



10

**ONE-A-DAY MARKETING
TIPS TO HELP YOU SURVIVE
AND THRIVE IN THE
CONSTRUCTION INDUSTRY**

handmade
MARKETING

Introduction

This booklet contains suggestions to help you promote your business during a period of severe economic instability in the construction sector.

Ironically marketing is typically one of the first activities to be ditched when a recession bites and companies start looking for ways to cut costs. However we would like to challenge this conventional wisdom and ask you to consider the downturn as an opportunity rather than a threat to your business.

Recessions introduce volatility into existing customer-supplier relationships which smart business people can exploit. Suppliers who are charging too much or providing poor or outdated products/services tend to get 'found out' as customers, looking to cut costs, take the opportunity to investigate what they are paying for and whether they are getting value for money.

This period of vulnerability for existing suppliers can be exploited by competitors looking to increase their market share. Customers may be receptive to the idea of switching to an alternative supplier that is offering a cheaper, leaner, more applicable or innovative proposition.

However, these opportunities are unlikely to come looking for you. You will have to make sure your business is in the right place at the right time. So, there is actually a case for increasing your marketing activity while everyone else is cutting back.

Research seems to back up this premise. Studies suggest that businesses which actually invest in marketing during recessions are the ones that come out of it quicker, in better shape and with increased market share.

So here are some suggestions about how to put your business in the shop-window and make sure you are in the right place at the right time.

Of course, not all of them will be relevant to your business. But, even if you find just two or three of them are useful and decide to implement them then this short read will have been valuable.

Good luck.



Fergus McCloskey
Managing Director
Handmade Marketing

① Safeguard your greatest assets

If, like many, you are preparing to hunker-down and ride out the recession you will need a strategy for retaining your most important assets – your customers.

You may already have lost some contracts and could possibly expect to haemorrhage a few more before the economy starts moving north again. But if you are to survive you must ensure you don't lose any business unnecessarily.

Treat your customers like your crown jewels - you must protect their business at all costs. Moreover, it makes economic sense – as it's said to be six times more costly to acquire a new client than to hold onto an existing one.

So how should you go about shoring-up your customer-base?

Why not pick up the telephone, speak to your client contact and find out if they are happy with the products or service you provide? Ask them if there is anything more that you could do for them.



Even if the answer is 'no' they will appreciate the attention you are giving them – it shows you care about them and makes them feel wanted. It also enables you to identify and deal with any issues or negative perceptions they may have of you that could eventually result in them jumping-ship.

You could take this ad hoc approach to the next stage and embark on more structured research into your customers' views. Brainstorm what information you and your colleagues would ideally like to know and incorporate this into a questionnaire that you client contacts can complete over the phone or via email, letter or online.

To ensure you receive honest, impartial answers it may be best to entrust the data gathering to a third-party.

If you have hundreds of customers you probably don't have the resources to give all of them the personal touch so start with the most valuable or profitable of them and work your way down the list.



Customer Relationship Management

If you have thousands of customers you will need to take a more structured approach and develop customer relationship management (CRM) systems to effectively implement your customer retention strategy. Sophisticated IT systems and software are available to record, track and process the various interactions you have with your customers.

However, the important thing though is to have a system in place to capture information at each client interface e.g. emails, tel conversations, letters, contacts, complaints etc and resource allocated to evaluate and exploit this data.

Hospitality

Many larger firms invest considerable time and money inviting representatives of their most valuable clients to attend sporting or other entertainment events. While this can be an expensive way of rewarding your customers' loyalty it usually pays off and can be a valuable way of gaining intelligence and cementing personal relationships.

Consider inviting a few prospective customers as well as clients and don't forget not everyone likes golf or racing so make the effort to find out in advance what they like doing - you could incorporate this into your customer survey.



If you would like help planning customer retention initiatives or implementing a CRM system please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

② Cross sell

Can you put your hand on your heart and say, with confidence, that your customers are aware of all of the products and services you offer?

If so, well done and skip to the next tip.

If not, consider for a moment the possibility that you might be able to replace all of the business you lose during the downturn or even achieve growth simply by expanding the amount of revenue you get from your existing clients.

Don't forget, acquiring a new customer requires considerably more investment than it does to retain an existing one.

After-all you have already hurdled the credibility barrier that can prevent you from creating a new business relationship.

Your existing customers trust you to deliver in at least one area so are far more likely to buy other products or services from you.

Cross-selling is however not a passive discipline. Don't wait for your customers to stumble upon the information about the other products/services in your portfolio sometime in the distant future.

You must be pro-active and **TELL THEM ABOUT IT.**



There are a variety of ways to educate customers from a simple "did you know" email to more sophisticated and systematic approaches.

The distribution of a regular e-newsletter featuring stories about or links to your portfolio would also help to raise awareness of the 'other' products/services you provide.

If you have a website some careful product placement - i.e. promote complementary or associated products/services next to each other.

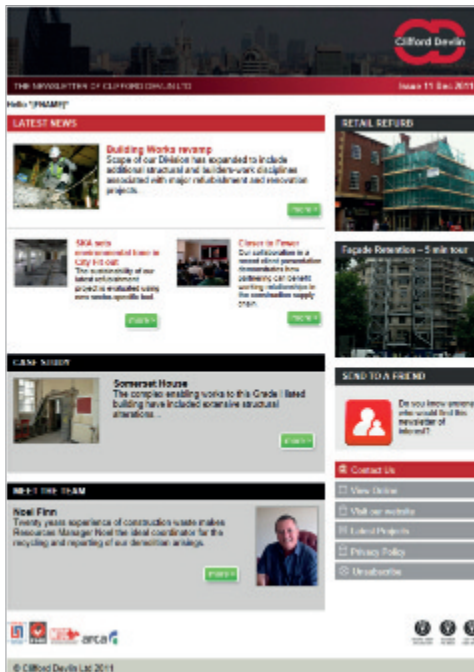
Perhaps you could bundle them together and offer your existing customers some mouth-watering offers that they may find hard to resist!

Social media can be very useful when cross-selling into an organisation. It is very easy for contacts to put you in touch with colleagues then and there if you share social networking resources like Twitter, Facebook, Linked-in.

Don't forget that to successfully cross-sell you must be meeting a customer need - at all times keep asking yourself is this in their interests? What's in it for them?

Finally, stay relevant - don't overload customers with too many suggestions or things that are not related to what you are already supplying them with.

You should ask your client contact if they are happy for you to 'go-hunting' within their organisation for leads and if so, how you should go about it. Find out who is responsible for purchasing the other products/services you offer. Thereafter it will be left to your skill and perseverance to seek the new business opportunities that may be there.



CASE STUDY: CLIFFORD DEVLIN

Clifford Devlin is best known in the industry as a demolition contractor but the company has significant resources and experience in asbestos removal and high-end commercial refurbishment.

To raise awareness of these other disciplines within in its existing contacts and create opportunities to cross-sell, the company ensures that its quarterly newsletter contains references to all its portfolio of services. Its e-newsletter, which is circulated to over 1200 opt-in subscribers, contains a mixture of news items, case studies, technical features and a regular "Meet the Team" feature on a different member of its staff.

Its latest newsletter (circulated to commemorate its 50th Anniversary) was opened by 424 recipients (open rate 24%), generated over 12% click-thrus (the industry average is 4.4%) and plenty of feedback from prospects/clients and other interested parties.



If you would like help creating a plan to cross-sell to your clientbase please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

3 Get prospecting

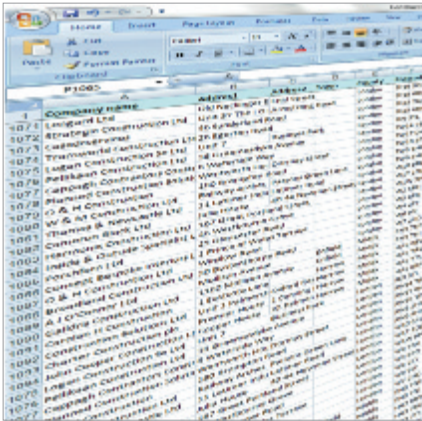
Prospecting is the term for a more focused, intensive sales and marketing technique which involves researching, identifying and developing leads.

It is typically resource intensive and therefore makes sense if you concentrate on small batches of targets - perhaps 10 or 20 at a time.

Creating your 'hit list'

First you need to create a shortlist of firms.

Most business owners with a thorough knowledge of their industry sector will have a good idea of the organisations they would most like to do business with.



Company Name	Address	Phone	Email
1. Commercial Interiors	1400 Park Road, Epsom, Surrey	0181 606 1111	info@commercialinteriors.co.uk
2. Construction Ltd	1100 The Old London Road, London	020 7461 1111	info@construction.co.uk
3. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk
4. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk
5. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk
6. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk
7. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk
8. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk
9. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk
10. Construction Ltd	1000 The Old London Road, London	020 7461 1111	info@construction.co.uk

It might, however, be beneficial to go through the process of defining your ideal customer profile - in terms of size, geography, type of work, business culture etc and research the market to identify any new companies that match your specification.



Identify the target contacts

Once you have created your hit list you need to identify who the key targets are within these companies i.e. those who with influence or make the procurement decisions.

A variety of techniques are available to discover appropriate contacts and you should employ all the ways at your disposal which may involve a little detective work. List of buyers or procurement personnel are available to purchase e.g. "UK Main Contractors" or "UK Developers" databases published by Property Data.

You can use the advanced search function in LinkedIn or even search engines. Ask colleagues or members of your own network.



The approach

Armed with your list of target contacts there are a number of direct and indirect ways of making yourself known to them.

If you are lucky enough to know someone that works for the company ask them for an introduction.

Otherwise you can try the conventional approach i.e. introducing your company via an email, letter or telephone call. Apply your efforts in a systematic way to ensure no stone is left unturned.

If the traditional approach does not elicit a response you may need to use more creative techniques to get their attention.

Find out if the company is attending any conferences or networking events where you can say hello in person. Try offering them some added value - perhaps a piece of research or a technical paper.

Is there a novel product or technique you have devised or an aspect of your work in which you excel that can be used as content for a seminar or presentation?



CPD seminars are particularly useful 'door openers' in the construction industry but make sure that your presenter has commercial experience or is accompanied by a member of your sales team to ensure you are able to fully exploit the occasion.

CASE STUDY: KKB REMEDIATION

Kent-based KKB specialises in the remediation of contaminated land. In an effort to gain access to decision-makers in their target market (contractors and consultancies) they developed a 40-min technical seminar in 2011 entitled "Deconstructing Regeneration" which explains how the cost and environmental benefits of remediation can be quantified by using a case study from their archive. The presentation is delivered by their Senior Project Manager.



The seminar has been delivered to a specialist regeneration Consultancy in Greenwich, one of the country's top 10 main contractors and the UK's largest demolition contractor providing the company with an invaluable opportunity to introduce its services to three key target prospects.

If you need assistance to develop and implement a prospecting campaign call us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

④ Plug into the network

You have heard the expression 'it's not what you know, it's who you know'.

It was never more pertinent than when applied to the construction industry which is held together by personal relationships. The most successful entrepreneurs and businesspeople are those that have mastered the art of networking - the practice of forging personal relationships with the intention of generating leads and possible future sales.

While it is viewed by many as a daunting prospect, as in most things in life, the reality is somewhat less frightening. To succeed you just need to be able to talk engagingly about what you do.

Although you could be said to be networking when talking to anyone about your work, the practice is more typically associated with pre-arranged events involving invited participants. These can range from the very casual - chatting at a drinks reception - to more formal events involving short presentations or organised around a particular theme or topic. Networking groups usually meet regularly (e.g. monthly) over breakfast, lunch or after work.

Dedicated organisations exist to facilitate construction networking. LinkedIn has a hundreds of groups dedicated to specific construction disciplines and issues which take advantage of the viral nature of the Internet to develop and propagate business relationships.

Your local Chamber of Commerce, Business Link or trade association to discover what business networking organisations are available in your area or industry.



The London Chamber of Commerce (LCCI) has a Property & Construction Group which organises various networking events such as breakfast clubs and seminars.

The Construction Network is an industry-specific online business network aimed at professionals, organisations and communities connected to the UK architecture, engineering, construction and property industry.

The Doyle Club, formed in 1999, is more informal with monthly meets in a pub in the City of London.

Some tips for attending a networking event:

- psyche yourself up before you go
- prepare and rehearse a 30-second pitch that summarises who you are and what you do
- remind yourself why you are there
- set yourself specific goals
- take plenty of business cards

Starting up a conversation with a stranger takes a modicum of courage but remember you are unlikely to be cold shouldered as everyone else is there for the same reason as you!



Thirty second pitch

Known in America as the "Elevator pitch" the 30 second pitch will enable you to summarise what you do in 3 or 4 sentences and learn it off by heart so becomes second nature. Here is the 30-second pitch for GHS Services:

Hello, I am the Operations Director of GHS Services we are an Essex-based provider of specialist water hygiene and treatment services.

For over six years we have been monitoring, sampling and analysing domestic and commercial water supplies for TVC, Ecoli, Legionnaires, disinfecting water systems and providing pre-Commission cleaning for various well-known companies in the FM sector as well as schools and local authorities.

Other associated services we provide include property maintenance and drainage contracting.

Our key selling points are a very responsive service and extremely competitive rates. We are Safecontractor accredited and members of IOSH.

If your contact is interested in anything you have said then you can expand and start exploring and developing your business relationship.

If you would like help identifying or participating in business networking please contact us on 020 7300 or enquiries@handmademarketing.co.uk.

5 Go public

Have you considered applying for publicly tendered work?

Each year, the public sector procures around £220 billion on works, goods and services.

This ranges from the NHS, to the police services, education authorities as well as local and central government.

The benefits of public contracts can be compelling - stable long term contracts, usually prompt payments - the kind of stable longer term work that everyone is looking for.

Many SME firms in the construction sector still believe that they are simply too small to win public sector business but these contracts need not be the preserve of large construction firms. Often buyers would rather award contracts to smaller, local firms if they can demonstrate their ability to deliver.

How to find the opportunities

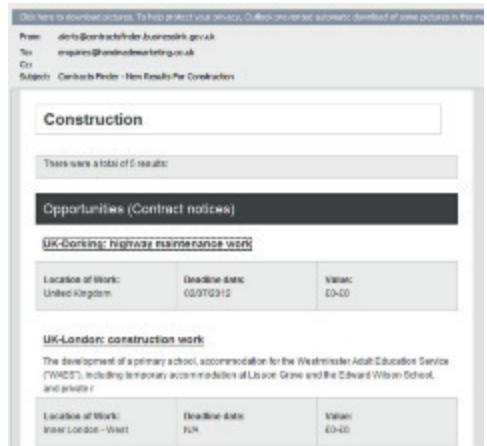
On average 250 construction contract opportunities are advertised every week.

By law all higher value contracts (> £100k) have to be published across the EU via the Official Journal of the European Union (OJEU)

However, many smaller contracts are also published via the Supply2Gov website run by Business Link.



To receive daily notification of relevant contract notices you will need to register on the website and enter the criteria of work that you are interested in i.e. geographical catchment area, contract value and type of work by selecting Common Procurement Vocabulary (CPV) codes. Thereafter you will receive daily notification of relevant contract advertisements via email.



The Tendering process

Registration - to obtain details of the contract/project you will typically need to register your interest with the buyer often via their website or a tendering portal such as Delta or Bravosolution.

Pre-qualification - you may be required to pre-qualify by completing a Pre Qualification Questionnaire (PQQ) which can be completed in paper or electronic format and will typically ask you to provide basic details of the company, its financial position, insurance details, accreditations, policies, experience etc. Marks will be allocated and the top 5 or 6 will usually be invited to tender.

Invitation to Tender (ITT) - you will be required to provide more detailed explanations about your proposed methodology and working practices and submit a pricing schedule. The ITT will also be scored and the top scoring tender will either be awarded the contract or the top 2 or 3 invited to an interview to clarify certain issues.

Note: Although you may find some contracts are too big, it's worth following up 'contract award announcements' where the work is related to what your organisation does. The winning contractor may be looking to sub-contract some aspects of the work.



CASE STUDY: BSW BUILDING SERVICES

Sussex-based, BSW Building Services has been providing specialist building services to assist the development and maintenance of residential and commercial property since 1962.

The company's core revenue comes from installation and maintenance of central heating systems for social housing and it has therefore set-up systems for identifying and applying for term and framework contracts advertised by Local Authorities and Housing Associations.



BSW subscribes to a number of services that notify them of contract notice including Supply2Gov, Up against several much larger competitors the company was recently awarded a place on the Framework Agreement for Maintenance, Servicing, Repair and Installation of Commercial Heating Systems for the Northern Housing Group and a 5-year contract to provide domestic heating maintenance for Adur District Council valued at £600k per annum.

If you would like help identifying and winning publicly advertised projects please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

⑥ Spread the word...

Are you fully exploiting the media to raise awareness of your company within your target market?

Public relations is often overlooked, especially by SMEs, because it is not designed to deliver instant, tangible results. However, it should be seen as a valuable ingredient in your overall strategy to communicate with your target audience.

Editorial is said to be ten times more powerful and persuasive than advertising since it is perceived by the reader to be an impartial, independent endorsement. So what should you be releasing to the media and how?

Believe it or not many of your prospective customers are keen to read interesting stories about you. The important point here though is they must be 'interesting'. New appointments, new promotions, new products/services, new contracts, project completions and survey results all make great content for press releases.



The Internet has made it easier and cheaper than ever to circulate press releases. It takes just minutes to set-up an account with an online PR tools (e.g. prweb.com, pressbox.co.uk, prnewswire.co.uk) and upload your press releases.

One news item or article is unlikely to generate a flood of new leads but should be seen as part of a cumulative process to raise awareness and credibility of your brand.



Some tips when writing a news release:

- Use eye catching, snappy headlines to attract readers to the story
- Put the whole story in the first sentence or paragraph
- Use short sentences with factual and objective information
- Keep the word count down to 300 words max
- If possible include a quote from a named person as a point of reference
- Include your contact details for feedback
- Include a hyperlink to your website to generate traffic and boost its search engine ranking

Feature articles

Opinion pieces and case studies are better suited as feature articles. If you have a recent project you would like to publicise or an issue that you need to get off your chest why not send a synopsis (summary) to the editor of a trade publication.

If they are interested they will let you know approx how many words (typically 600-1500), copy deadline and any style guidelines which you can pass to your copywriter.



Maximise the exposure

Post press releases and feature articles onto your website to maximise the efficiency of the process.

If you have a Twitter account tweet the headline and hyperlink to generate additional traffic to the site. Associate your twitter and linked-in accounts to circulate the release to your business networks.



If you have images or video content why not consider posting them to content sharing sites such as Flickr or YouTube - make sure you tag them with your company name and links to your site.



Editors and bloggers search social media for news content and may pick up your story or content and promote it themselves.

If you need help preparing or distributing information about your organisation please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

7 Get by with a little help from your... customers

Do you know anyone who works in your target market, is on first-name terms with some of your most coveted prospects and has first-hand experience of your products or services?

If you have any customers, the answer is YES!

Your existing client-base is probably your most valuable source of warm, if not downright scolding-hot leads. Not only will they know the right person you should approach, they may often make the introduction for you and should vouch for you i.e. recommend your products or services. This form of personal endorsement builds instant trust and assurance - barriers which often take time to overcome and can hinder the sales process.

However, while requesting and receiving referrals from existing customers is considered a routine form of lead generation in the USA our business culture in the UK is not as well disposed to this assertive, confident, even brazen request for 'help'.

But put the boot on the other foot for a minute. How would you react if one of your suppliers asked you for a referral? Would you recoil in horror at their effrontery or be glad to help them out? Your clients will probably react the same way so steal yourself, make that call and experiment with a variety of approaches e.g.

- "we are looking to expand in your sector - do you know anyone we could approach?"
- "do you know anyone that you could introduce us to?"
- "would you mind if I used you as a reference?"



References and testimonials

A written reference from one of your customers is one of the best endorsements you can get - a very persuasive and powerful way of building credibility.

It will be even more convincing if you publish the author's name. This adds authenticity as it is traceable. The reader is never likely to test its authenticity but the fact it is that there makes it more credible and powerful.

“ Handmade Marketing's ability to get articles published has enabled us to talk directly to our target market for the first time. The process of researching and gaining approval for the copy also helped to strengthen our relationships with the supplier, client and third parties involved.

Arthur Nelmes, Managing Director,
SBS London

It is very rare that a customer rejects the request of a testimonial although you will almost certainly have to create it for them. More often than not it is approved without any major changes. If you have a website proudly display the testimonials where visitors are likely to see them - many sites have a dedicated page but consider sprinkling them over the site to gain maximum impact.

Case studies are incredibly powerful in narrative form and much more interesting and influential than a factual description of your products/service. Tell the story - how your customer found you, how you fulfilled their need and what benefits it has brought them.

Perhaps you could approach one of your clients to do some joint-marketing initiatives - perhaps preparing and publishing an article on a project you did for them or organising presentations with representatives from both companies involved? Not only does this improve the content of the presentation and makes it a more powerful way of developing new business for both participants but it also serves to strengthen your relationship with them

If you have particularly helpful, loyal and enthusiastic customers you may wish to make use of them to spread the word about your business.



- 14% of consumers trust advertising
 - 78% of consumer trust recommendations from other consumers
- AC Nielsen

If you want to use word of mouth marketing you cannot rely upon your brand advocates to do it for you, you will need to actively create or find platforms for your customers then encourage them to comment about your business.



Social media such as blogs, forms, online communities and other viral methods are generally the most powerful ways of distributing your customers' opinions and starting conversations about your business. You could ask them to post a review or write a blog post, maybe a video on you tube or a tweet. You might be surprised how many people are exposed to it – some may even be prospective customers.

It is very inexpensive way of promoting your credentials – perfect for small businesses as your only real outlay is in time. A particularly loyal and satisfied customer will probably do this for free but you may need to oil the wheels with some incentives.

If you would like us to help you devise a referrals campaign please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

⑧ Exploit your email

Have you ever wondered why people send promotional emails as you are routinely deleting spam from your Inbox every morning?

Its because..... IT WORKS!

Recent research revealed that response rates for email (3-10%) are up to five times greater than traditional direct mail (2%). And other benefits of using the medium are well documented:

Cost effective - no print, material or postage

Turnaround - an email marketing message can be prepared, distributed and responded to in a fraction of the time of traditional direct marketing. The initial set-up can be done in minutes or hours - no waiting for commercial printing or stuffing of envelopes - distribution is instantaneous

Response time - you can start receiving feedback and responses in minutes or hours. 80% of email marketing responses will arrive within 3 days.

Measurable - as a digital medium you can use technology to measure, monitor and track its performance.



Because of its immediacy and ease-of-use email marketing is particularly suited for developing customer retention/loyalty, brand awareness, promotional campaigns and driving traffic to your website.

Mailing lists

There are a variety of ways of building your e-mailing list. A good place to start would be your existing customers, suppliers and other business contacts.

You can use your website to harvest email addresses or rent lists from trade associations or direct marketing agencies.

	Direct mail	Telemarketing	Email marketing
Reach	All households	Most households	Internet users
Response rate	2%	10-20%	3.5-10%
Cost per message	£1	£6	3p
Turnaround	Slow	Quick	Quick
List availability	Very good	Good	Limited
Response time	Slow	Quick	Quick
Interactivity	No	Yes	Yes

Format

Here are some simple do and don'ts...

- "From" field - make it recognisable, preferably someone's name (increases levels of trust)
- "To" field - never populate the CC field with list - use BCC
- "Subject" - this is probably the biggest influence of the open rate - whether your recipient will open the email or delete it. Make it attractive, interesting and catchy but don't go overboard - avoid using CAPS (you shouldn't be shouting at your customers) and try not to use superlatives - it may be mistaken for spam and deleted or sidelined by a spam filter.
- Un-subscribe - always give the recipient the ability to unsubscribe from the mailing list - a link near the bottom of the email will suffice
- Signature file - always include your name and contact information preferably at the foot of the email so the recipient can contact you or click through to your website
- Attachments - finally try not to add any attachments if you can help it - they slow download times and can be quarantined by anti-virus software as a security risk

Distribution

Distribution can be performed using a simple mail merge in MS Outlook. For bulk mailings (>200) you should consider using e-marketing software there are a number of good online services available such as MailChimp, Jango, dotMailer.



It will almost certainly save you money by removing production costs and you will benefit from the viral nature of email to build your subscriber database.

If you produce a house journal or newsletter have you considered converting it into an e-newsletter?

CASE STUDY: GLOBAL ENVIRONMENTAL

Asbestos-surveying firm Global Environmental use email to promote new offers and services to their target audience - refurbishment contractors in the South of England. The company has implemented three email campaigns in 2012 to a select mailing list of recipients- each focusing on a different aspect of their offering

- 24 hour turnaround of survey results
- New report format
- Asbestos-awareness for contractor training

Open rates vary from 15-27% but the campaigns have generated several leads from new prospects two of which have been converted into long-term business valued at £80k.



If you need help optimising your website for search engines or setting-up a PPC campaign please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

⑨ Reduce your advertising spend

Those of you that can remember the last recession or have experienced hard times will recall that the good old advertising budget is normally the first in line when the cost cutting axe is wielded.

After all, it's such an easy target - often seen as a luxury item to be slashed to make instant savings that help balance the books when the orders start drying up.

In the initial panic the negative consequences of this tactic are often overlooked.

Unless your advertising conveys the wrong message or is hitting the wrong audience, cutting back or terminating it altogether will only reduce your chances of generating new business and will therefore prove to be counter-productive in the long run.



So, how can you decrease your advertising spend without reducing its effectiveness?

The answer is, to make it more efficient by shifting your resources to the most productive channels and audiences.

To do this you need to identify which media and campaigns deliver the best results and therefore mechanisms for capturing and analysing performance data i.e. where the leads are coming from and how many are converted into business.

This type of feedback can range from the relatively crude and anecdotal (instructing your receptionist to ask new callers where they heard of you) to very sophisticated systems of data warehousing and customer relationship management.

GUARDTECH CLEANER Tel : 01295 724277
Biodegradable rust remover for building equipment

Construction Features

- Special Feature: Demolition**
Analysis of special issues in demolition, including the specific requirements for
- Special Feature: Piling & Ground Engineering**
Latest news from the geotechnical sector
- Choice of Content**
Education Services, News and Professional

Digital advertising, by its very nature, enables audience behaviour to be captured using access logs and reported e.g. click through rates.

Display and broadcast advertising is more problematic.

However, by routing respondents through identifiable channels e.g. dedicated telephone number, website or landing page you will be able to track the effectiveness of a particular medium or campaign and transfer your resources to the most productive.

Date	Ad Clicks	Ad Impressions	CTR	eCPM	eCPC
2009-10-22	305	178861	0.204%	0.020	0.010
2009-10-23	336	162366	0.207%	0.022	0.010
2009-10-24	348	132915	0.262%	0.026	0.010
2009-10-25	528	186608	0.283%	0.005	0.002
2009-10-26	538	219047	0.246%	0.016	0.007
2009-10-27	548	170960	0.321%	0.063	0.020
2009-10-28	560	165416	0.339%	0.028	0.008
2009-10-29	348	128430	0.272%	0.027	0.010
Totals:	3571	1344763	0.268%	-	-

1.) CTR = click through rate
2.) eCPM = effective cost per thousand impressions
3.) eCPC = effective cost per click

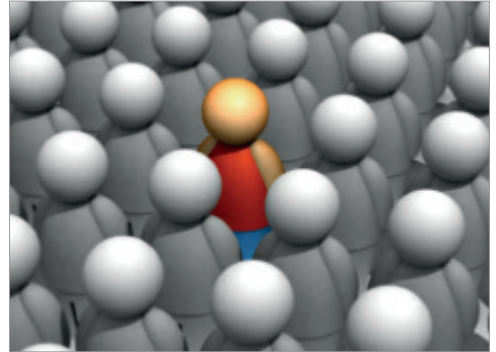
If you would like help creating a plan to cross-sell to your clientbase please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

10 Get noticed

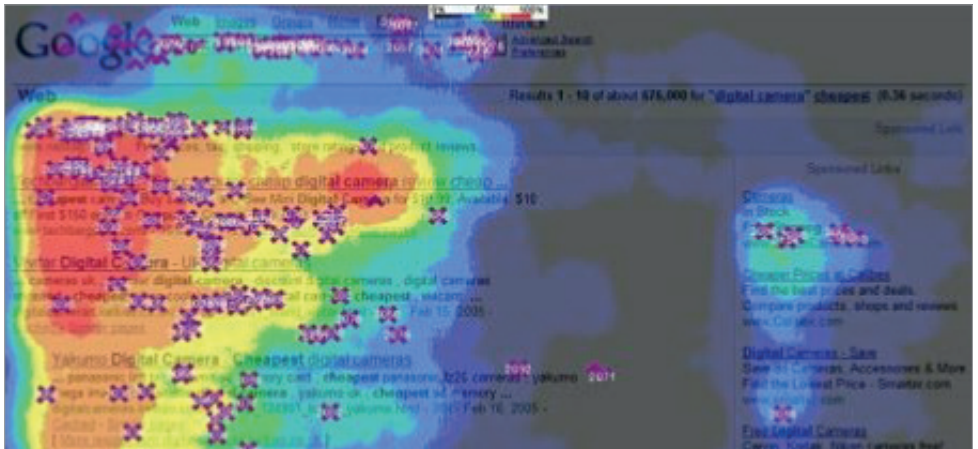
Construction procurement is usually a methodical process but you may be surprised how many suppliers or contractors are identified using the Internet.

While word-of-mouth, trade associations directories and recommendations have traditionally been the most popular ways of finding a supplier in the construction sector, it pays to have the means to capture the increasing enquiries that are made using search engines.

To do this effectively your website must have good visibility on search engine results pages (SERPs). Most SERPs contain two types of listing: organic or natural listings on the left and paid-for listings or 'sponsored links' on the right (and sometimes top left).



The two biggest factors affecting the ranking or position of your website in natural listings are relevancy and popularity.



A Heat-Map from a search Engine Results Page shows the popularity of organic listings

Relevancy

A search engine will find your site relevant if it contains content that matches the term or phrase your potential customers are typing into Google, Yahoo, MSN etc.

Spend time identifying these phrases and incorporating them into your site especially in titles and headings; don't over-use them - search engines will penalise sites which have a keyphrase density exceeding 10%.

Also be as specific as possible - it is easier to get good results for a 2, 3 or 4 word phrase and it will attract more relevant traffic.

If you provide goods or services to a specific region or location include this in the content as users often include geographic location to refine their searched e.g. "precast concrete products Surrey".

Popularity

The popularity of your site is not measured by the amount of traffic it generates but the number of other websites that link to it. Implement a link-building programme to maximise your ranking.

Pay Per Click

Sponsored links on search engines provide a flexible, measurable and performance-based method of achieving instant visibility and are particularly suitable for promotional offers, seasonal campaigns or for multiple keyphrases. It is cost effective too - you only pay when a visitor clicks through to your site.

Google and Yahoo have step-by-step instructions on how to set-up a Pay-per-Click (PPC) campaign which allow you to set your click-through cost, daily budget, keyphrases and target your audience.

CASE STUDY: McCORMACK BENSON

McCormack Benson Health & Safety (MBHS) are health and safety consultants that specialise in supporting small businesses in the construction, aerospace, FM, healthcare and corporate sectors.

Keen to generate more enquiries from construction prospects via its website www.mb-hs.com they embarked upon a programme of search engine optimisation. Using online tools and data and brainstorming employees and clients they identified 6 key search terms which included "health & safety consultancy SME", "Health & safety consultants construction", "health & safety advice South East" etc.

The website was carefully edited to include these terms in prominent, efficacious locations and a link-building programme was implemented which involved resgierting the site and submittign hyperlinks on a number of key industry sites and web directories.

The site now appears on the first page on Google for most of the search terms which has increased visits by 160% and the site now generates over 25 enquiries from relevant prospects each month.



If you need help optimising your website for search engines or setting-up a PPC campaign please contact us on 020 7300 7250 or enquiries@handmademarketing.co.uk.

Handmade Marketing

Handmade Marketing specialises in helping companies in the construction sector to identify and develop new business.

Established in 2008, the company operates throughout the South East from our offices in the City.

Our marketing experts provide hands-on assistance to firms that need help developing methods to approach their target markets.

We have experience and expertise in every discipline of the marketing process including:

- Strategy and planning
- Bid management
- Prospecting
- Communications
- Web development
- Media relations
- Search marketing