this valuable tool.

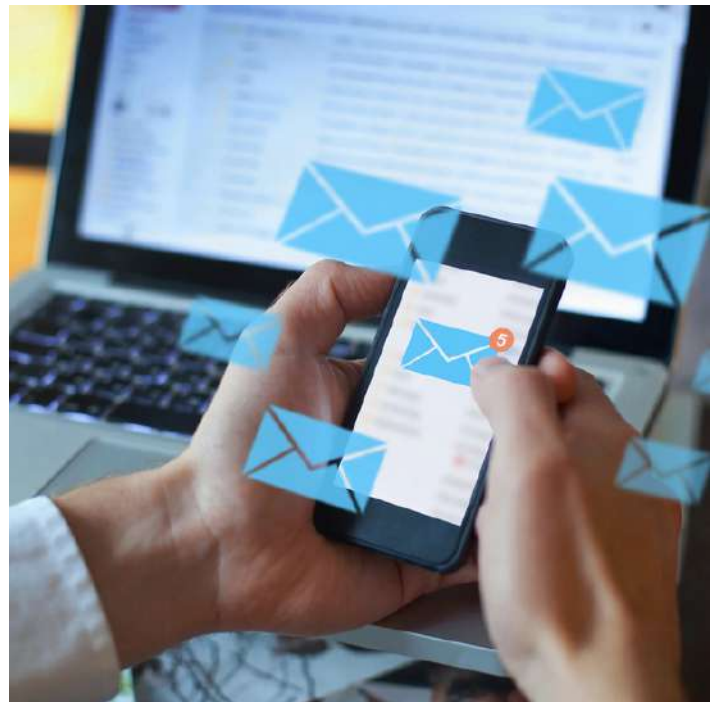


## 63 Customer Journey

A customer journey is the steps and actions that someone takes from the very first time they hear about you, all the way through to the moment when they become a customer and start receiving your service. Often, higher priced products and services will require a longer customer journey as prospects will have more objections and will require more reassurance before they take the risk on a purchase. Steps in the journey should all link to each other and they can include adverts, websites, events, webinars, product trials, social media, consultations, presentations, landing pages, and onboarding.

## 64 Email Campaigns

Would you be surprised to know that the average conversion rate from email marketing is over 15%, and that the average return on investment is £42 for every £1 you spend? Although email should drive us all crazy, well-written emails that are valuable and tailored to the audience are still perennially popular. Never send really salesy messages in your email campaigns; instead, focus on the value and purpose of your topic, and include some free tips or recommendations that the audience can use to build their trust in you. Include offers or discounts where they relate to the rest of the email content.





## 65 Scorecards

A scorecard is a great way to track and present some internal metrics and data, but did you know, it's also one of the most popular ways for prospects to score themselves and learn more about their own strengths and weaknesses? Create your scorecard in a quiz format that asks quick, quantitative questions, and when the quiz is completed, provide the user's 'score' against various criteria alongside some expert tips and advice. You can then review the user's answers to pre-qualify prospects before you make a follow-up phone call.



## 66 Storytelling

Storytelling is the most ancient way to connect and communicate to others. Millions of years before people could read, storytelling helped us to feel safe, share our purpose, soothe our children to sleep, and understand the world around us. Psychologically, it is very difficult for the human brain to retain the relevance of cold numbers and statistics, but stories and soundbites work on our right brain hemisphere and we can recall and retell this information for much longer. Find ways to include storytelling in your marketing and see whether this principle works for your audience, too.

## 67 Channels

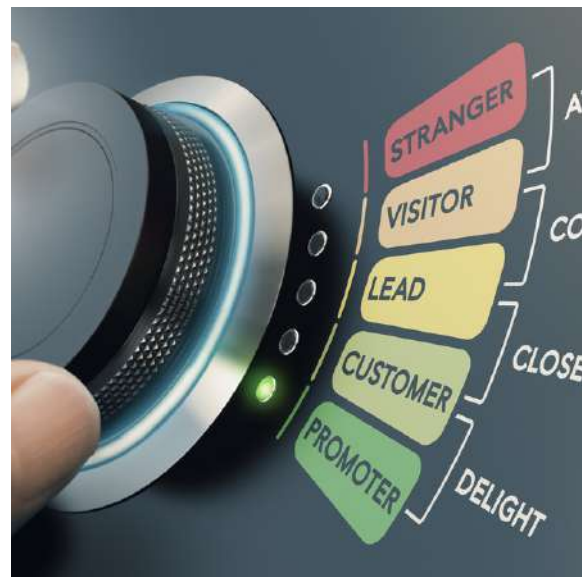
Where are your audience and how do you reach them? You have two types of channels available to you. The first are earned channels - these are created and operated by someone else, and you must 'earn' your place on them. Examples include newspapers and trade publication coverage, podcast interviews, and media outlets like local TV and radio stations. The second type of channel is an owned channel - one that you design, create and manage. This includes your website, blog posts, social media and newsletters. Earned channels are considered 88% more trustworthy, but owned media leads to earned media.





## 68 Content Creation

The world is your oyster when it comes to creating great content. You no longer have to write perfect copy, you could be recording video interviews, running engaging socials and designing beautiful infographics and guides (like this one!)



## 69 Mini Campaigns

Alongside your big, long-term marketing plans, mini campaigns are a great way to have some fun! Lasting only a month or two, try a single-purpose campaign to boost your social followers, increase your email list or get more website visitors.



## 70 Landing Pages

Whenever you promote an offer or a product, consider building a landing page. These focused pages sit outside your main website and guide your visitor to the values and benefits of taking action. Remember, just because something's free, people still need to be sold on it.



## 71 Calls to Action

Whatever marketing tool or technique you're using, make sure that it leads the audience to an action! This probably won't be a full-price sale right away, but you should be prompting your audience to sign up, download, attend, trial or participate as often as possible.



## 72 Power of Seven

To update De La Soul's classic hit, seven is, in fact, the magic number. It takes seven different touchpoints for marketing messages to cut through the noise and hubbub before they resonate with us. Don't quit too early with one or two attempts - make sure that your marketing campaigns have at least seven different ways for your message to be heard. These can include adverts, your website, events, webinars, hospitality, presentations, social media promotions, blog posts, interviews, press releases and email campaigns.



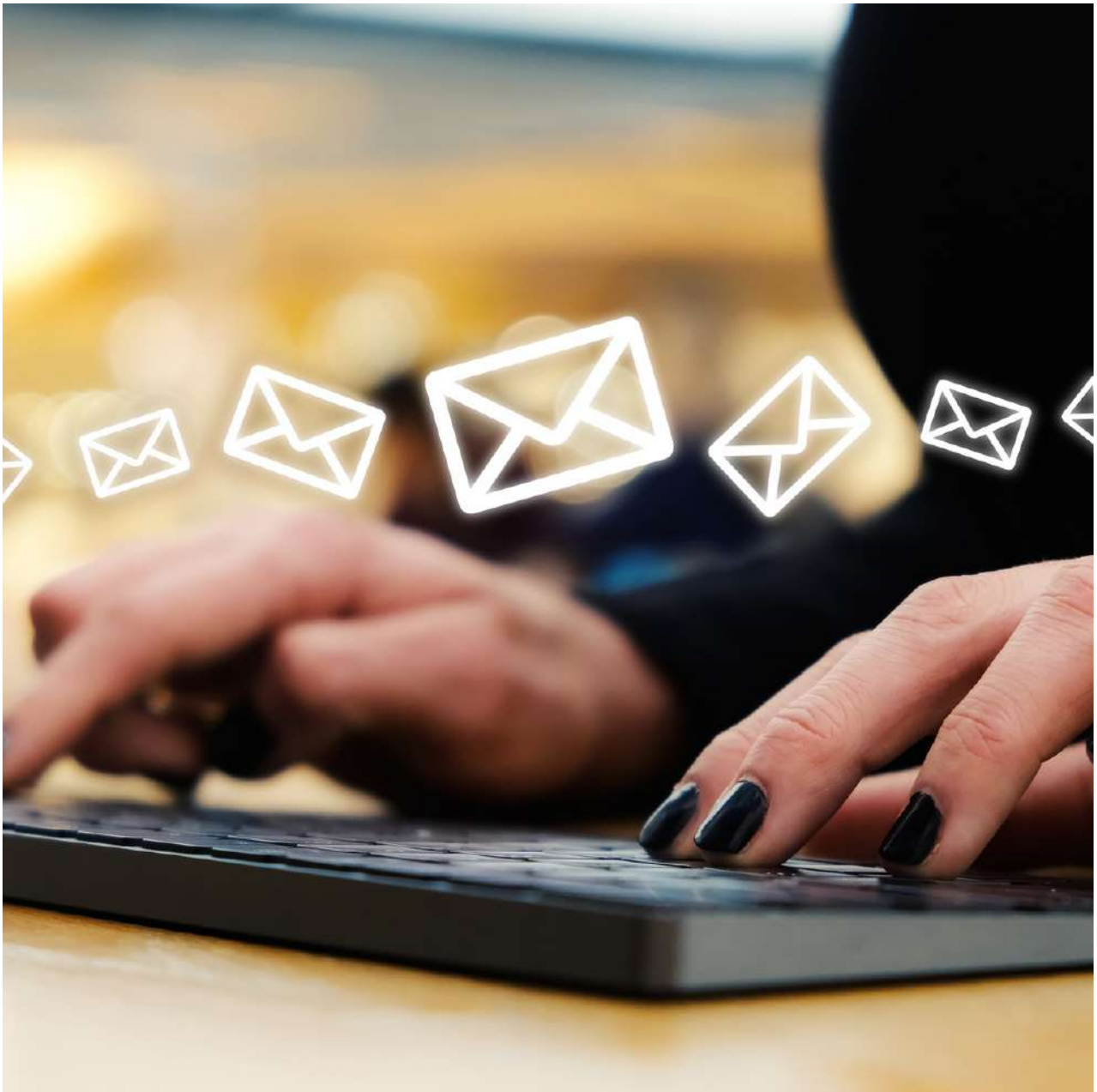
## 73 Lead Magnets

It's a slightly tacky marketing term, but lead magnets are exactly as the name suggests - they are tools and techniques that draw your leads to you with very little resistance. Lead magnets should be completely free items of value to your audience. You could consider requiring an email address in return, but this is all that someone should have to do before they get their hands on the magnet. Magnets can take the shape of guides, checklists, pre-recorded videos, templates, or useful pieces of software, and they should deliver incredible benefit and value for your audience immediately.

## 74 Social Media

If you haven't already jumped onto the social media bandwagon, then now is the time. There is no value to be had in fighting this trend; your audience expect to be able to engage with you this way. Use one or two platforms as your core, and set the others up to direct people to your regular content. Consider having one engagement social platform where conversations take place (LinkedIn, Twitter, Facebook) and one where you share beautiful, useful, valuable content for your audience to access (Instagram, YouTube, Pinterest). Schedule your posts with an automation tool like Hootsuite.





## 75 Mailing Lists

No amount of fabulous email campaigns will deliver the results you need if you don't have a strong mailing list to contact. Use social media to generate sign ups to your Lead Magnets (Idea 73) and Scorecards (Idea 65) and start building your email list. There are several reputable providers of mailing lists you can buy if you prefer to grow that way, but make sure to treat these cold addresses with respect and give people clear opportunities to unsubscribe. Make sure you comply with GDPR guidelines in the storage of all email addresses.



## 76 Courses

Online courses are one of the hottest trends in marketing. This industry sector is worth over \$300bn per year, and you can grab a piece of the action. Short, focused courses can become part of your product portfolio, and act as lead generators.



## 77 Reusing Content

As we saw in Idea 58, Communications Calendars, creating fantastic content all the time can be a lot of work. So don't just use it once! Consider using a video script as a blog post, presentation slides as an Instagram carousel, or images as a video.



## 78 Means, Motive, Opportunity

For any kind of action, we need the means, the motivation and the opportunity. And for your clients to buy from you, you need to make sure all three pieces are in place. Is it easy to buy from you? Can you provide payment terms? Is your offer enticing and timely?



## 79 Promotional Products

Let's be honest: your marketing strategy is not going to succeed or fail based on free pens and mugs. But, if you do decide to include promotional products in your mix, make sure that you provide things that are useful, work well, and include responsible and sustainable materials.



## 80 Google Ads

Well written and targeted Google Ads can put your business right in front of your ideal audience. They can also swallow big sums of money in mere days, so take your time to create adverts that are perfect for exactly the kind of audience you really want to attract. Don't be tempted to write something generic to include everyone that could possibly ever be a client. Use the Google Ads website to select your keywords, location, audience segment and budget, and try linking your audience to a specific piece or valuable, relevant content.

## 81 Microsites

A microsite is a website, or small series of websites, that delivers content that is more focused on a specific topic than your regular web pages. An effective microsite can do any number of things but is most often used to target a specific audience with a defined call to action. Access to the site will be sent to a very specific set of people, with a singular intended outcome. Microsites could help people to use your product better, or even learn new skills that help them utilise extra product features. Microsites could also be used to gather feedback as people trial a new service.



# NOTES



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Our final step in the quest for resilient, effective marketing: delivering relationships that take you further than your competitors could ever emulate. Marketing isn't simply shiny sales messages and fluffy brochures, it's the ongoing service that makes you an integral part of your client's business and gives you the opportunities to create unique and extraordinary offers for your market.



## 82 Onboarding

Unless your interaction with a client is as transactional as buying a chocolate bar, you might need to give them a helping hand to understand the relationship of being your customer. What do they need to sign? When are they expected to pay, and how do they make those payments? Who will they deal with in your organisation? How can they complain if things aren't going well? How often will they get an update from you? All this and more can be included in a comprehensive onboarding process so there are no nasty surprises.



### 83 Account Management

Your best customers deserve to be treated as such, and adopting an account management approach means they can get the right level of care and support. Assign a named contact and commit to regular conversations.



### 84 Sharing Expertise

The information you know has value in the world, and sharing your expertise means taking the insights and solutions you have developed and using them to create reports, webinars and thought leadership for industry and clients.



### 85 Case Studies

Case studies usually include details of costs, location, challenges, solutions and delivery team. Include photos or drawings wherever possible and consider getting a quote from the client. Think about how you worked with other suppliers and site teams, and any sustainability targets.



### 86 Lapsed Customers

Could they be motivated or inspired to work with you again? Try approaching your lapsed customers with a newsletter update or an invitation to take part in a feedback survey. You could also invite them to a relevant event or webinar you think would be beneficial.



## 87 Customer Service

Separate from Account Management (Idea 83), customer service is for everyone that buys from you. To ensure consistency, make sure you have a clear process of escalation internally, and give your staff explicit guidance on the level of authority that they have to solve customer's problems. Look at the possible gaps between your business delivery and your client's expectations, including policies and communications, and try to anticipate and design out problems as they happen, so that you don't end up repeating the same pattern again and again.

## 88 Testimonials

Go beyond the simple quote, and ask your clients for a real testimonial. Ask them to comment on the problem they were facing, the process they took to assess and choose you, their experience of working with you and receiving your service, and the benefits they are now enjoying as a result of your solutions. If you can get a testimonial on paper with a couple of nice photos, that's great. If you can get a testimonial on video, with your client explaining to other potential clients just like them how incredible you are, then that's a marketing tool that will never let you down.





## 89 Networking

The worst thing about networking is that you never know who you'll meet. The best thing about networking is that you never know who you'll meet. If networking is a bit of an uncomfortable approach for you, try reaching out to a colleague and attending something together. As you start to build up confidence, you can broaden your horizon with different types of events, and perhaps even look to attend some in your clients' industry sectors. Try to make thoughtful introductions for others at events, and soon you'll earn reciprocation.

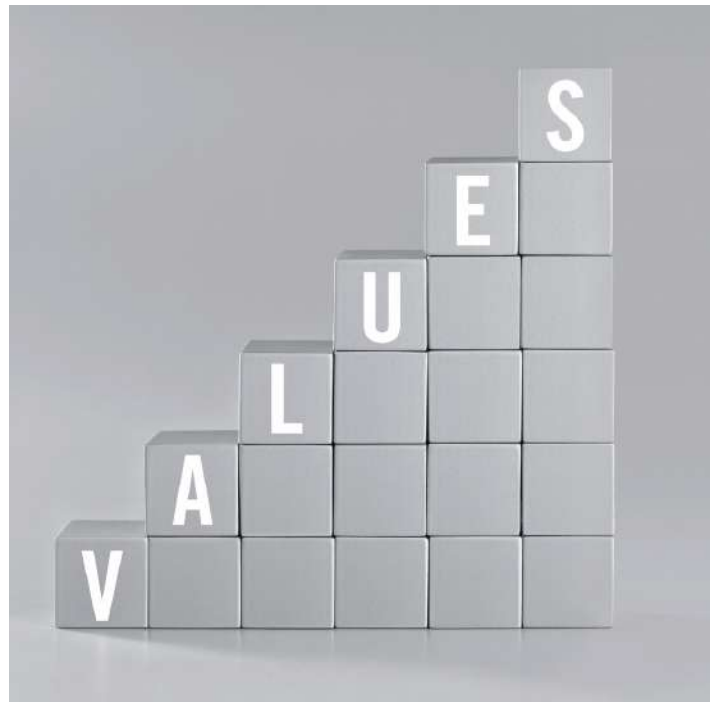


## 90 Advocates

Who are the people who celebrate your work and tell others about you? They're not your staff, and they might not be your current clients, but whenever an opportunity arises, these people advocate for you and tell others how great you are. They often make introductions for you, and they may invite you to things that they know will benefit you. So you need to nurture these people! Even if they aren't directly responsible for any of your revenue, make sure that you commit some of your marketing budget to acknowledge and thank them whenever they do something nice for you.

## 91 Social Value

The big hot topic in construction over recent years is social value, and whether or not your current clients are demanding this of you, it's time to get yourself ready. Within all your projects, and within your own internal business processes, you should be able to evidence ways that you are benefitting the environment and society. This could be recycling bins in the office, automatic stand-by on your computer equipment, bike racks and hybrid working arrangements, Fairtrade supplies, partnerships with local businesses, or charitable volunteering.





## 92 Client Management Systems

Yet another database might feel like extra admin, but a great client management system will tell you more than a customer's birthday or golf handicap. Capture their concerns and challenges, and you can create targeted offers.



## 93 Publishing Reports

As you and your team deliver successful project after successful project, you will naturally start to build incredible insight. Publish your findings and become recognised as one of the construction industry's valuable experts.



## 94 Critical Friends

This might sound like a contradiction, but critical friends are external people who believe in your work and want you to succeed. They simply want you to see your solutions through a perspective that is important to them. They are invaluable for consultations and eco-responsibility.



## 95 Feedback

Nobody likes the idea of negative feedback, but it's much better to hear it from someone who has your best interests at heart. Regularly gathering feedback from staff, clients and suppliers will help you to spot problems before they do any harm to your business.





## 97 Writing a Book

Fancy seeing your words in print? A business book is no longer a distant dream. With the advancement of self-publishing into managed-service editorial, you could write and publish a book that is perfect for your niche target audience, with the proper support of traditional design and publishing support. Think about the people you'd like to help, and the information you want them to know. This could be inspired by your course topics from Idea 76. Then map out the process or methodology you want to take them through to get to the end result. By writing just 500 words a day (about 10 minutes), you could have a 50,000 word manuscript in three months.

## 98 Constant improvement

As you collect feedback, deliver great service, recruit brilliant people, and win more new clients, you'll be generating tonnes of data. It's easy to let it disappear, but capturing that data and building it into your regular internal audits can result in clarity and opportunity. Keep your marketing audits scheduled annually, and capture useful data as it happens. Commit time every quarter or every six months to review your progress, and you might even be pleasantly surprised to see how far you've come. And if you do spot a weakness or a gap, you'll have the confidence to tackle it.





## 99 Events

Hospitality might seem a bit retro and '80s for your company, but in a post-pandemic world, people are looking for opportunities to reconnect. Whether you host or attend events, make sure you're spotting opportunities and sharing expertise generously.



## 100 Endorsing Others

One of the fastest ways to get people saying nice things about you is to say lovely things about other people first. Find opportunities to recommend and refer complementary services or suppliers who have excelled. Create testimonials and become an advocate for others.



## 101 Secure Project Space

If your work takes place over a number of weeks or months, a secure online project space is a fantastic way to build relationships with your client. Systems like Slack can host secure areas for each client, where they can log in and access project details, previous invoices and schedules.



## BONUS: 102 Communities

We all like to belong, and online communities help us to find our niche and connect with like-minded people. By creating communities for your audience, you can bring together ideas, opportunities, and conversations in a secure space, moderated by you.



# WANT MORE?



## The 25 Marketing Essentials You Can't Afford To Miss In Your Business

A masterclass video training session with free workbook, available free and on-demand from the website. Practical tips and ideas to help you implement 25 of the most significant and impactful marketing techniques for your business.



## 30 Days of Rapid Ideas

30 individual, pre-recorded, webinar sessions covering some of the best marketing tools and techniques around. Watch them all, or pick the ones that make most sense to your business right now.

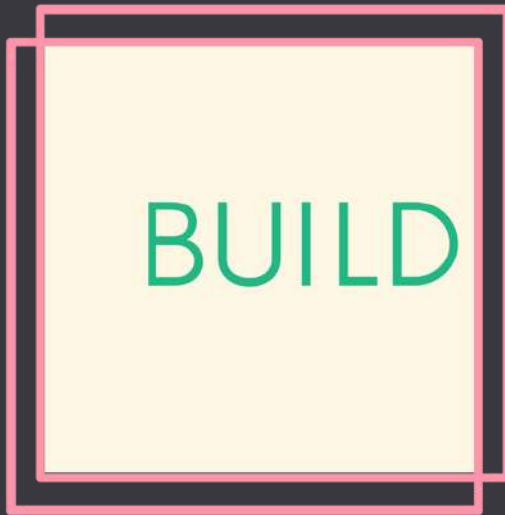


## 120 Themes and Ideas To Help You Construct A Revenue-Generating Course For Your Business

Download this free guide and workbook, which will take you step-by-step through the course creation process, helping you capture ideas and get inspiration from 120 of the most topical course themes in the industry at the moment.

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