

Multidimensional MARKETING

How to effectively apply content marketing for your North Carolina architecture, engineering or construction business

The rules for architectural, engineering and construction marketing have changed. Traditionally, you would find most of your business (and still do) through repeat business from satisfied clients, referrals, and (often in conjunction with these two key elements) RFP/proposal responses. RFP success depends as much on the quality of your relationships/reputation as the proposals' quality.

Today, however, there are different forces at work in creating opportunity and building reputation. Word-of-mouth has been augmented by online research. Potential clients check you out, often before you know they are interested, or after they hear about you from other places. They'll look you up on the Internet; either directly, or as a result of a search for the problem they wish to solve. In the latter case, you can obtain business IF you can be found by the search engines, and your materials/page/content have real appeal and value.

This leads to the next stage in the marketing process:
Developing appealing and relevant CONTENT.

Websites displaying your previous work and describing your business have value, but the real insights readers seek are within your stories and case studies that demonstrate both your knowledge and capacity to solve clients' problems. Third-party references, such as published media articles or videos, especially testimonials, help to cement their trust in you.

These elements overlay, and operate in conjunction, with social media. Facebook, Twitter, and LinkedIn all have influence, depending on your demographics, market interest, and experience. Often, first-person comments and observations within social networks shape the word-of-mouth process, augmenting traditional informal phone calls or networking meetings, events and conferences. Social media also facilitates soft-touch communications with current and previous clients, especially when you reference and link positively to their own work and achievements.



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All of these elements link into an overall marketing opportunity. Here, North Carolina Construction News can provide you with some special support.

Mark Buckshon, president of the Construction News and Report Group, belongs to a group about 300 "Top Contributors" worldwide on Google's help forums – and in the process, has gained access to insights about marketplace trends, social media, and effective online advertising strategies. The result: An integrated, inexpensive and measurable system to attract leads, develop relationships and enhance your brand.

We'll customize the strategy for your own business and provide you with insights and tools to allow you to take charge of your content/social media marketing.

Here is how it works:



You'll receive an extensive feature profile in North Carolina Construction News. You can obtain a four page profile/supplement for \$2,960. If you wish, we can work with your vendors and reduce your costs and/or increase the feature's size. (Our approach always emphasizes respect and value for advertisers, who are never pressured to participate.)



Then, we'll reference the article in the NCCN weekly e-letter, circulating more than 2,300 copies, and on the North Carolina Construction News website, with hyperlinks to your own site and landing page, where you can republish the article, and provide additional resources and information to help in the decision-making process.



If you haven't already done it, we'll help you co-ordinate free accounts with LinkedIn, Facebook and Twitter. Then we'll co-ordinate with you to provide content snippets from your article and other materials for these social media sites for two months. We'll also provide you insights into measurement tools and systems, so you can monitor and assess your results.



If you wish, you can plan an annual advertising/marketing campaign in North Carolina Construction News. We'll work with you on social media and news promotion services through the year.

That's it. A simple, \$2,960 – or less – investment can provide you with months of content, coverage, and support. You can scale your marketing initiatives as you wish, and adapt your program based on measurable results.

For more information, please call Phyllis Voss at (888) 432-3555 ext 216 or (980) 202-2547, or email pvoss@nconstructionnews.com.

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