



Contractor Marketing Strategies Building a 2021 post Covid Marketing Communication Plan



MEDICINE MAN
CONSTRUCTION STRATEGIC
MARKETING COMMUNICATIONS

The three most important steps that you can take to transform marketing and communications in your business...

1. Understanding the market you are in

And its key differentiators

2. Understanding your customers

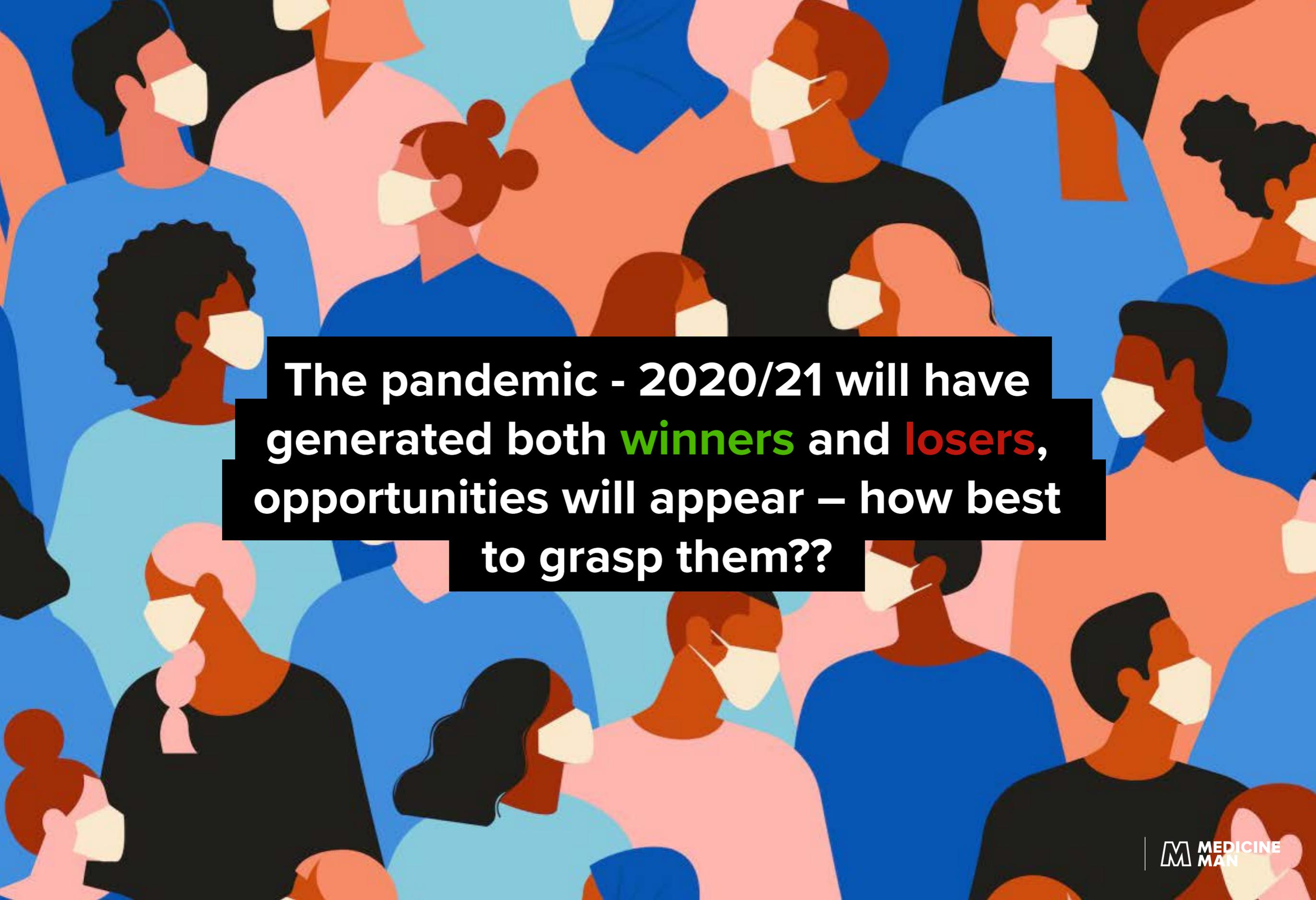
What's important to them and “what does your customer value proposition mean to me”

3. Communications strategy

The vital role of communicating your vision to your people and your customers

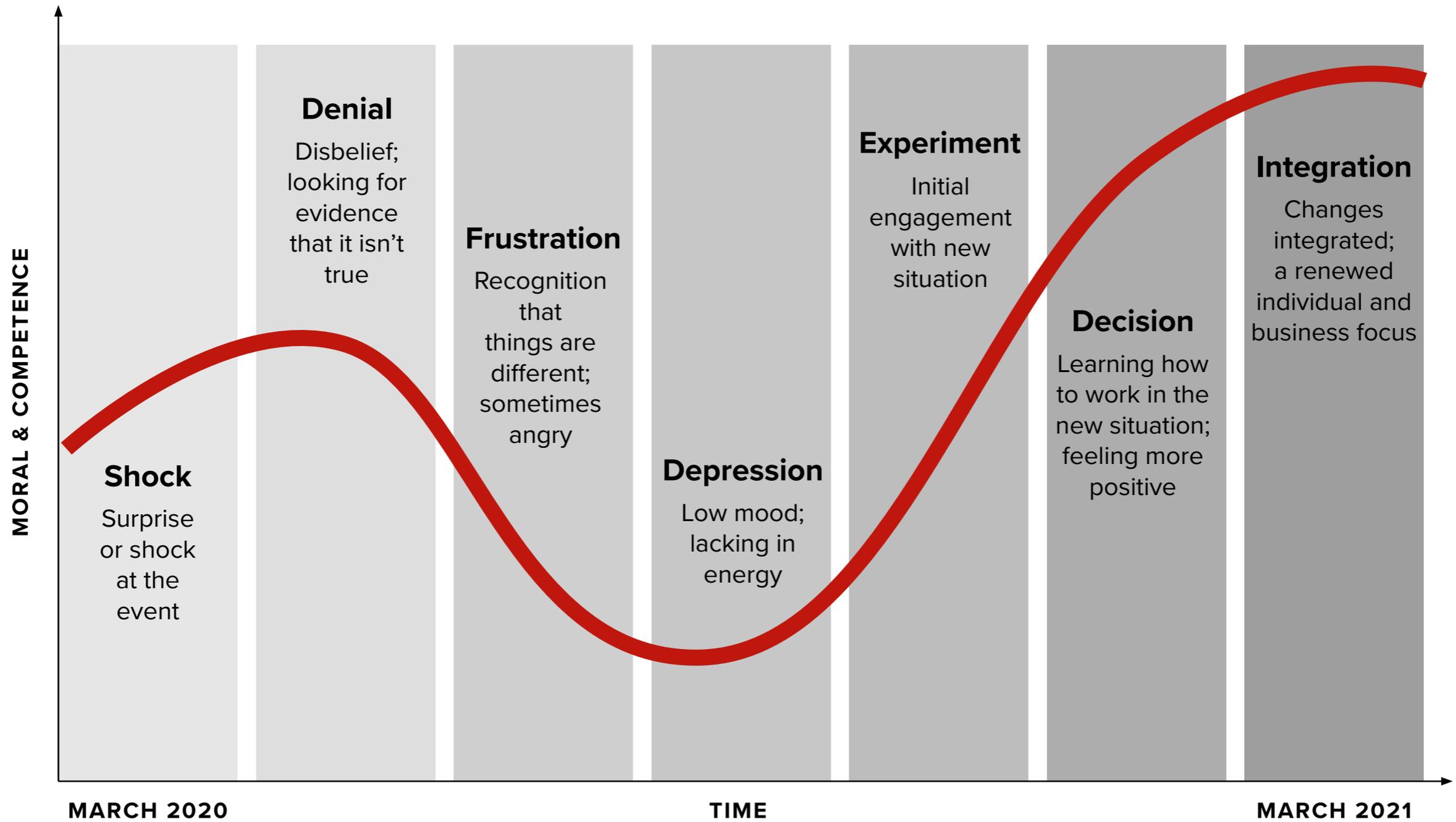
Objective: To enable your business to become more profitable through competitive advantage – achieving this by working together to compete in a dynamic transformational marketplace!

*Sincere thanks to world leading marketing strategists - **Malcom McDonald** and **Hugh Wilson** for allowing references to their work to be made*



The pandemic - 2020/21 will have generated both **winners** and **losers**, opportunities will appear – how best to grasp them??

Kübler Ross Model



Change and its impact upon us all...

“With 2021 nearly upon us, what can I do differently with my business and people to prepare for a new dawn and gain a competitive advantage?”



**65 MILLION YEARS AGO – THE
DINOSAURS WERE FACED WITH
THE SAME CHALLENGE**

Songbird or fossil – you choose!

**Is your business marketing or
operations led?**

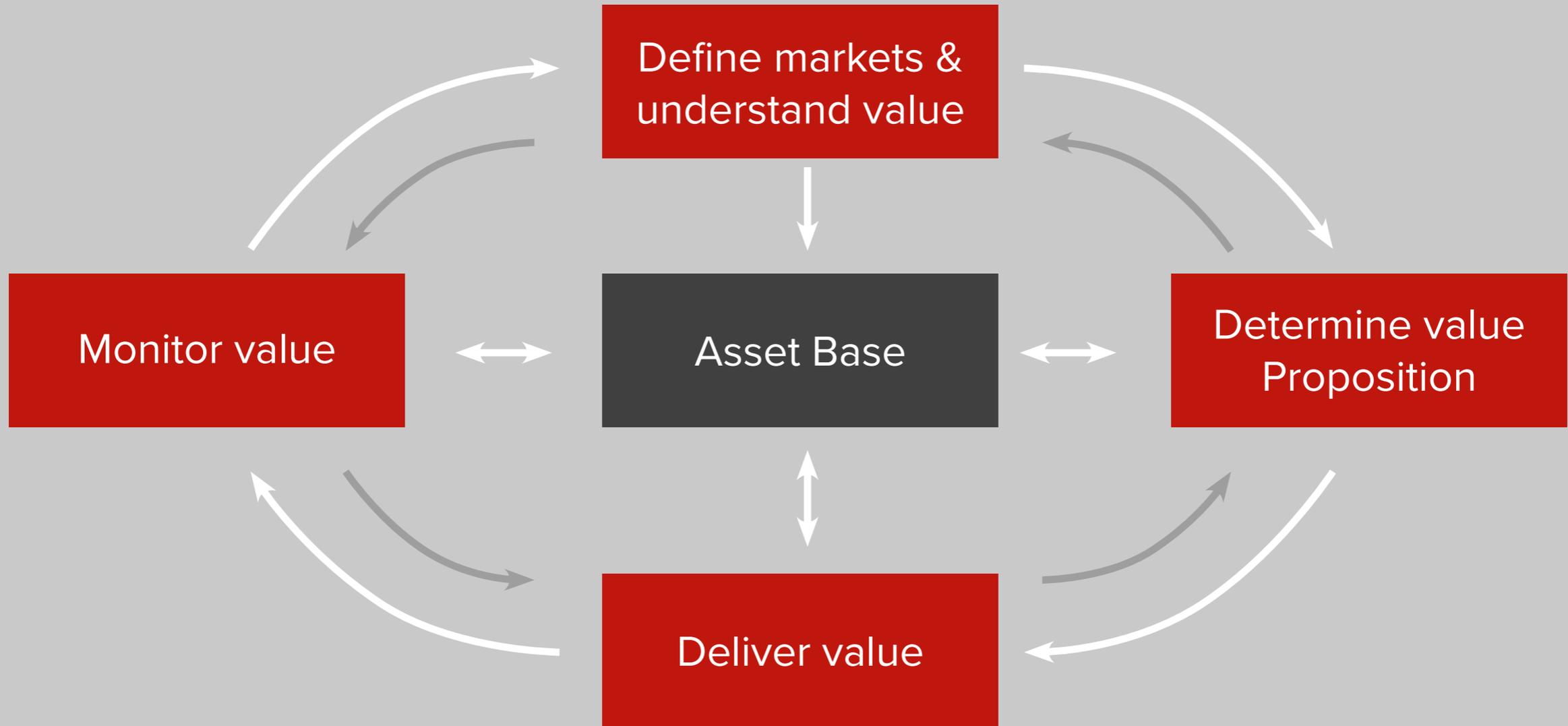


Business strategy



Tactical plan

The Marketing Domain



(McDonald, Wilson 2000)

1.

**Understanding the
market you are in**

—

The construction market in profile

CONSTRUCTION, ALL TYPES

- **£113Bn**
- **300,000 businesses**
- **2911 contractors – value £10m+ (plenty of competition!)**

CONSTRUCTION SUPPLIERS

- **£61.2bn**
- **23,884 businesses**

PLANT HIRE/EQUIPMENT

- **£7.1Bn**
- **1384 businesses**
- **9% of the UK work force in construction sector – £1 in £12 in the UK economy as a result...**

2020 result predictions are hard to make, but the sector has fared better than many. At the start of the year the ONS details increases in civils in infrastructure, contracting possible growth – COVID 19 factor will impact

SOURCE: ONS 2020, CONSTRUCTION PRODUCTS ASSOCIATION, HALLIDAYS

The five construction market segments

Five segments for the purpose of the webinar

1

MARKET SEGMENT

Contracting

MARKET TYPE

Capital Goods
& Service

2

MARKET SEGMENT

Civils

MARKET TYPE

Capital Goods
& Service

3

MARKET SEGMENT

**Construction
products &
services**

MARKET TYPE

Product
& Service

4

MARKET SEGMENT

**Construction
plant &
equipment**

MARKET TYPE

Product
& Service

5

MARKET SEGMENT

**Construction
professional
services**

MARKET TYPE

Service

“Service and the way that it is delivered (relationships and standards) is the constant within all of the identified construction sectors”

Know your business's product

What makes it great
and why customers
would choose you?

Business product
innovation and
differentiation

Complementary
products and services

Essential to have a marketing plan



Clear customer value proposition targeted to the right customer audiences



Understanding what they want and how to deliver it (whole business aware of the vision)



3-year strategy where you want to be in the market, 1-year tactical plan



Understand where you differentiate and beat the competition

In a largely commodity driven market, **service** in the construction sector is the key differentiator



Customer centricity is king!

2.

Understanding Your Customers



Customer research is **critical**

Otherwise you have no idea whether you are keeping customers satisfied!



External communications

– two recent examples

Ensuring your customers understand the full extent of what you do as highlighted in one piece of customer research with these two different customer examples - neither of which fully understood were aware of the our client's customer value proposition

CUSTOMER A

“Not really sure of the extent of what the business can do. Outside of the xxxxx sector, I know they dabble in xxxx a bit. But I am not really sure what they are capable of. Project size about £xxxm, not sure about geographic reach or type of projects they can handle?”

CUSTOMER B

“Don't know what they can do in design and build area. What else they do is a bit obscure. We discussed a £x m to £x m project and they weren't interested. They are looking for larger projects”

“Is this what your customers would say about your business?”

KEY FINDINGS OF OUR OWN RESEARCH FOR CLIENTS – WHAT REALLY MATTERS TO THEIR CUSTOMERS



Poor representation of capability, lack of close personal relationships, follow up comms and contractor internal team comms are the most common laments.

Learnings

Not a contractual cost
race to the bottom

Real value is recognised

Take time to listen

Right or wrong market/
service segments?

Identify performance gaps

Delivery excellence

! *Important to also talk to internal teams*



Customer centricity = happier customers

How to drive customer-centric culture

- ✓ *Entire business involvement*
- ✓ *What do customers really want?*
- ✓ *Define what 'great' looks like*
- ✓ *Raise the profile of customer satisfaction*
- ✓ *Review and fix the delivery process pipeline*

Remember your people and sub-contractors need to understand what you are selling too – they are **all** links in the customer value chain





Remember if you don't...someone else will!

3.

Communications Strategy

—

Realign your customer value proposition

Make sure you can deliver on what you are promising!

Use the learnings from your market, product and customer insight

Internal – external communications need to be in synergy





Mercedes-Benz



**We trust businesses that make the effort
to know us and reassure us...**



**Good communication
is the lifeblood of a
successful business**

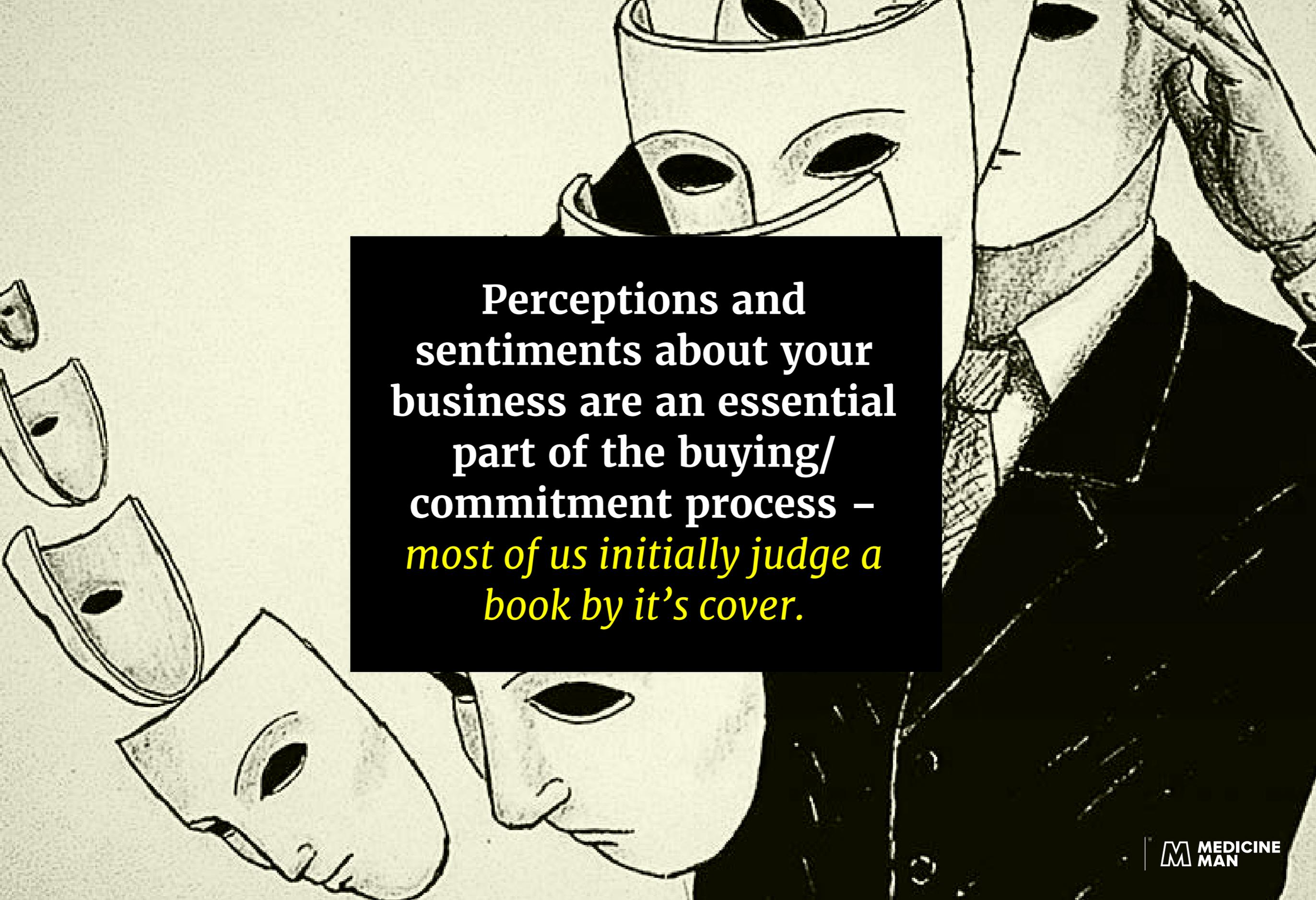
External communications

– *talking to your marketplace*

Showing your customers that you understand their needs by clearly communicating and meeting them

Most websites and brochures within the sector talk about what we do, not meeting your needs – service hardly gets a look in!





**Perceptions and
sentiments about your
business are an essential
part of the buying/
commitment process –
*most of us initially judge a
book by it's cover.***

First impressions count

Research conducted by the Missouri University of Science and Technology about websites

It only takes a fraction of a second for users to formulate an opinion about a website.

It takes users about 2.6 seconds to land on the most influential part of a website – the company logo.

Key areas, determined by the amount of time a user's eyes are focused on a particular area, include:

6.5
seconds

The company logo

6.44
seconds

The main navigation

6
seconds

The search box

5.95
seconds

Social sharing links

5.94
seconds

The main or central image

5.59
seconds

The written content

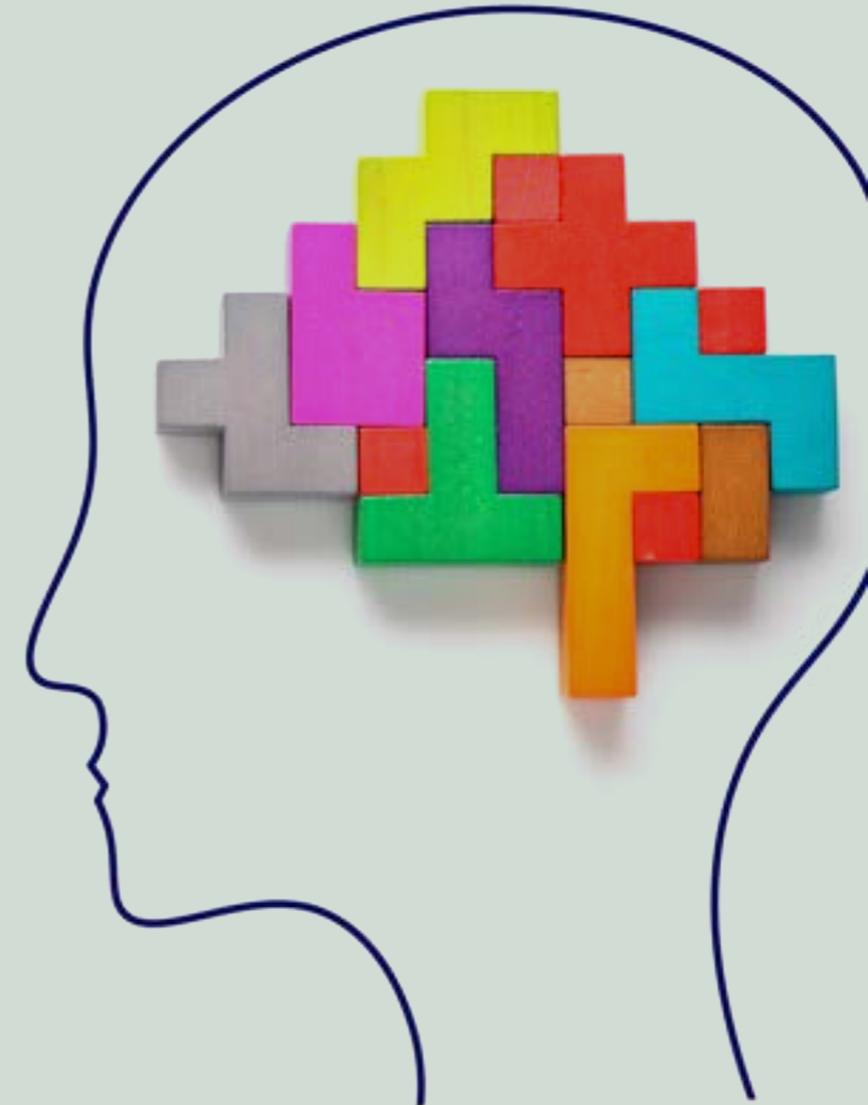
The role of good external communications

- * Reassures existing customers
- * Raising profile
- * Winning new business
- * Understanding competition
- * Identifying new business opportunities

INTERNAL COMMUNICATIONS - TALKING TO OUR PEOPLE



Sharing your customer service vision with your people, their role in meeting and delivering the customer service value proposition



Creating a customer focused culture



A happy and motivated team protects and enhances your reputation.

The role of good internal communications

Working to the same goal to achieve that vision

Create a culture that wants to do better

A team that understands the value that needs to be delivered and more likely to work to the same goal to achieve that vision

Improves performance and profit

Win hearts and minds – create a culture that wants to do better, from ok to good to great!

Failure to communicate the business vision and the strategy to support it is a common weakness in most companies.



Communication measurement plays a vital role – who has read what?

Easy to track most comms via website traffic and enquiries, digital content, opens, reactions and feedback all add to your business's ability to monitor delivery of the customer value proposition:



New customer enquiries and bid progression – wins

Existing customer satisfaction and repeat business (whether from the customer principle or their influencers – a good reputation is shared by all...)

People comms can be tracked – was the information of use, acted upon, impact felt in the business

What's the point of communications if they are not being tracked??

Marketing communications planning is the key

Aligning communications to achieve specific goals

Formulating a plan to reach your people (understand the channels)

Targeting customers and markets that you want to keep and grow

Integrating the marketing communication mix, web, digital, print, social



Summary

- ➔ **External/Internal communication plans – one feeds off the other**
- ➔ **Set realistic goals and objectives. Measure them and use the feedback to update both**
- ➔ **Having a website and mailing brochures is not a communication plan, it's a snapshot presence**
- ➔ **Good regular content is an excellent way to promote the business as genuine thought leaders offering real value and differentiation**
- ➔ **Doing things better and providing value will set your business apart**

4.

Final Thoughts

—

Invest in your business

- * Expert help
- * Your people are the sharp end of the delivery
- * A little planned communication goes a long way
- * Think about first impressions
- * It's apparent to the outside world that if you care about your business, you will care about them
- * Businesses that invest when their competitors cut-back are proven to gain market share
- * You get out what you put in
- * Inconsistency kills customer relationships, destroys profit and jeopardises your enterprise



Be focused external fresh eyes will help

A clear approach to understanding how your capabilities match the needs of your target customer

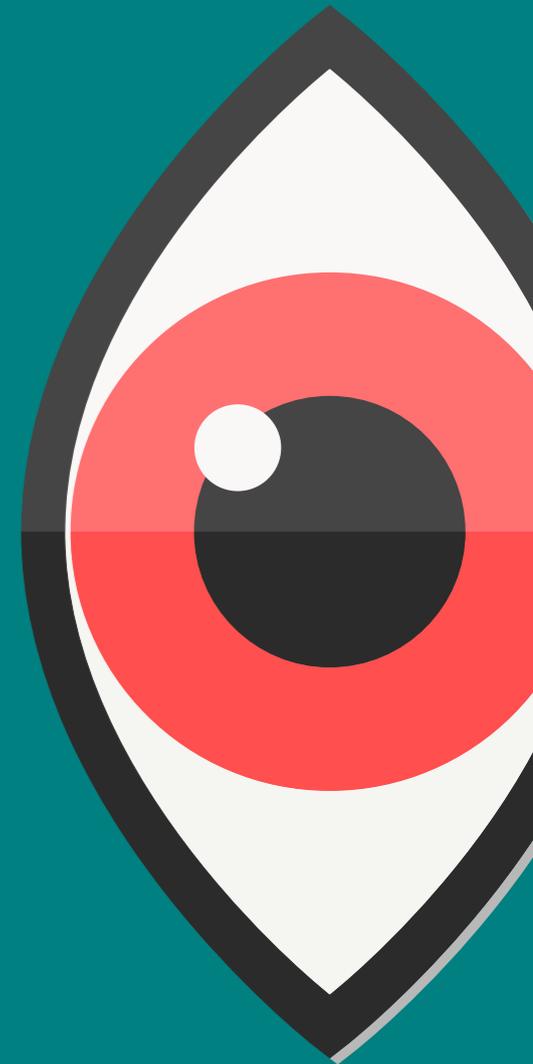
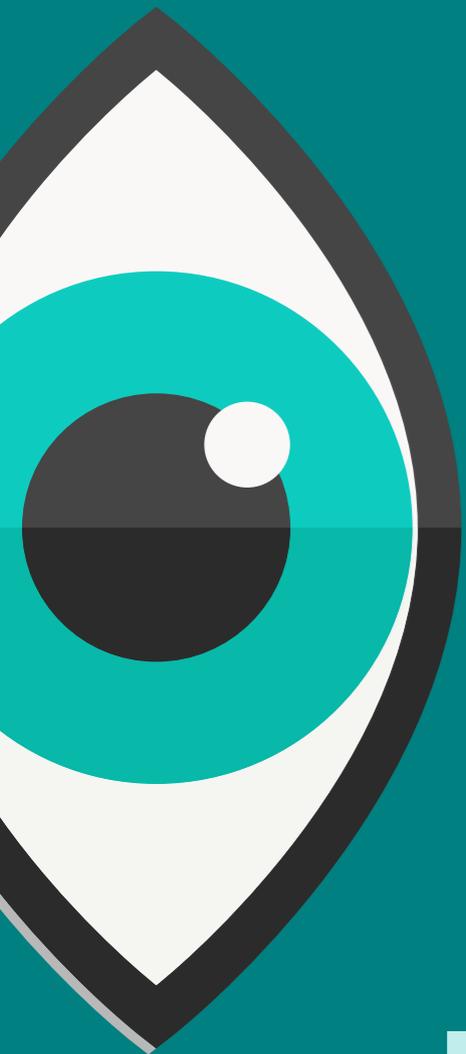
A focused plan to deliver value to your marketplace

Packaging up and communicating core capabilities (products and services) to the target market

Delivering the product(s) and services

Monitoring the value and updating the market proposition

The measure of successful marketing is just one thing...PROFIT!



What marketing is not

- ✘ A junior member of the team that handles bids and some of the news feeds on a website (that is if they are up to date!!)
- ✘ Brochures and product literature – this is useful marketing collateral
- ✘ Mail shots, events, dinners and client functions to prospective customers – they are components within the tactical plan
- ✘ CRM systems and surveys that are fired out
- ✘ Pictures of earth moving equipment...



An aerial, wide-angle photograph of a dense urban skyline, likely New York City, captured during the golden hour of sunset. The buildings are packed closely together, and the sky is a mix of orange, yellow, and blue. A white rectangular box is centered over the middle of the image, containing the text "It's an ever-changing world" in a bold, black, serif font.

It's an ever-changing world

HOW WE CAN HELP

Let's understand
what's important to you...

Let's understand **what's important to you...**

Conduct customer and people research

Compare and evaluate against the business vision and plan – if you do nothing else it's the best starting point!

Develop the strategic marketing plan

Package the value proposition and align communication plans and support materials to reflect it (focusing upon customer centric service of course).

Work with the business culture and personality

To relate the business plan to the wider business team and what they do – unify the team and harness their collective abilities to achieve excellence.

Create all the marketing communication componentry required to support the marketing plan including

Business identity and mission statement, website – update/new, create business profiles, bids and brochures reflecting the core capabilities of the business.

Communication strategy

To communicate with and to both the internal team (your people) and with your target audiences (customers new and old, stakeholders, advisors and influencers).

From 1963 to 1975 the Porsche 911 had been a good car – the addition of a turbo charger in 1975 made it great...



1975
PORSCHE
911 Turbo

How we like to think we support our clients and the real difference MedicineMan can make to your business

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CLIENT REFERENCES UPON REQUEST



Thinking Creative