

Construction marketing agencies



Why work with one, and how to get the most from your partnership

If you are considering working with a construction marketing agency, your business may be going through a period of growth or opportunity.

Like any business activity, you can do it yourself and keep the marketing resources in-house, or you can work with an external partner.

But is the right thing to do to take charge of your own marketing or to work with an agency?

Decide what's right for your business

With marketing your business, there's no right or wrong answer with doing it in-house or working with an agency. We advise you to think about what are your goals or what do you want to achieve from your marketing?

Do you want to increase your sales or revenue?

Do you want to increase your share of the market you're in?

Do you have long-term growth plans and feel marketing will help you?

Do you have a new product or service you wish to take to the market?

Once you have an idea of what you want to achieve, think about your time and internal resources.

Do you have the scope to do it yourself, or is your time best spent elsewhere in your business? That could be managing projects, organising your customer's work, bringing new business in or various HR issues and team management.



Benefits of working with a construction marketing agency

If you think working with an external partner to help market your business is the right way, here are some benefits that your business will enjoy:

You tap into expertise, knowledge, and best-practices

This is a significant advantage for your business. Don't get me wrong, no one will know your business' strengths like you do. But communicating these in the right way so that your audience understands takes skill.

For example, it is common within the construction industry for a company to promote their products' features, not the benefits they bring.

Features don't excite people and capture their attention. Benefits do.

Specifiers, architects, contractors, and other professionals are human, and as a result use emotion in how they make a decision. *Decisions are based on logic, but made using emotion.*

Professionals want to know how your product will benefit them and their project they are working on, so will it help their project conform to UK Building Regulations or will it help them provide a solution to their client that stands the test of time?

It is important to use language that reflects you as a business, but also that your audience understands it. By communicating in a way your audience understands, it captures attention, builds trust, and turns your audience into customers.

It is this knowledge and understanding of the market drivers that will benefit your business. You're tapping into experts who have an intricate knowledge of the specification process, and can help you maximise how you communicate with the professionals within it.



Brings consistency to your marketing

A construction marketing agency will ensure you have a consistent approach to your marketing.

For example, we understand when businesses carry out their own social media or emailshot campaigns, that when your business gets really business it is easy to let the social media or email campaigns fall by the wayside. The focus in on your clients' work, and rightly so.

But working with an agency ensures that your social media or emailshot campaigns are carried out regardless of how busy you are. Your time and internal resources can then be spent on your client work.

Consistency is one of the most important aspects of a marketing campaign. It is crucial if your audience is going to notice you, like you, and trust you enough to buy from you.

Most of your audience isn't ready to buy.

The goal of marketing and a strong online presence is that when they are ready to buy, your brand is top of their mind.

You get an external perspective on your business

Having an external perspective on your business can be a great thing. Sometimes as business owners or senior directors, you become familiar with the types of customers you deal with or the markets you sit in.

This isn't always a bad thing, as you are clear in who you can help and how you can help them.

But by working with an external partner for your marketing, they may open new doors or help you realise that your products and services are perfect for other sectors or types of businesses, therefore bringing new opportunities to the table for you.

How to manage the agency relationship, and what to look out for?

Once you've decided to work with a construction specific marketing agency, what do you need to look out for? And how do you manage the relationship?

Your skill and expertise is your business, so how do you know the agency you're working with will do the right thing for your company?

Clarity and clients.

So clarity refers to the agency being clear in how they can help you achieve your goals. So for example, if your goal is to grow your business and increase your turnover and sales levels, what marketing activities will they carry out to help you get there?

And once the campaign is under way, it is important that the clarity continues, and you know exactly what the agency is doing on a monthly basis. Ideally you will get monthly reports which show:

1. The activities that have been carried out
2. The results from those activities
3. Plans for the following month

With the above information, you will have confidence that the marketing services are helping your business move towards your goals and targets.

The second factor above – clients, is another important one to look out for. Has your agency worked with similar types of businesses? They may not be specifically related to your particular sector, but if they have worked with businesses who are related to your business that will give you confidence that they can bring the relevant expertise. They should know what your audience is looking and how to create a plan to target them.



Working with Time54 as your construction marketing agency

Here are some of the reasons why our clients work with us:

We get results

We work with an architectural metalwork specialists, who carry out full fabrication and installation services. They wanted to grow as a business, and after appointing us as their marketing agency their turnover increased from £8.26m in 2016 to £10.3m in 2018.

We wrote a campaign of case studies of their amazing projects, then communicated these over email and social media, which helped to raise awareness with new contractors and architects, build relationships, and gain new clients.

Our straightforward approach

We don't do confusing monthly retainers, we instead build marketing schedules that show you a clear breakdown of monthly activity. So for each month you'll see clearly what services we will carry out for you and a cost. There are no hidden costs.

We get to know you

We make sure we really get to know your business. And we do that by asking a lot of questions, initially in the form of a 'power hour' style meeting, but also on an ongoing process.

Why do customers use you? What are your USPs? What are your business goals? What does your ideal client look like? And many more...

The more we know about you, the better we can carry out the marketing services and the greater chance of success.

We bring clarity

We feedback campaign activity on a monthly basis, so whether it's social media stats, website traffic levels, keyword ranking information, email marketing feedback, or other activities.

We're always clear with you in what we've done and what we plan to do in the future. By doing this, it ensures the campaign activity is working towards your business goals on a consistent basis.

One final point

It's important for us to be clear in that we're not right for every business.

As an agency, our main benefit is we work with you on a long-term basis to achieve your business goals by using a range of marketing tactics and services.

If you're looking for help just with your social media marketing, or if you want a brochure designed, or if you think you only want to commit to 3 months of marketing, we won't be the agency best suited to help you.

There are some other excellent construction marketing agencies out there who may be better positioned to help you.

Final thoughts

If your business is going through a period of growth or you want to raise your business to the next level, it would be great to discuss it with you.

We are happy to either meet with you or talk over a Zoom call to establish what your goals are and to see how we can help.

As a specialist construction and interiors marketing agency, we can make your marketing a success, increase awareness and trust in your brand, as well as win more tenders and generate leads for your business.

We like to work with ambitious businesses within the construction and interiors sectors who are focused on the long-term benefits of building their businesses through long-term marketing activities.

Call us on 01606 351 033 or email us and we'll get back to you as soon as we can.