

Marketing Your Construction Company: Overview

Presented by Jordan Advertising





WELCOME



YEARS as an award-winning
advertising / marketing
communications agency



200
YEARS of combined
media buying
and planning
experience



ADDY Awards won from
2013-2019 for commercial,
print and web campaigns



AGENDA

1. Why Marketing & Advertising are Important
2. Marketing Strategy vs. Marketing Plan
3. Traditional Marketing
4. Upcoming Webinars





WHY MARKETING & ADVERTISING ARE IMPORTANT





5,000+

*Number of Brand
Exposures Per Day
Per Person*

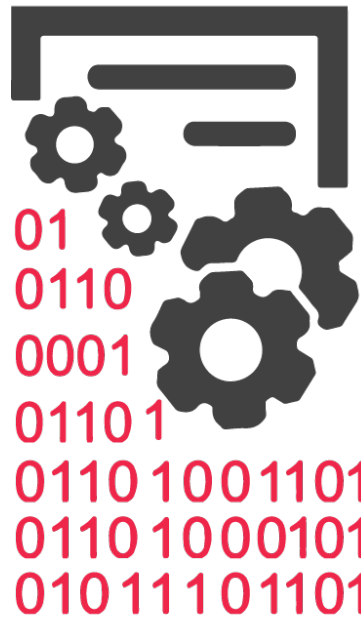




5 TO 7
of Impressions
Before a Brand is
REMEMBERED







90%

*of the Data
in the World
Today Has Been
Created in the
Last 2 Years*



IMPORTANCE OF MARKETING

6 Key Reasons

- It Informs
- It Equalizes
- It Sustains
- It Engages
- It Sells
- It Grows



MARKETING IN CONSTRUCTION



- 2019 CMA Survey
 - Construction firms planning to increase marketing spend: 94%
- Word of Mouth, a Handshake and a Smile
- Communications should be
 - Intentional
 - Well designed
 - Accessible
 - Measurable





DAYBREAK
ELEMENTARY

MARKETING STRATEGY vs. MARKETING PLAN



MARKETING STRATEGY

- Overall Game Plan
 - Reach prospective consumers
 - Turn them into customers
- Contains
 - Brand messaging
 - Customer demographics
- Covers big-picture messaging
- Informs the Marketing Plan



MARKETING PLAN

- Details Specifics
- Includes:
 - Review of Current Status
 - Target Audience
 - Marketing Goals
- Determines Appropriate Channels
 - Traditional Marketing
 - Digital Marketing
 - Combination of Both



MY SECRET
PLAN
TO RULE
THE WORLD



TRADITIONAL MARKETING



What is Traditional Marketing?

TRADITIONAL MARKETING



What is Traditional Marketing?

- Print

- People are 70% more likely to remember businesses seen in print
- 61% of customers trust advertisements in newspapers
- Advertising in newspapers makes online advertising *four* times more effective



What is Traditional Marketing?

- Print
- Radio
 - Weekly reach around 90% among adults
 - 15,508 commercial radio stations
 - Leading radio format: Country



What is Traditional Marketing?

- Print
- Radio
- Television
 - Weekly reach around 90% among adults
 - Adults spend an average of 3 hours and 35 minutes watching TV per day
 - TV advertising revenue is expected to reach \$72 billion by 2023



What is Traditional Marketing?

- Print
- Radio
- Television
- Billboards
 - 72% billboard viewers shop on their way home
 - 68% billboard viewers make shopping decisions in the car
 - 74% of people who visited a business after seeing a billboard made a purchase



What is Traditional Marketing?

- Print
- Radio
- Television
- Billboards
- Collateral Items
 - 8 in 10 consumers own between one and 10 promotional items
 - 53% of consumers use a promo item at least once a week or more
 - One in 5 trashes unwanted promotional products



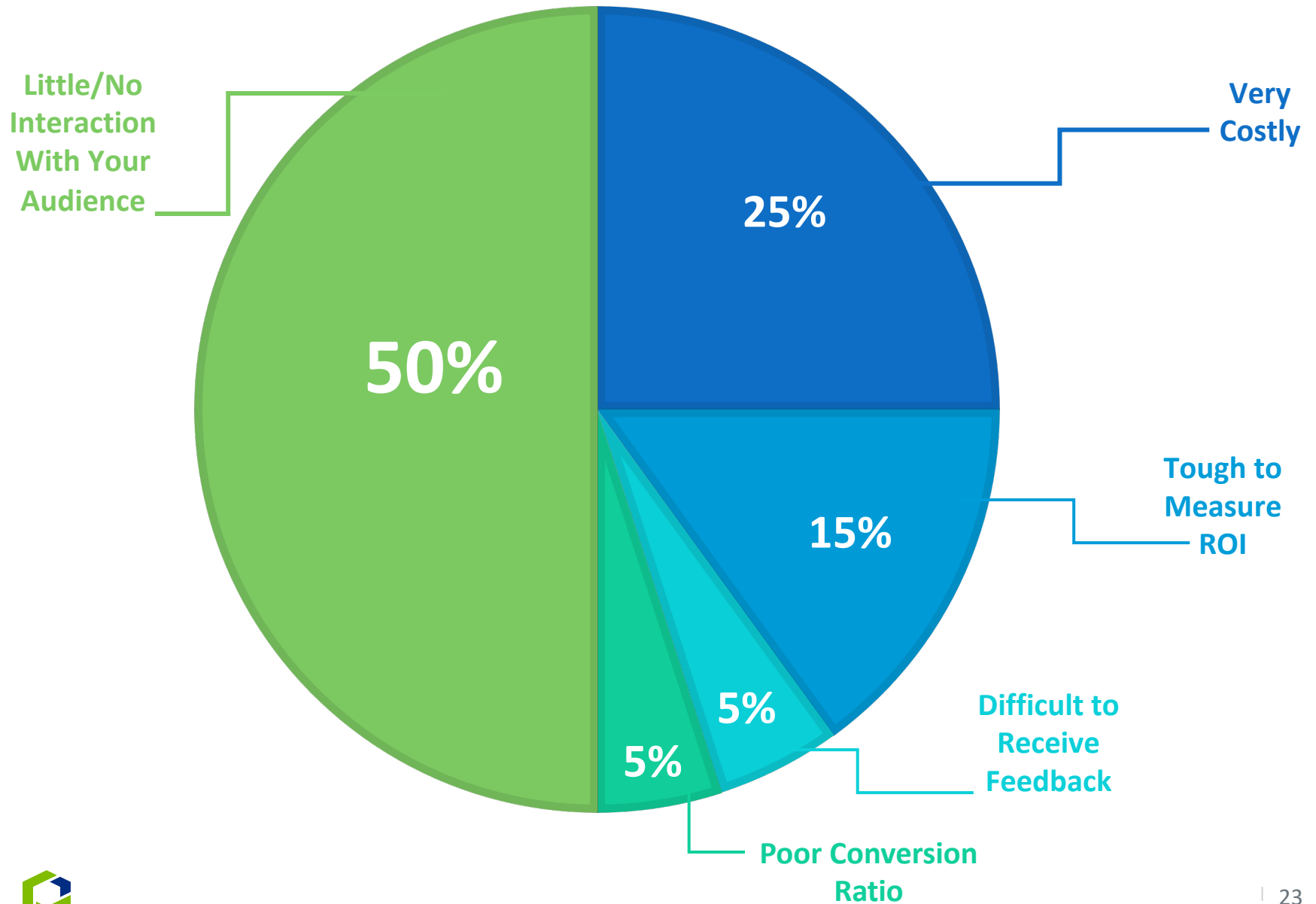
Additional Benefits

- Personal Touch
- Public Exposure
- Longevity
- Greater Attention Spans
- Untapped Audiences
- Sense of Credibility
- Repeatability

everything
is
connected



Drawbacks to Traditional Marketing



Before You Begin

Questions to Ask

1. Will the placement reach my desired audience adequately?
2. Is the main message clear and to the point?
3. Will this help me reach our company's goals?



Upcoming Webinars

April

Website Development

June

Search Engine Optimization

August

Email Marketing

October

Social Media

December

Digital Marketing



THANK YOU!





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