

THE ULTIMATE GUIDE TO HIRING A CONSTRUCTION MARKETING AGENCY

**11 Attributes & Core Values Your Next Agency
Partner Must Have**



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Introduction

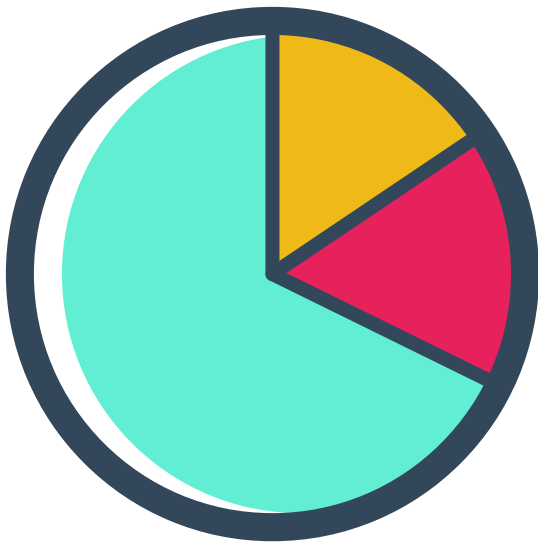
Digital's ROI Cannot Be Denied



With 98% of specifiers preferring to search online when carrying out their product research, having a strong online presence is critical.



Agencies Can Accelerate Results



Construction Marketing Investment has shifted away from traditional outlets like exhibitions, trade advertising, PR and cold calling. But the skill sets of internal teams lag behind. For some, the time and resources needed to train internal people on how to master digital marketing must-haves like SEO and email marketing don't exist.

As a result, businesses wanting to take advantage of ROI charged online tactics like blogging and social media are looking to outside agencies for help. These agencies can use their deep online experience to help companies and businesses short on time and internal resources increase their online visibility and lead generation efforts.

However, it is not one-size-fits-all. Agencies come in all shapes and sizes, with different specialities and talents. But there are core values and skill sets that make some better than others. Here are the 11 most important values to consider when choosing a construction marketing agency.



11 HABITS OF
EFFECTIVE
CONSTRUCTION
MARKETING AGENCIES

01

Offers The Right Services



Hiring a construction marketing agency that delivers the inbound services that matter the most



Key Questions to Ask:

1. Do you offer Traffic Generation, Lead Generation, Leads-to-Customers and Analytical-Focused service packages?
2. What tactic or tactics does your agency use to deliver each of these service packages?
3. What past or current client example(s) best illustrate success you have delivered for each of these services?

Ask these questions early so you don't regret not asking them later on.

Construction inbound marketing is the strategic process of developing educational, informative and useful content, via your website, blogs and social media, to attract specifiers, contractors and other construction decision-makers to your website and business. It's relatively new to construction but with a proven track record of success, it's changing the way you get specified.

An agency that asserts itself as an inbound agency must offer Four Core services.

The **first** core service of inbound marketing is an agency's ability to generate traffic to a website through SEO, blogging and social media sharing.

Second, agencies should be able to tell their clients they can develop the premium content needed to capitalise on that traffic by building landing pages and managing online lead generation efforts.

Third, agencies need to be able to construct targeted lead-nurturing campaigns aimed at converting those leads into customers.

Fourth, in order to iterate and improve, analysis and measurement need to be present at every step in the process.

Being able to dig into the results of your online efforts is critical. Doing so on a regular basis will allow agencies to tune underachieving campaigns to get better results. More on this later, but make sure reporting and analysis is second nature to any prospective agency you're thinking of work with.

02

A Clearly-Defined Delivery Process

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Hire an agency with a solid, proven and logical plan of attack

They know you. They know your business. They know their capabilities and what is required for inbound marketing success. Therefore, any agency worth considering should be able to plot out the specifics and details for the campaigns and the strategy they propose for your business.

Building on the goals and challenges identified in the sales process, your potential partner agency should be able to outline their approach in terms of the four core services and explain all the tactics they plan to employ in their execution. Expect a timeline for each chunk and a description of the resources they're likely to need along the way.

Make sure each component of the strategy they are proposing to you, as well as what comes before and after each piece, make logical sense.

Does your business have no web presence? Then traffic generation services like SEO, blogging and social media need to come first. Is your website underperforming from a lead generation perspective? If so, your agency partner will need to ensure that your site has decent traffic and then begin crafting premium offers and landing pages.

Are too few sales being attributed back to the website? An agency brought on to help with that the challenge will (again) need to look at the traffic and lead numbers to ensure quality is present, and then begin crafting targeted lead nurturing and email follow-up sequences.



Key Questions to Ask:

1. Given your understanding of our situation, goals and challenges, what do you recommend we do first, second, third, etc?
2. How does our situation, and the plan you're recommending, match that of another customer you've worked with?
3. What do you see as the most critical piece of inbound marketing for our business and goals?

Ask these questions early so you don't regret not asking them later on.

Has A Goals Orientated Process

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A construction marketing agencies pitch should be tailored to your businesses specific challenges and goals.

03



Key Questions to Ask:

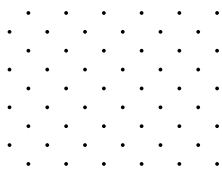
1. Have you worked with clients who have faced challenges similar to mine?
2. How does each piece of what you are proposing take aim at my challenges and goals?
3. What is the timeframe for achieving these goals, based on the strategy you have in mind/outlined for my business?

Ask these questions early so you don't regret not asking them later on.

The sales process of a good construction marketing agency will start with your goals and challenges, and dovetail into how they can help you. You're sure to see slides about who they are and what they do, but they should understand that their services are most compelling when they can be seen as potential answers to the business challenges you are facing.

They should begin by asking about your goals, and the timing and urgency around meeting those goals. Also, how are you being measured? What are the metrics and benchmarks most important to you? Also, what does the size and makeup of your internal team look like? - This is essential as it will tailor how your campaign pans out.

Getting answers to these critical questions at the outset will allow them to prescribe a plan unique to your business. Your goals and challenges should be natural segues into discussions around their capabilities and case studies.



04

Maintains An Optimised Inbound Website

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Hire a construction marketing agency which can site themselves as a case study

They will most likely talk the talk, but does the agency you are considering **walk the walk**? Meaning: do they do inbound for themselves? Digging into their site for a solid YES or NO answer to this question could give you an interesting insight into just how good they really are at what they do.

Because you're in "hiring mode," your trips to their site have likely been dominated by scouring their services and client testimonial pages.

But take a step back from these self-promotion-heavy pages and ask yourself, do they do the things they're proposing for me? Do they blog with the frequency they say I will have to? Are they active on social media? Can Call-to-Actions buttons and premium content offers that convey thought leadership be found throughout their site?

A truly effective inbound marketing agency should be its own best case study. Think twice about engaging with a firm that doesn't make the services they sell a priority for their own business. for this is a recipe for disaster.



Key Questions to Ask:

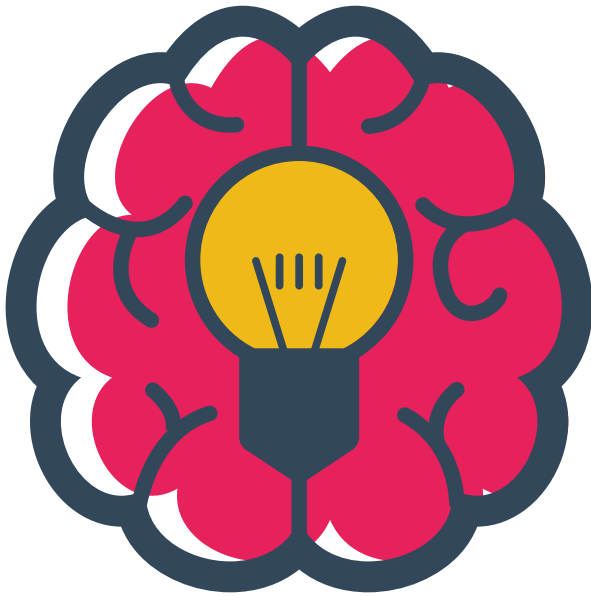
1. What have been the results of your own firm's inbound efforts?
2. Does what you are outlining for us match what your own firm does online?
3. What are some key lessons you have learned from using inbound marketing for your own business?

Ask these questions early so you don't regret not asking them later on.

Showcase Their Niche

05

This is an important area that many businesses overlook.
Your agency should specialise not generalize.



Key Questions to Ask:

1. Have you worked in my industry before?
2. Which piece of inbound marketing is your strongest capability, and how does the strategy you plan to layout capitalize on that in particular?
3. If you have worked in our industry before, how familiar are you with our thought leaders and key blogs? If not, how do you plan to go about finding these?

Do your research check their social channels, reviews, and website before meeting them this way they can't blag their way out of a direct question.

Does the prospective agency you are talking with have a niche? If yes, is that niche service or tactic-specific?

For example, maybe they've done SEO for years and gotten phenomenal results. Or is their niche industry-specific? Meaning they have crushed numerous client engagements in your industry (or a close relative to your industry) before. If they do have one of these sweet spots, look to see if they align with your challenges and goals. **They should.** Be aware of agencies that do not have a clearly defined niche, construction is an incredibly complex industry and costly mistakes can be made with general agencies, so opting for a construction marketing specialist agency may be the way to go.

Use the sales process to get a solid handle on your prospective agencies areas of focus. If they have a service sweet spot, like social media, for example, they should know the fastest and most surefire ways to leverage social media for traffic and leads. Or if they've worked in your industry before, it's likely they know lots of key industry terms and thought leaders – which will make content easier to create at the outset.

Specialities like the examples referenced above can shine extra bright when incorporated into a comprehensive strategy spanning the four core services. Just make sure your agencies biggest strengths make you stronger.

07

Teaches and Trains Your Team



Choose an agency which believes in your long term sustainability and is, therefore, willing to enable your team to maintain their strategy over time.

Inbound marketing hinges on effort. Effort to create content. Effort to Tweet. Effort to research keywords for SEO. Effort to blog. Effort to think about conversion events on your site and how lead nurturing campaigns could be tuned to better perform. Lots of effort. Any agency you hire will need to spearhead and facilitate all these efforts, but should also be able and eager to train members of your internal team on how to do things like blog and use social media, this ensures your business is equipped to manage your campaigns internally before looking to outsource.

This is a transparent and honest way of marketing and the construction marketing agency which is able and open to do this will be the most beneficial to your business.

An agency truly worth its weight will be eager to talk with your team, train them on inbound marketing best practices and harness their brainpower, after all, you are experts in your field it would be a rookie error to not harness this knowledge.

The more hands-on-deck, so to speak, the quicker things take root, begin to yield results but most importantly the less you'll need to spend in the future to re-do the same job as your team will be trained to maintain the inbound strategy to a high level.



Key Questions to Ask:

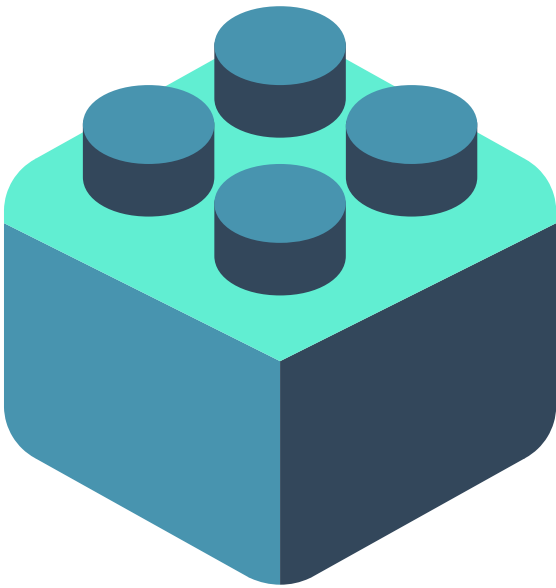
1. To what extent do you train your client's teams on the inbound marketing methodology?
2. How do you plan on setting those folks up for success and ensure the pieces they work on with you is a good use of their time?
3. How has involving client team members in your efforts worked in the past?

These questions are essential to understand what you'll be gaining from your partnership in the long term.

Skills in-house or with a trusted partner

08

Choose an agency that can explain how they do what they do.



Key Questions to Ask:

1. Do you do all your inbound marketing work in-house?
2. If yes, who on your team specializes in what?
3. If no, to whom do you outsource what? And how long have you worked with them?

Ask these questions throughout, ensure you know who is responsible for each aspect of your business.

A complete inbound marketing strategy is comprised of many different tactics. It's like lego, not because it hurts to walk on but it's comprised of various pieces. Pieces that should not stand on their own, but when put together, make total sense. And to truly succeed online, businesses will need to execute a comprehensive strategy that is inclusive of all the right pieces.

Combining this perspective with the technical nature of construction and there suddenly becomes various pieces that all need to be moving in the same direction.

A cohesive strategy is the job of your construction agency. Each piece is crucial, and it is important that you understand a potential partner firm's capabilities at the outset of your relationship. Make your prospective agency provide detail around how each step of the strategy is going to get done.

Your prospect agency might not have the talent in-house to deliver a service entirely on their own, ask who is responsible for creating/building each piece. They might outsource. Agencies that use partners for technical pieces of the work, like website design and integrations will be relying on the schedule of another when they make the handoff. Probe them around who their partners are, how long they have been working with them, general timetables and what pieces of the work will get shifted to them.

09

Strong Project Management Skills

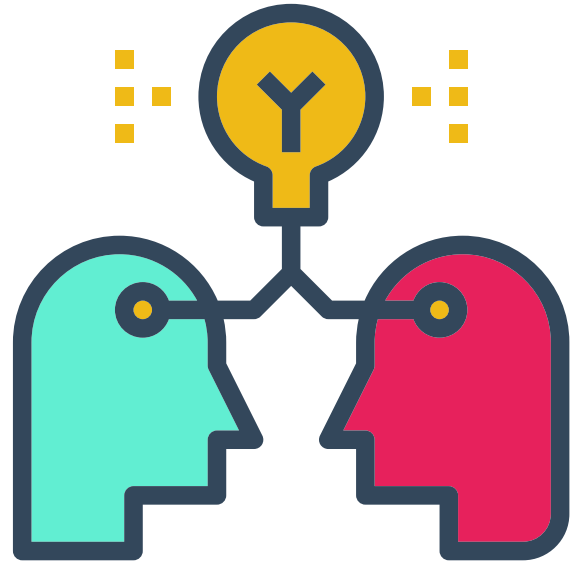
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Your agency should want to run the whole show. Inbound marketing is a serious production and they should be experts in the field.

Inbound marketing is an organic process. It requires time, elbow grease and coordination. Any construction inbound marketing agency you choose to partner with is going to need to make requests of your time. They'll do it at the beginning of your relationship to get up and running fast, and on an ongoing basis, to ensure their methods stay sharp and in line with your business.

They will need to understand who your customer is and get a sense of the types of content that will be most effective in attracting them to your site. They'll also need to add forms and other inbound elements to your site. To accomplish these tasks, an agency will need to get inside your head, and inside the heads of others on your team. They will also need to get on the calendar of your website admin!

Does the agency you're considering have the process and communication skills to make you think they will make reasonable and realistic requests of other folks on your team? Also, have they set clear expectations around what each inbound component will require in terms of time and resources? Do you get the impression that they can manage campaigns with lots of moving parts? They should. A good agency will make your life easier - not the opposite.



Key Questions to Ask:

1. What types of requests, technical or otherwise, do you anticipate making of myself and my team as our engagement kicks off?
2. What types of requests do you anticipate making of myself or other members of my team on an ongoing basis?
3. What project management software, spreadsheets or other orientation materials should we expect to receive and when?

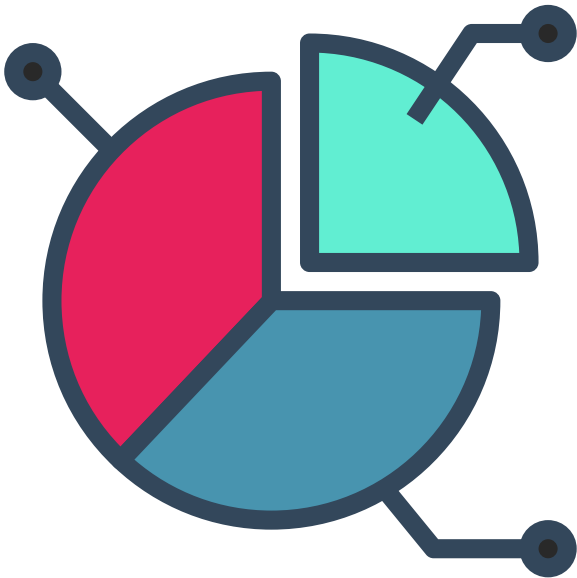
These questions will help you understand the project management skills of your agency while prepping you for your partnership.

Measurement Is Crucial

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Agencies who are comfortable with measuring data succeed faster.

10



Key Questions to Ask:

1. How will you measure the success of the campaigns you are proposing?
2. How often will you report back to us on these campaigns and progress being made towards other key metrics?
3. What adjustments can be made if certain metrics are over or underperforming?

These questions will allow your agency to align better with your objectives rather than the ones they set themselves.

The Internet is an infinitely measurable place. This makes each piece of the inbound methodology trackable and interpretable. This should be a fact leveraged heavily by any inbound agency you are considering working with. Your prospective agencies should have presentations littered with the words "metrics," "benchmarks," and "analytics."

Perhaps even a partnership with a top CRM software such as HubSpot, which will allow you to track attribution and justify your investment that little bit more than others.

John Wanamaker said, "Half the money I spend on advertising is wasted; the trouble is I don't know which half." Ensure your agency is data-focused so you know which half.

You have goals. You are trying to meet those goals by hiring this agency. Therefore, your agency should be as focused on charting success in a data-driven way as you are. Progress made toward your goals should be measured at every step of the way, and an inbound marketing agency worth its weight will be able to track all campaigns and report on performance regularly.

11

Values Transparency



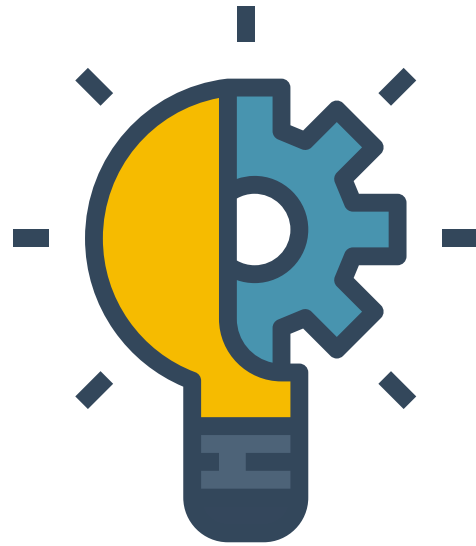
You should be able to see everything your agency sees, or at least have the option to.

Make sure the agency you are considering embraces transparency as a core value. While you're not likely to see this word next on a bullet on a Powerpoint slide, an agency can infer and prove they are transparent with their clients by citing and discussing the three main business practices below.

First, they should outline a regular meeting schedule in their sales process. These meetings allow the agencies a regular venue to raise questions and/or concerns as an engagement is ramping and progressing.

Second, construction agencies should jump at the chance to train your people. The more you understand what is being done and why the more you can get behind your agency and set their efforts up for success.

Third, truly transparent construction agencies will insist that you have login credentials to the online marketing software they use to run your campaigns. These accounts are loaded with data, and they should be open and comfortable with you walking around in their world.



Questions to Ask:

1. What online software packages does your firm use to execute and manage inbound marketing?
2. Will we be trained on this software?
3. How often will you share wins and progress with us?

Ask these questions to understand what exactly you will be getting out of your partnership - therefore ensuring your long term sustainability. Additionally, these questions will allow you to identify how transparent and trustworthy your agency prospect is.



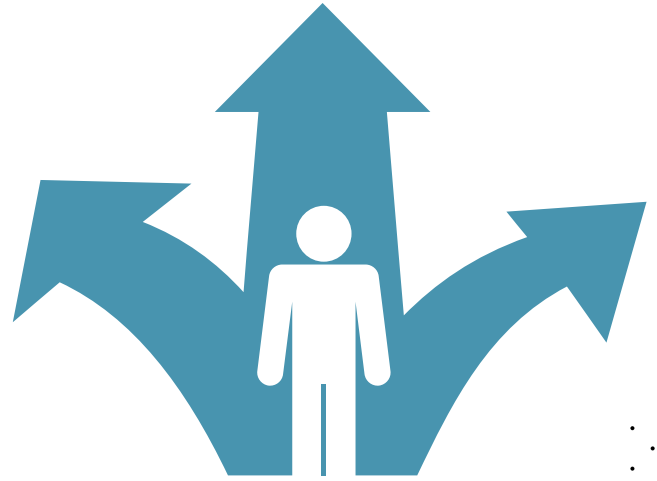
CONCLUSION

Find The Most Suitable Agency

You're short on the time and the manpower needed to implement and execute key inbound tactics like blogging and social media. Fortunately, there are construction marketing agencies out there that specialize within the inbound methodology to help. But like any other agency partner, make sure this agency is a good strategic match for the type of goals and challenges you have, as well as your internal teams and processes.

In addition, ensure that your potential agency is a construction specialist, time and money can be wasted on non-specialists who lack the fundamental understanding of the specification process.

Agencies whose personalities, leaders, skill sets and core values map to the above 11 attributes will be well-positioned to deliver.



Find Out More

Our growth experts specialise in construction inbound marketing and have extensive experience driving a predictable flow of specifications, leads, and customers for building product manufacturers.

Request a consultation by clicking the button below!

[Enquire Now](#)



About Insynth

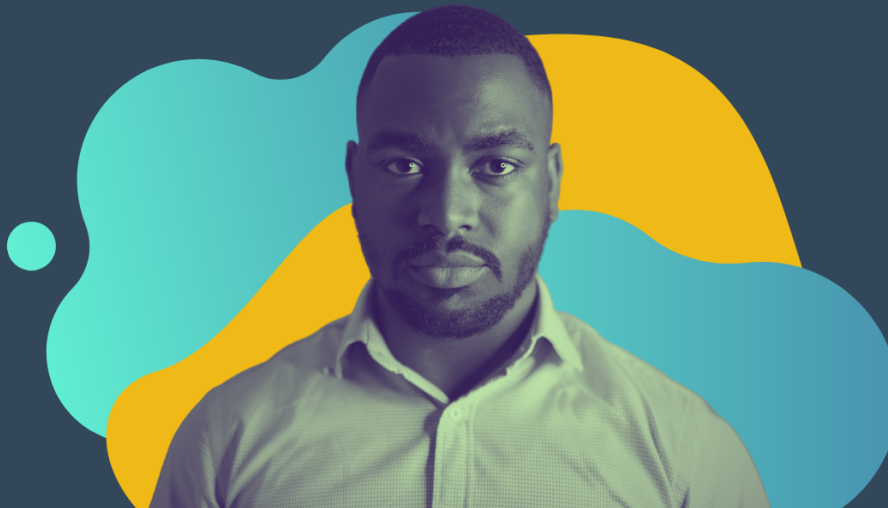


We are Europe's first inbound marketing agency to specialise in construction, driven to Deliver a predictable flow of leads, specifications and customers for your Building Product brand with a data-driven inbound marketing approach.

With 30 years experience in the construction industry, from specification, tendering through to delivery or even installation, we understand the challenges which hinder building product businesses when growing however, we have developed the right tools to deliver growth for building brands in this era of digital transformation.

Think of us as your outsourced in-house marketing team, working seamlessly with you to take control of strategy, implementation and delivery. From website design, search engine optimisation (SEO) and CRM implementation, to Sales & Marketing strategy, Insynth is ready to help you achieve your ultimate aim: Growing your business and getting new specifiers and customers.

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Dorian our Marketing Manager, responsible for the Insynth brand, growth, and usefulness for building product businesses.



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