HOW TO PROMOTE YOUR BUILDING PRODUCT BRAND ONLINE

The Construction Marketers Essential Guide To Online Lead Generation and Increasing Specification
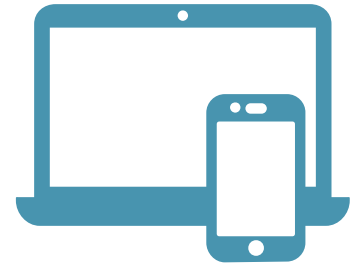
insynth

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Introduction

Change In Specifier Behaviour

With 98% of specifiers now turning to Google first to carry out their product research, having a strong online presence is critical.

If you don't have an efficient and effective lead generation setup, it could be detrimental to the success of your business and slow down your rate of growth.

You can't just rely on your network of contacts to generate work and orders. Regular repeat customers are vital for a successful business, but there will inevitably be churn over time, reducing the size of your customer base.

Having an efficient and effective system in place to win new customers and generate new leads is the key to your business' future success.

Historically, in the construction industry this has been the role of your sales team, to go out and find new customers; using tactics like cold calling, knocking on doors and tapping into their personal network.

With 98% of specifiers now turning to Google first to carry out their product research, having a strong online presence is critical. Converting this online traffic into leads and then specifiers or customers is a whole different ball game.

This eBook gives you best practice from over 30 years experience of lead generation and what we know is working right here, right now.

THE IMPORTANCE OF LEAD GENERATION

Why You Need Lead Generation

Why Is Lead Generation A Process?

Customer acquisition is needed to prevent stagnation and regression in business. All businesses have natural churn rates, even if your product is excellent and your customers are happy.

Every part of a business is based on a sound process, whether it's manufacturing, finance or sales. Lead generation and customer acquisition shouldn't be any different.

If you're not acquiring new customers, your business will quite simply struggle to improve and succeed. This is where active customer acquisition comes in - it can lead to significant growth for your business and allow you to scale more effectively.

What we're defining here is a process which is more likely to generate success by giving you a step by step guide how to generate leads, based on not only what we do but also the best practice seen by some of the world's leading practitioners in lead generation.

FOUNDATIONS

Understanding Your Audience

At the heart of every successful marketing campaign is a clear understanding of the challenges you can solve for a specific segment of your target market.

Too broad a segment and your message will be too general; too small a segment and you risk failing to generate a return on your investment.

To get your proposition right, you need to get inside the mind of your ideal customer and create messages and solutions that will help them and attract them. This is why creating a Buyer Persona is crucial.

A Buyer Persona is a half demographic profile and half psychometric profile; an imaginary 'perfect fit' customer.

However, the decision-making process in construction is complex; you've got lots of different people with different challenges and needs that could make or break a deal.

Building multiple personas enables you to shape your message and solutions to fit each of their needs, whether they are a specifier, a distributor or a contractor.

Check out our guide to creating Buyer Personas here.

Getting Your Value Proposition Right

Start With Your Customer

Review Their Problem

Present An Appropriate Solution

Explain The Benefits

Your value proposition should go deep into the problems you want to solve for people and what makes YOU the right company for the job

Your value proposition should appeal to your Buyer Persona. Once you understand your Buyer Persona, you can start to create propositions that you think will be attractive to them.

Whilst your value proposition should differentiate you from the rest of the industry, it shouldn't be viewed as a slogan or tagline.

Your VP should go deep into the problems you want to solve for people, and what makes you the right company for the job.

Value propositions that stand out tend to make use of a particular structure involving a short paragraph between two and three sentences long.

It should address the problems you solve, and the outcome you provide – whether it's working more safely, saving money, saving time, being greener or making a building more beautiful.

Hierarchy Of Building Product Specifier Needs

Specifier Legacy
- Ground Breaking
- Inspires
- Social Purpose

Personal Value
- Builds Personal Reputation
- Aesthetics
- Hassle Free
- Personal Marketability
- Personal Development

Frictionless Business
- Corporate Value
- Technology
- Strategic
- Productivity
- Service
- Technology

Product Fundamentals
- Meets Specification
- Acceptable Price
- Acceptable Leadtime
- Meets Building Regulations
- Sustainably Produced

The whole premise of your value proposition and its promotion should be around understanding your customer needs, what their challenges are and how you can help them.

When aligning your value proposition with the Hierarchy Of Building Product Specifier Needs it is apparent that your product must progress the specifier up the pyramid to create a lasting value. In doing this your business becomes more valuable to the end consumer and therefore more valuable to your specifier.

Solving for the customer - even if that solution is not your product or service - will build trust, respect and authority in your space.

Architects are famous for hating being sold to. They want to be in control of the decision-making process and they're not looking for people to sell to them; they're looking for people to help them solve.

Inform them of the capabilities and how it could be beneficial in the intended environment. By focusing on the pain points of your reader, you relate more.

Consumers today don't want to be sold to. They want to consume relevant content of their own accord that helps them progress through the buyer's journey.

Branding: Creating Your Brand Values

Conveying Traditional Values in a Modern Style

Branding is not, as it is commonly defined, just a logo or a name. It represents one of the most important assets the company can acquire, which is why branding needs to be carefully managed.

The key to effective brand equity is to understand what goes on inside the minds of your target customers/clients.

What do you want to be known for? What do you want people to instinctively think of when they hear your company name?

If you want people to think of you as being expensive, and that you're the best in the market, everything you do has to scream that message, and this should be reflected in the quality of your communications, the look and feel of your website, your logos, your literature and advertising.

Lean back into your history and your heritage, bringing your experience with you, but adapt to new technologies and new ways of doing things which are going to be better for you and your team.

It's about having an effective website and making sure your communications are always on point, whilst always leaning back into the things that made your company great in the first place.

YOUR DIGITAL ESSENTIALS

Your CRM System
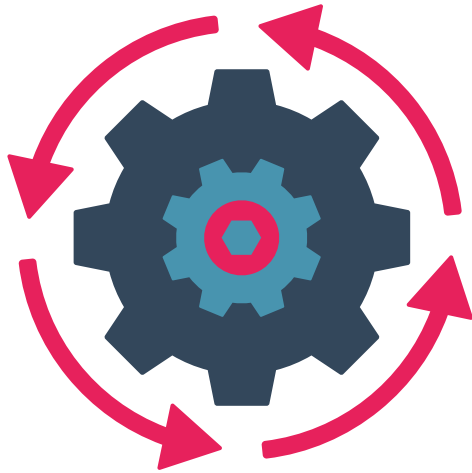
A modern, flexible CRM system will enable you to market quickly and smartly to each segment of your target audience in a tailored and effective way.

Segmentation is key. Demographic and sociographic information can help you to pinpoint audiences with propositions that are highly relevant to them and likely to solicit a greater recall and response. The information needs of an architect are different from those of a merchant, whose are different from a contractor.

One of your biggest assets is the quality of your database. Making sure it's clean, up to date and GDPR compliant will make communicating directly to your marketplace and potential customers efficient and effective.

You can have the best CRM system and website in the world, but if you've not got an email list of quality and size, you're not going to be able to promote your product effectively.

Your Website

Your website should be informative, educational, easily found online and built for conversion. You should think of your website as 'that extra salesperson', ready to convert website visitors into specifying your product or solution.

Many companies have, what we would call, a 'product brochure' as opposed to a website. To have an effective website, you must turn your focus to solving the needs (or pain points) of your Buyer Persona(s).

Informing and educating professionals who are involved in built projects is key to building trusting relationships, and this should be achieved with your website. Your website should contain informative content (whitepapers, eBooks, videos etc) and a variety of opportunities to capture leads.

'Gating' some of your more valuable resources behind a form on a landing page is a good way to measure content performance and gain those all-important contact details. We will explore this in further detail.

Your Marketing Technology Stack

Email

If you're completely new to email marketing but have a contact database to use, Mail Chimp and HubSpot both offer free email software which allows you to develop email marketing campaigns and measure the progress of such campaigns. HubSpot's starter software also allows you to create landing pages, set up some simple automations and create forms. These are excellent tools to track performance and analyse data.

Social Media

Hootsuite, Buffer, and Sprout Social are just a few social media tools available. You can schedule your posts across multiple platforms (Facebook, LinkedIn, Twitter and Instagram) ahead of time to ensure your message and branding is consistent, there are no grammar mistakes and you pick a time that will generate the most visibility.

PPC Advertising

Pay per click (PPC) is an online advertising model that is often integrated with social media. Google Ads is the only tool to use, and companies pay when a visitor clicks one of their sponsored links or calls to action. If done correctly, PPC can be highly effective. However, it should never be solely relied on for lead generation or website traffic.

Your marketing tech stack should consist of software to help manage your marketing efforts.

Marketing Automation

Marketing automation is all about streamlining your marketing processes in order to save you time. This makes the system incredible for your team, as well as your customers, and provides exceptional ROI.

Marketing automation is where software and strategy combine to create a better marketing system for you and your construction business' customers.

Avoiding Fragmentation

Having multiple softwares for each aspect of your business is brilliant however it can readily become problematic when wanting to calculate attribution across multiple channels, it may be in your interest to find one software that can provide multiple services in one place HubSpot.

As you can see, there are a variety of tools and software you can use to help develop your Email, PPC and Social media strategy, as well as any updates you make on your website.

However, the more tools you use, the more disjointed and fragmented your technology stack will be.

A fragmented technology stack can be problematic for both large organisations and small teams. For the lone marketer, it'll be difficult to keep track of every subscription you have, and for the team of 5+ people, it'll be difficult to communicate your strategy on several platforms.

Most importantly, however, is if you're using multiple platforms, you can't get the attribution right.

Having one single platform for your technical assets-like HubSpot aligns all your data and records all touchpoints with a contact. This allows you to get a full overview of the customer's journey with your company, getting a better understanding of who they are, and which methods of interaction work best.

BUILD YOUR OFFER

Creating Content

The best way to generate leads is to offer educational content. At its core, content is about engaging people and building awareness and helping people move through the different stages of the buying cycle.

For building products and construction, the following examples could all be classified as effective content:

eBooks

Podcasts

White Papers

Videos

Content Next Steps

Once you've created your educational piece of content, you need to:

1) Build Your High Conversion Landing Page:

A landing page is purposely built to encourage your visitors to take action and convert. They're cleverly designed with this end goal in mind.

2) Create Next Steps: Thank You Page

A thank you page helps to reduce your bounce rate and increase time spent on site. It also offers the opportunity to reintroduce a user to more useful content - helping the user, while qualifying them better for marketing.

A thank you page is often a forgotten resource within content however when used in the right way it becomes a valuable tool for exceeding the expectations of your user and therefore increasing the chances of conversion.

3) Move Your Prospects Through Their Buyers Journey With A Drip Campaign

Not relying solely on a 'thank you' page to keep your leads engaged, a drip campaign consists of a series of emails that get sent to your prospect over a period of time.
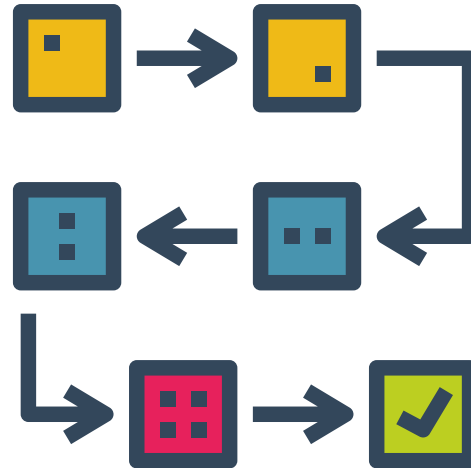
4) Build Your Lead Score Model

Lead scoring is a methodology used to rank prospects against a scale that represents the perceived value of each lead to your organisation.

It can be implemented into most marketing automation platforms by assigning numeric values to certain behaviours. For example, visiting a product page might score 1, interacting on social 1, reading a blog might score 2 and downloading an E-Book, 3. You would test and create your own way of lead scoring, only passing the lead onto the sales department once they reach a certain number.

PROMOTING
YOUR OFFER

How To Promote Your Offer

Email Marketing

Email marketing can be an effective way to connect with your target audience. Once you have lead and customer information, you can reach them regularly with relevant messages. It is not only a valuable relationship-building tool but showing up in someone's inbox also gives you the potential for direct access to target customers.

Email marketing can take many forms, and each email campaign will vary depending on your objective. A product launch campaign will look different to a monthly newsletter, for example. It is important, therefore, to set clear objectives before developing your email strategy.

To help you with this process, we recommend that you opt for software with functionalities that allow you to incorporate an element of automation, the ability to build attractive email templates and, most importantly, track and measure your progress.
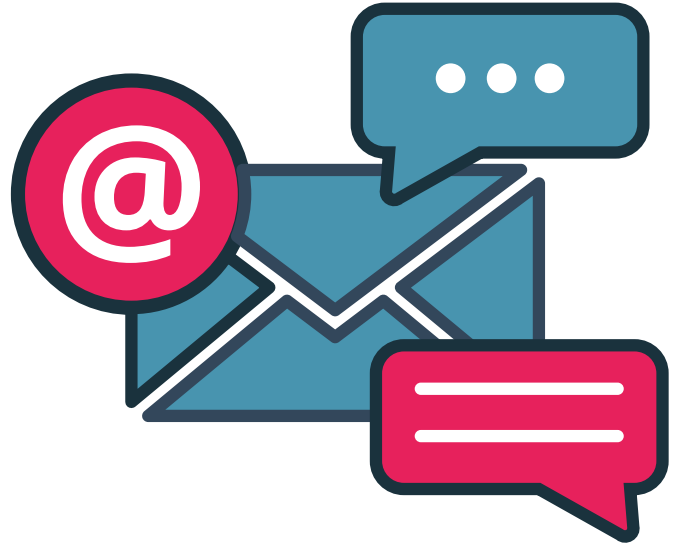
For every £1 you spend on emails marketing, you can expect an average return of £42.

There's no surprise that with the widespread popularity and indisputable benefits of email marketing, the return on investment is massive. A well-thought-out email marketing strategy will make you money.

Did you know, more than half of your email recipients won't open your email?

In this **FREE** guide, we will provide you with the right tools and techniques to elevate your email marketing efforts, driving warm leads to your site who are engaged in your product/solution offering.

Download Now
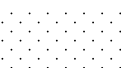
How To Promote Your Offer: Continued

Product Directories

Product directories are a trusted source of product information for many specifiers and contractors.

For a relatively low cost for an annual or monthly listing, you can upload all your product data, drawings, case studies and product news. These are then accessed by decision-makers when they are searching for products.

Directories are a fast way of getting found online for new manufacturers who may be struggling to get ranked via SEO. They also tend to have strong social media followings and newsletter circulations, making them a powerful channel for getting your brand noticed online.

We recommend promoting some high-value content that can only be accessed via landing pages on your own site, to drive lead capture.

Trade Press

Studies have also suggested that readers trust print more than any other medium, making a better impression than digital ads.

Neuroscience has actually proven that on a brain-chemistry level, people process print content with greater engagement and a deeper emotional response compared to digital.

Offer a discount code or a contact email address that is unique to the print ad only. This way you can measure how successful your print ads are and just how many people turn into customers.

We have produced our second **FREE** edition of the Insynth Digital Media Guide, to help you understand which title are the most effective in getting your brand and products seen and also help your backlink building activity.

Download Now

How To Promote Your Offer: Continued

Social Media

Social media marketing allows you to connect with your target audience and nurture relationships with them through natural interactions.

Millions of people follow brands and discover new products via social media, but they also use these channels for customer support by sending questions through private messaging.

Banner Adverts

Banner ads give you the opportunity for your product to be seen hundreds of thousands of times within the space of a few weeks; they can have low click-through rates in relation to impressions, but they can be a cost-effective way of increasing brand awareness.

How To Promote Your Offer: Continued

Pay Per Click Advertising / PPC

Pay-per-click (PPC) campaigns allow you to bid to show your ad to certain individuals, and you will pay for specific actions. These actions might be views of your ad, clicks, or conversions.

There are two primary types of PPC ads: display ads, and search ads.

Display ads are shown to users as they browse online - banner ads on news sites, for example. They are great for retargeting, reaching users who are in the consideration stage of the funnel and generating demand.

Search ads are shown to users in the search engine results pages (SERPs) when they search for a keyword you are targeting, typically, through a campaign with Google Ads or, perhaps, Microsoft Advertising (Bing). They are great for harvesting demand, allowing you to capture high-intent users who are looking for products or services like yours.

PPC campaigns allow you to reach large audiences very quickly, even if they have no connection to you. It is important to note, however, that close monitoring is important to make sure they are cost-effective and productive in terms of results.
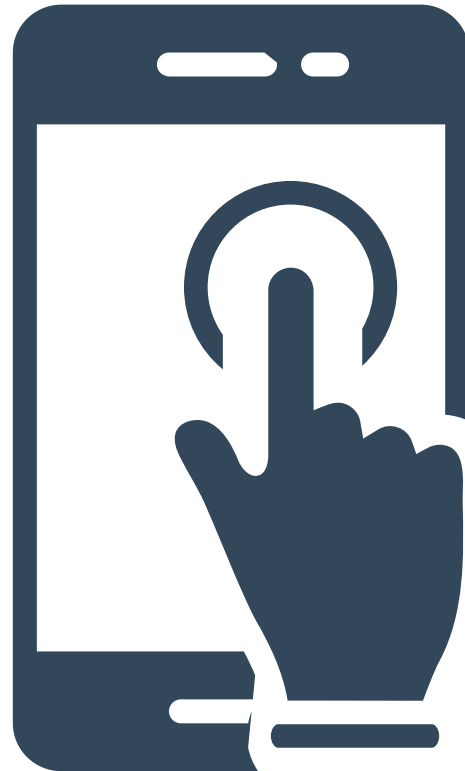
Approximately 65% of customers click on Google ads that show buying intent. This stat proves that PPC remains one of the best methods for boosting conversion rates.

How To Promote Your Offer: Continued

SEO

SEO is the practice of optimising your web presence and your site for search engines like Google and Bing. When people search for a keyword related to your industry or what your company offers, you need to be visible and prominent in the SERPs to encourage them to click through to your site.

All pages on your site, including blog posts and contact pages, should be optimised in such a way that appeals to the needs of these potential customers.
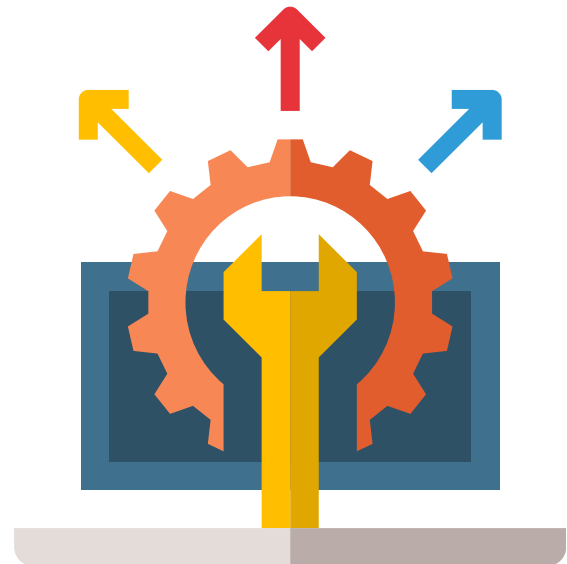
Content Marketing

Content marketing utilises the likes of articles, guides, graphics, videos, and much more to attract new users, leads, and potential customers. It is often a core part of a brand's SEO strategy since it is concerned with building natural, organic relationships with users who might become customers.

Lead magnets like ebooks and webinars can be used to attract these potential customers.

Content marketing can be cost-effective with a comprehensive and calculated strategy in place, but it rarely provides what you might call 'quick wins'. Consistency and originality are the keys to producing high-quality content on a regular basis to see an impact from your campaigns.

COMPLETING THE CIRCLE

Completing The Circle

Campaign Review

Once your campaign has run, it's time to take stock after a few weeks and see how it's performed.

Has it achieved the goals you set out in terms of lead generation? Has it been done to budget?

Using The Right Metrics

Your metrics should be linked to your offer at every stage.

How well is your landing page working? How well is your 'thank you' page working? Has it got a high bounce rate? Are people moving from that page to something else?

You shouldn't be looking at likes on social media, or impressions on a banner ad. You need to look at clicks as a ratio so you can see which adverts and CTA's are working with particular landing pages.

A recent study found that half of B2B enterprise marketers cite the inability to measure the effectiveness of their content as a challenge, demonstrating a felt need among marketers for better tools and processes for effective content metrics.

CASE STUDIES

The Best Email To Send During Lockdown

The Situation

Lockdown had just been enforced to control the spread of the Covid-19 pandemic. For most, this meant marketing plans and strategies were thwarted. With trade shows being cancelled and printed advertisement proving ineffective, we knew that we had to approach things differently.

During this time, established external flooring brand, Alfresco floors had employed Insynth to help launch their latest product, The A-PED™. With the obvious challenges presented to us in the wake of the pandemic, we turned to email marketing to help facilitate the launch.

Why Email Marketing?

We were led by research taken from world-leading email marketing strategists, Worldata, who found that whilst fewer emails were being sent (-24%), more people were checking their inbox (email inbox activity was up 24%).

Sector: Outdoor flooring/decking materials

Services: Decking solutions, pedestals and subframes for high-rise, external applications

Research from Worldata shed light on some of the best performing words used in subject lines. Words such as 'you', 'your', 'help' and 'free' were coming out on top. It was clear that more people were reading their emails, but we knew that pushy self-promotion was not the way forward.

Taking The Inbound Approach

The research from Worldata aligned itself with the Inbound Marketing approach that we advocate at Insynth: helping the audience with their pain points and positioning our clients as the thought leaders.

This driving methodology led us to an eBook about the latest UK fire regulations- with a subtle 'nod' to how the A-PED™ helped solve architects and specifiers' pain points.

The email we constructed contained clear CTAs to a carefully designed landing page – aimed at high conversion – in order for professionals within the space to download the eBook.

Results	Figures
Number of Downloads	440
Landing page conversion rate (recognised average – 2.35%)	9.12%
Landing page conversion from Email	45.2%
New contacts created so far	207
Organic Traffic increase in one month (March 2020 – April 2020)	+75%
Email open rate	19.2%
Email click through rate	15.2%
Email delivery rate	98.59%

For Insynth and our client, this was a great achievement and one that proves the power of email and content marketing. You can read the full case study by heading over to our 'results' section on our website or clicking here.

# From Ground Zero To Sound Zero With Content Marketing

The Situation

Design-led acoustic solutions supplier, Sound Zero, approached Insynth at the beginning of their journey. As a start-up company, Sound Zero was keen to promote its innovative solutions to a wider audience of architects, designers and other professionals involved in the design or refurb stage of a commercial project.

Led by the company's Creative Director, Gavin Brightman and recording studio builder-and all-around acoustic genius-Luke Warwick, Insynth could see the vast potential in this two-man band.

Insynth was more than willing to join the guys as their outsourced, in-house marketing team.

"They had the products; they had the solutions, but no one knew about them. We couldn't wait to help tell their story." Leigh Simpson, CEO, Insynth.
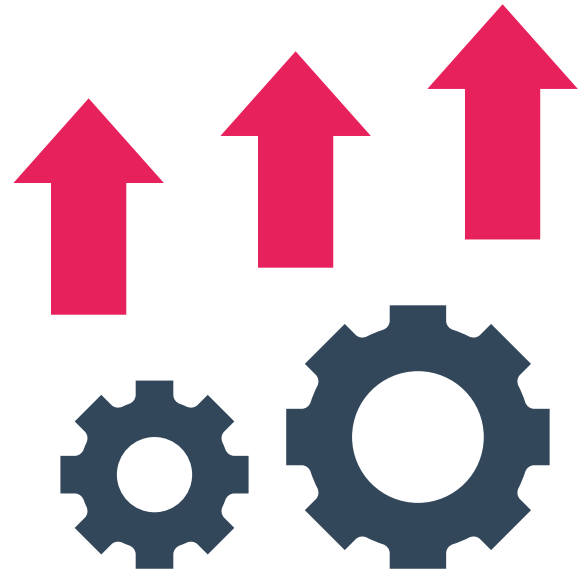
Sector: Architectural/design acoustics

Services: Design-led acoustic panels, acoustic partition walls, soundproofing panels, acoustic ceiling solutions

How Insynth Helped?

Insynth identified an opportunity to adopt inbound marketing methodologies to create a demonstrable gap between Sound Zero and the rest of the market, and position Sound Zero as the thought leaders in the sector. This involved an aggressive content marketing strategy, website SEO improvements, social media marketing and email marketing, along with continuing consultancy and support throughout.

Results	Figures
Top 10 positions on Google	55
Organic Website Traffic increase from July 2019-November 2020	780%
Top 100 positions on Google, which rose from only 2 in May 2019	992
Website visibility rose from 0.3% in May 2019	19.2%

Insynth's partnership with Sound Zero is not set to stop any time soon, and we look forward to seeing the team grow further. You can read the full, in-depth case study by heading over to our 'results' section on our website or by clicking here.

About Insynth

We are Europes <u>first inbound marketing agency</u> to specialise in construction, driven to Deliver a predictable flow of leads, specifications and customers for your Building Product brand with a data-driven inbound marketing approach.

With 30 years experience in the construction industry, from specification, tendering through to delivery or even installation, we understand the challenges which hinder building product businesses when growing however, we have developed the right tools to deliver growth for building brands in this era of digital transformation.

Think of us as your outsourced in-house marketing team, working seamlessly with you to take control of strategy, implementation and delivery. From website design, search engine optimisation (SEO) and CRM implementation, to Sales & Marketing strategy, Insynth is ready to help you achieve your ultimate aim: Growing your business and getting new specifiers and customers.

eBook Author

Ebook Written By Rich Newsome
Head Writer

Rich is our wordsmith superhero, conjuring up content that attracts specifiers, converts leads and get's you ranking ahead of your competitors.

You want words that make specifiers think: "WHOA, I need this product in my life RIGHT NOW!" right? Rich brings with him a wealth of experience in creating compelling technical copy and brand messaging in a clear and accessible way.

Found This eBook Helpful?

Speak to an expert today about how you should promote your building products brand online.

Our growth experts specialise in construction inbound marketing and have extensive experience driving a predictable flow of specifications, leads, and customers for building product manufacturers.

Request a consultation by clicking the button below!

Enquire Now
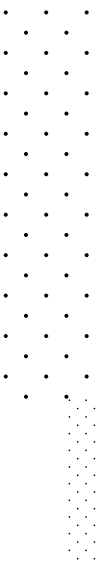
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