



Tips for marketing your construction product website to architects.





You have a great product that you know will benefit architects and their clients. How do you tell them?

Targeted marketing is essential in the construction industry. Specifiers have a lot of choice. As a construction company that needs architects to specify your products, the power of your website in attracting the attention of architects is key.

Time54 are marketing specialists dedicated to the construction sector. Here, we share some tips for what your website needs to include and do, to generate interest from architects.

Accessible Product Information

Simply providing rudimentary text about the features of a product, where and how it can be used will generate zero interest from an architect whose profession is visual and hands-on. Tap into the technical and detail instincts of an architect through assets on your

website that describe and demonstrate the products in a tangible way. These assets may include:

- Technical drawings such as BIM models
- Revit, AutoCad or 3D files that can be downloaded
- High quality images
- Videos that clearly demonstrate the workings and benefits of the product (YouTube is the second largest search engine after Google so having videos on your website is also great for search engine optimisation (SEO))
- PDF brochures that can be saved or printed
- Interactive tools such as visualisers or calculators
- Downloadable data sheets (compressed to save the architect's time and space)

A mobile responsive construction product website

Architects often search for products away from the office, maybe on site. Your website should therefore be fully mobile responsive to avoid frustrations or losing potential clients simply because the products haven't been displayed properly.

Case studies

A case study is powerful content for attracting the attention of architects. This is where you build trust, which is an essential foundation for your relationship with an architect.

Architects want to know, will your product work for their project and will it provide the required benefits for contractors and end clients. The easiest way to demonstrate this is through case studies of the product that show how it works and how it has benefited other architects.

Case studies should be easy to read without any assumptions of the reader's knowledge or experience. They should deal with anticipated objections and focus on how the product is a solution to common pain points.

Within the case study you should provide detail that tells the architect you are different to your competitors. Make reference to aspects such as speedy delivery, cost savings, overcoming challenges, where you added value and the outcomes for your clients. It's all about using storytelling; a soft but powerful sell.

At Time54, case studies are fundamental marketing communication tools for our clients. For example, PAD Contracts. Regular case studies have become instrumental in PAD Contracts' marketing approach, offering tangible demonstrations of their capabilities and

building trust with clients. Each case study outlines specific challenges, solutions, and outcomes, providing concrete examples of PAD's expertise and problem-solving prowess.

By showcasing real-life projects, PAD establishes credibility and reassures potential clients of their ability to deliver results. These case studies offer transparency into PAD's processes, demonstrating their commitment to excellence and client satisfaction.

Clients find comfort in seeing past successes and solutions similar to their projects. PAD's consistent creation of case studies underscores its reliability and competence, reinforcing its reputation as a dependable partner in the construction industry.

Case studies provide valuable educational resources, offering insights into industry best practices and solutions. By sharing their experiences and lessons learned, PAD not only strengthens relationships with existing clients but also attracts new business by effectively demonstrating its value proposition.

Take a look at some of the case studies [Time54](https://time54.co.uk/) (https://time54.co.uk/) has written for PAD Contracts here:

Testimonials

The opinion an architect will trust most is that of another architect. They know that an architect won't put their reputation on the line for a product unless they've found it to be of real benefit and value. This is why testimonials are so effective on your construction product website.

Video testimonials are particularly powerful. When an architect takes time out to participate in a video testimonial it sends a clear message about the credibility of your product to other architects. Of course, the quality of the video should represent the high quality of your product so engaging the services of an experienced videographer is advisable.

Architects and sustainability

Architects are increasingly concerned with sustainability and net zero. Wherever possible, be sure that your website tells architects about your own commitment to the environment and how your products and processes are aligned with that commitment.

Keep your construction product website up to date

Be professional by constantly updating your website and only featuring currently available products.

Architects will see the promotion of outdated products as a red flag. They need to have faith that everything they see on your website is real and available. Make sure that any old products are removed and all current products have the most up to date information in their descriptions.

Clear product descriptions

Include all relevant details in the product descriptions so that the architect doesn't need to go looking for information. While this may seem obvious, many construction product websites don't provide all the basic information an architect needs to know, where they need to see it.

As well as the bells and whistles, an architect needs to see technical information, measurements, available colours and finishes, construction certifications, manufacturing locations and lead times.

Speak to [Time54](https://time54.co.uk/) about your construction marketing strategy

Time54 helps construction companies to increase product specification through strategic marketing strategies and engaging marketing communications. Get in touch at info@time54.co.uk (mailto:info@time54.co.uk) to find out how we can help you attract specifiers and influence decision-makers.