



6 Ways to Market Your Construction Business During COVID



How to Effectively Market Your Construction Company and Win More Business



PHONE
866-432-2021

WEB
www.redteam.com



**“RETHINK YOUR MARKETING.
SHIFT YOUR FOCUS TO
TACTICS THAT WILL MAKE
A DIFFERENCE.”**

- Rob Morton
National Sales Director, RedTeam

With a changing landscape throughout the construction industry, one thing remains the same – life may slow down, but construction remains strong. We are at a crucial turning point, where construction companies can harness that strength and turn it into business strategies that will increase brand visibility and set the stage for long-term growth. Now is the time to rethink marketing plans and shift focus to tactics that will make a difference.

While it may seem like an easy task, focusing on your marketing strategy often requires a hard reset. You have to take a step back to square one and think about the image you want your company to project into the market.

The COVID-19 pandemic functioned as an unexpected, yet effective, reset button for many companies. Now that you’ve reached this fork in the road, here is a roadmap for building a marketing narrative that can help you revamp your presence in the market from this point forward.

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The Importance of Marketing



Tell Your Story

Make a Case

Demonstrate

Just as a solid foundation supports a building, firms need to develop the foundation for telling a compelling narrative that can help drive growth.

Answering questions like why should prospects know you, why should they want to know you, and why should they trust you are foundational components of every firm's story.

In this digital, increasingly remote age, there is likely a lot of existing information out there about any given company. The key here is to control the narrative in making your company's case.

In this case, one paid advertisement will not cut it – you need strategic campaigns that build credibility through results. A good way to do this is through measurable customer feedback and PR initiatives.

In addition to case studies that highlight your ability as a firm to deliver great value, you also need to demonstrate how you actually do that. Presenting workflows and explaining how your firm manages key aspects of a project can be a deciding factor in winning new business. Firms can market themselves by presenting the project team and explaining how they use technology to ensure all subs on the jobsite are compliant, to manage safety and to track and capture information.

Telling Your Story



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**ASK YOURSELF
THESE QUESTIONS**

Why should prospects know your firm?

Determining which prospects are the best fit for the services you offer is essential for telling a company story that resonates and engages the right prospects at the right time. Looking at your current customer base and identifying commonalities (i.e. company size or industry) is a good place to start.

Why should they want to know your firm?

What are the attributes that set your company apart and make a prospective client want to know about the firm and how it works? Wrapping those strengths into the story in a way that communicates value to the client will open a conversation and begin building the relationship.

Why should they trust your firm?

The complexity of construction projects and risk associated with the delivery of the project on time and on budget make trust a key factor in winning new business. A key part of telling your story should be focused on communicating company values and building credibility for your firm's trustworthiness, capabilities and professionalism.

Making A Case

Studies

Surveying customers is one way to develop market studies. This information allows you to dig deeper and find out what went right and what went wrong on a project. These studies can help improve company performance by defining key performance indicators (KPIs). Feedback from customers can bring to light things that might not seem significant but were important to the client. Customer surveys can give you the tools to measure projects more effectively as well as information that can be shared with other customers and prospects.

Public Relations (PR)

PR provides major benefits in the form of third-party validation, providing opportunities to contribute your insights in local print and broadcast media, trade media and other outlets. This commentary positions your company as an expert source and can jumpstart conversations with prospects seeing the press coverage and wanting to know more about you. It's also important that you keep key media, like construction trade magazines, up to date on company news. This earned coverage gives your brand a credible online presence that's one Google search away from potential partners and customers.



A case for your business...

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Demonstrate how your firm works.

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Present your internal management process and philosophy

Showing how you run your business, how you manage documentation and communication and what level of information the owner will have access to as a result of these processes is a great way to build confidence. Sharing with the prospective client examples of the reporting they can expect, how you will communicate with them and how you will effectively strike the right balance between time, speed and quality for their project will show how practical you are – a quality that is often undersold.

Present your tech stack

Prospective clients want to know about how your firm's tech stack helps manage a project, track a project and deliver reports. For example, you could create a marketing piece that talks about how your company is using RedTeam, demonstrating the power of the mobile app to connect all project stakeholders

Present your team

Introduce the superintendent and project manager who will be working on a project to help build rapport with a prospective client. This rapport can make the client feel comfortable, which can weigh heavily in the decision-making process.

You will also want to present your network of subs and reasons why these subs want to work with your company in order to make the client feel more comfortable making a selection. Developing marketing content that captures the capabilities of this network and creates a vision for the client on what the relationship is going to look and feel like.

from the office to the field and beyond. Your tech stack can be another deciding factor in whether or not you are awarded a project by an owner. It elevates your firm as a forward-thinking company that invests in business growth and can make owners more comfortable with how their project will be managed on and off the jobsite.

Maintaining Momentum: Tactics for Effective Marketing

Your Website is a Resource

Before building a website, think about the intention of your company and what purpose your website will serve. When working with clients on building their websites, the first thing Dan Scala at Agency THE stresses is to realize websites are no longer informational tools; they are sales tools. In other words, look at websites as adding another salesperson to your team roster.



Your website should include value-added content that creates a presentation of your firm as a subject matter expert. This content can exist via a standalone blog on your site, easily accessible through the homepage. Showcasing your existing client work, case studies and other downloadable content positions you as a resource to your audience. By splicing in logical calls to action within this thought leadership, you take prospective customers down the entire purchase funnel – they might be ready to download a white paper or other downloadable even if they aren't ready to purchase your services right away. The catch? It's crucial you keep all of your content up to date without major gaps in posting. This way, you can provide a steady cadence of news, resources and data that other companies can reference. You also have to design and execute a follow up strategy, potentially following up asking what they thought of the content or why this was of interest to them.

There are a few simple ways to drive traffic to your website, according to Scala. We all understand SEO (search engine optimization) is very important and by creating well crafted content on a regular basis, you will see your domain authority grow along with traffic to your online showcase. Another element is to leverage social media to share snippets of information designed to drive click-through traffic. Video can be a great asset with social media platforms and job sites offer countless opportunities for great visuals.

You can also “buy” traffic. First, it's important to create a Google Ads account and buy branded keywords that include your geography. Many companies make the mistake of thinking they will automatically get website traffic just by owning a company name with relevant keywords – i.e. Jerry's Construction. Second, make sure you pick the social outlet most beneficial to your business when it comes to buying ads. Ask yourself: which social media channels are my customers using? Lastly, as mentioned, provide purposeful content. The only two objectives you should have for your website are to serve existing clientele or serve lead generation.

Make Sure Your Jobsite Marketing is On-Point



Jobsite marketing is one of the most common sense marketing strategies and is oftentimes underused. More often than not, there is significant traffic at or near the jobsite. The image you show of your organization can be driven by the visual impact that jobsite has. When you drive by a clean, organized construction site and come across a clean fence wrap, building wrap or large signage out front with images or a company logo, it sets a tone of professionalism. What many construction companies don't realize is that these signs can also serve the purpose of more than just a logo – they are an opportunity to tell a creative story to help your customer showcase their project (hence their endorsement of such signage) as well as entice future customers. For example, when Orlando's Dr. Phillips Center for the Performing Arts underwent construction and renovations, the jobsite signage along the premises included a visual storytelling element for those who passed by.

Jobsite signage is less expensive than what you might expect. The pricing is based on linear footage and square footage. As a general example – even for a large jobsite – it is estimated to cost around \$20,000-30,000 (for signage with a quarter mile of linear feet, seven feet tall). This is relatively inexpensive compared to other methods, such as billboard signage.





**Building a
relationship is more
than connecting on
LinkedIn.**

Building relationships goes beyond attending a few happy hours and connecting on LinkedIn. Surprisingly, many leads come straight out of the jobsite itself. When prospective clients come to visit the jobsite, you need to develop those long-lasting relationships and notify your crew to do the same. If someone comes to visit your jobsite, ask your crew to get more information so you can follow up.

**Building Relationships
Remains a Priority**

These are networking effects that are far more valuable than a “like” or “comment” on a social post – they are an ongoing natural element for any construction company.

Make sure you ask yourself when networking, “what are things I can do now to capture new information to benefit my business down the road?”

By identifying and implementing strategic marketing initiatives, construction companies can launch a clear picture of their mission and ultimately build brand awareness and generate leads. To learn more about marketing your business, view our BuilderChat episodes here.

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the Construction Industry.**

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