

**WEBINAR**

# Supercharge Your Growth With the Best CRM for Construction

# Housekeeping

- We will be recording
- Ask questions via Q&A, and they will be answered at the end
- There will be 15 minutes of Q&A time at the end (any questions not answered will be followed up with after)
- You will receive the presentation and recording after the session
- Feel free to use the chat function

# About Us



Leigh Simpson

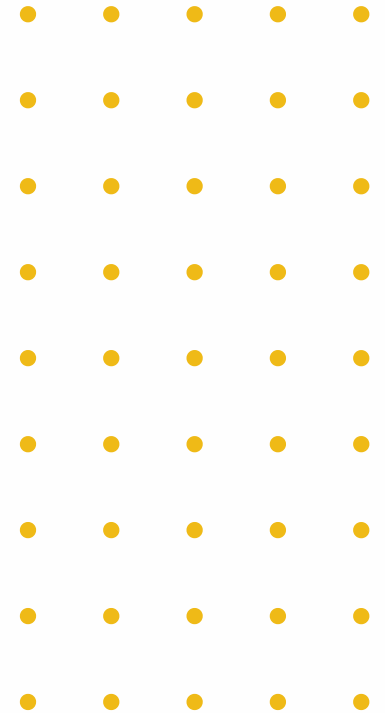
Founder and CEO  
at Insynth Marketing  
[leigh@insynth.co.uk](mailto:leigh@insynth.co.uk)



Ainhoa Rodriguez

Head of Platform Consulting  
at Insynth Marketing  
[ainhoa@insynth.co.uk](mailto:ainhoa@insynth.co.uk)

# Some companies we have helped



# Agenda

What is  
Inbound

Can Inbound  
Be Applied To  
The  
Construction  
Industry

Why  
HubSpot

What Can  
HubSpot Do For  
Your Construction  
Business

10 HubSpot  
Features The  
Construction  
Industry Needs

HubSpot Is  
More Than A  
CRM

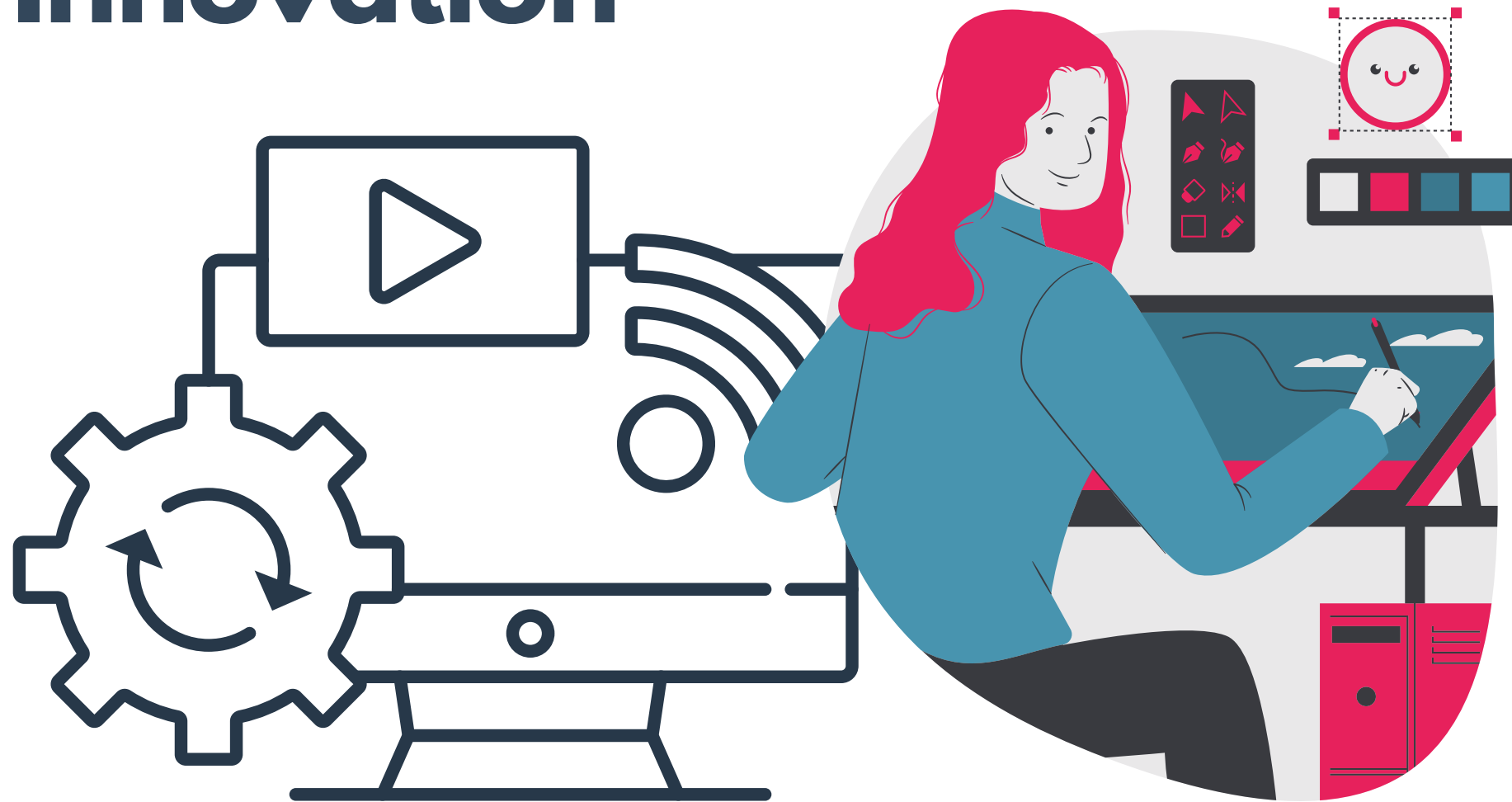




# What is **Inbound**?



# Be On The Winning Side Of Innovation



Inbound marketing is changing the way building product brands operate, and it's proposing questions you probably haven't thought about before

The way that specifiers research information today has dramatically changed.

10 years ago, it was far more likely that an architect would be open to meeting a salesperson, attending a CPD or visiting a trade show to find out about new products.

Today, they open their browser and type a question straight into Google when researching and evaluating their available options.



Inbound is a business philosophy based around helping people



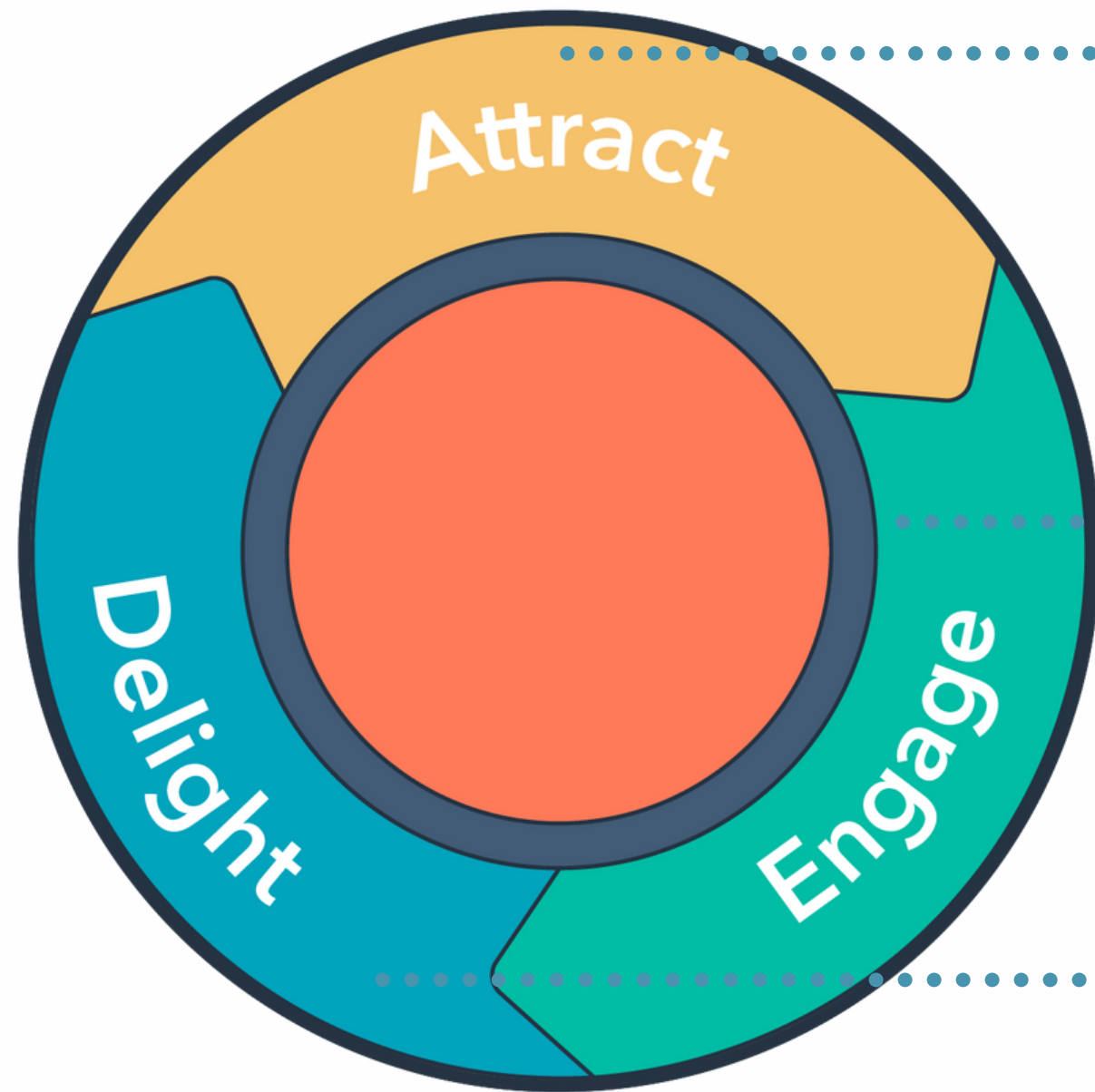
Inbound means meeting people on their own terms and interacting with them using the sites, platforms, and networks they value most



The inbound approach means doing business in a human way and creating meaningful 1:1 relationships with strangers, prospects, or customers

Inbound is a better way to market, a better way to sell, and a better way to help your customers





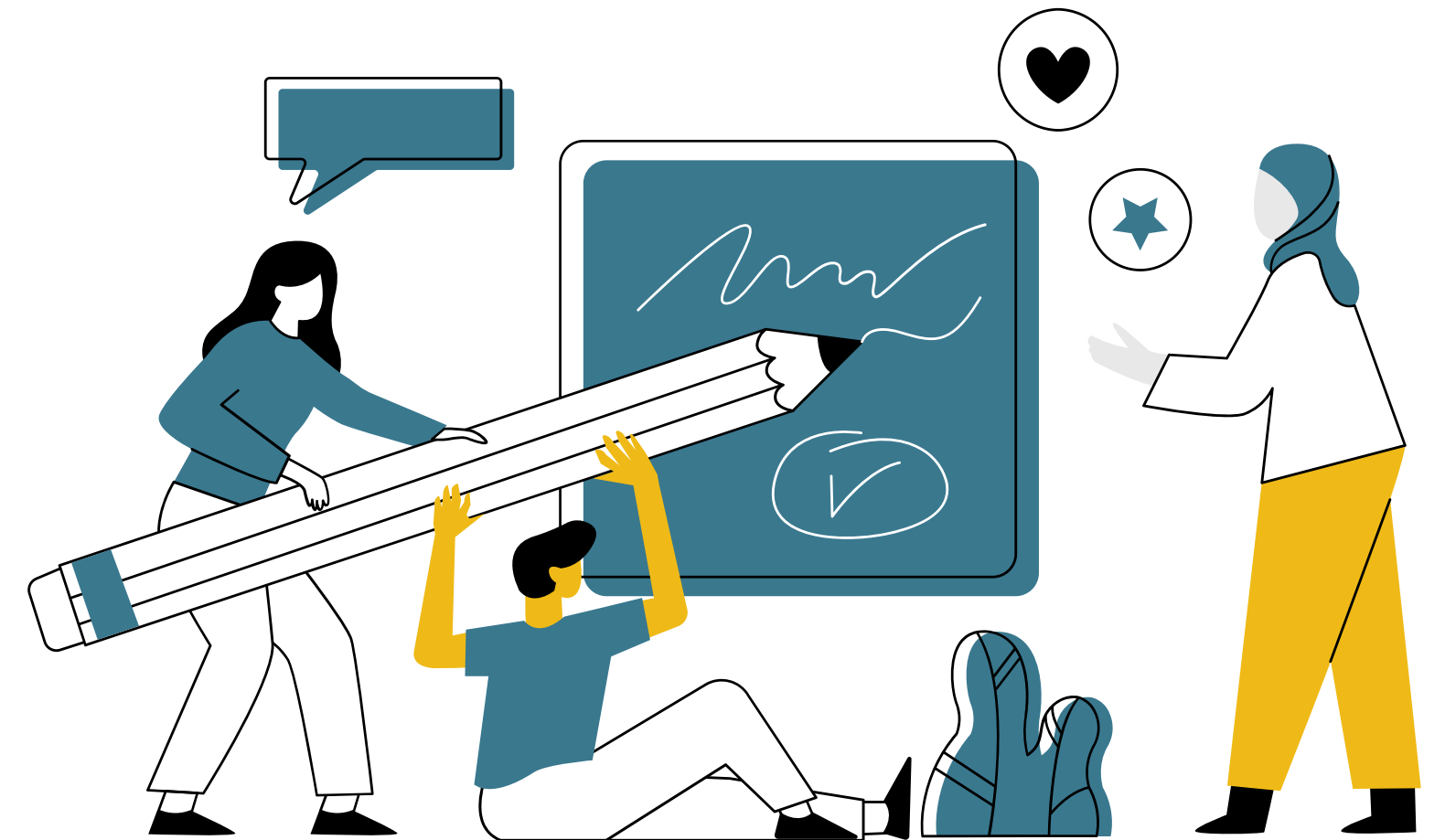
During the attract stage of the inbound methodology, an inbound business focuses on attracting prospects and customers through relevant and helpful content – immediately adding value during their buying journey.

In the engage state, your goal is to build trust. By focusing on what motivates your audience and having the expertise to solve for their needs, you become a resource.

Delight revolves around providing an outstanding experience every time a prospect or customer interacts with your company. You have the opportunity to ensure that you're actively creating advocates!

# Do Inbound

- To be an inbound business, you need to have a system in place.
- This means aligning your marketing, sales, and services teams around providing outstanding service in their content, conversations, and interactions.
- Having a defined framework for aligning your teams and their goals can help ensure that everyone, from every executive to every individual contributor, is spending their time and effort working toward the same end.





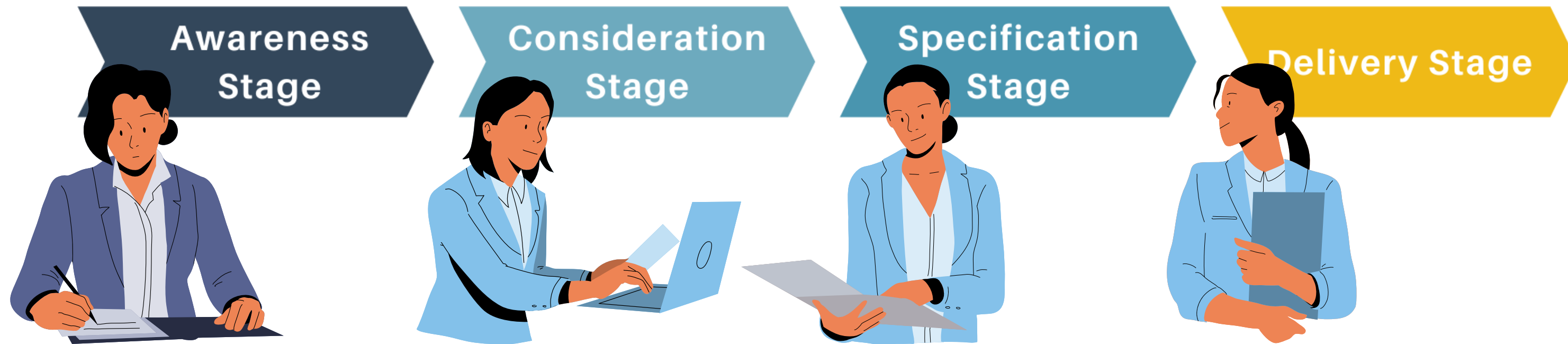
# Can Inbound Be Applied To The **Construction** **Industry?**

# The Grenfell Impact

Inbound works best when there is high consideration and research around a specification or purchasing decision.

Post-Grenfell, there is more importance and accountability being paid to better decision making in design and construction in the built environment. Inbound is the solution that fits this change in specification-behaviour.





During this stage, construction professionals face a challenge that they need a solution for. You can be their solution and help them consider your brand.

As your brand enters the radar of construction professionals, it is essential to ensure that any information that they might need for the specification is available

If they have downloaded the content they need for specification, something that you should track through your website, it is vital that you do not wait for them to start the conversation.

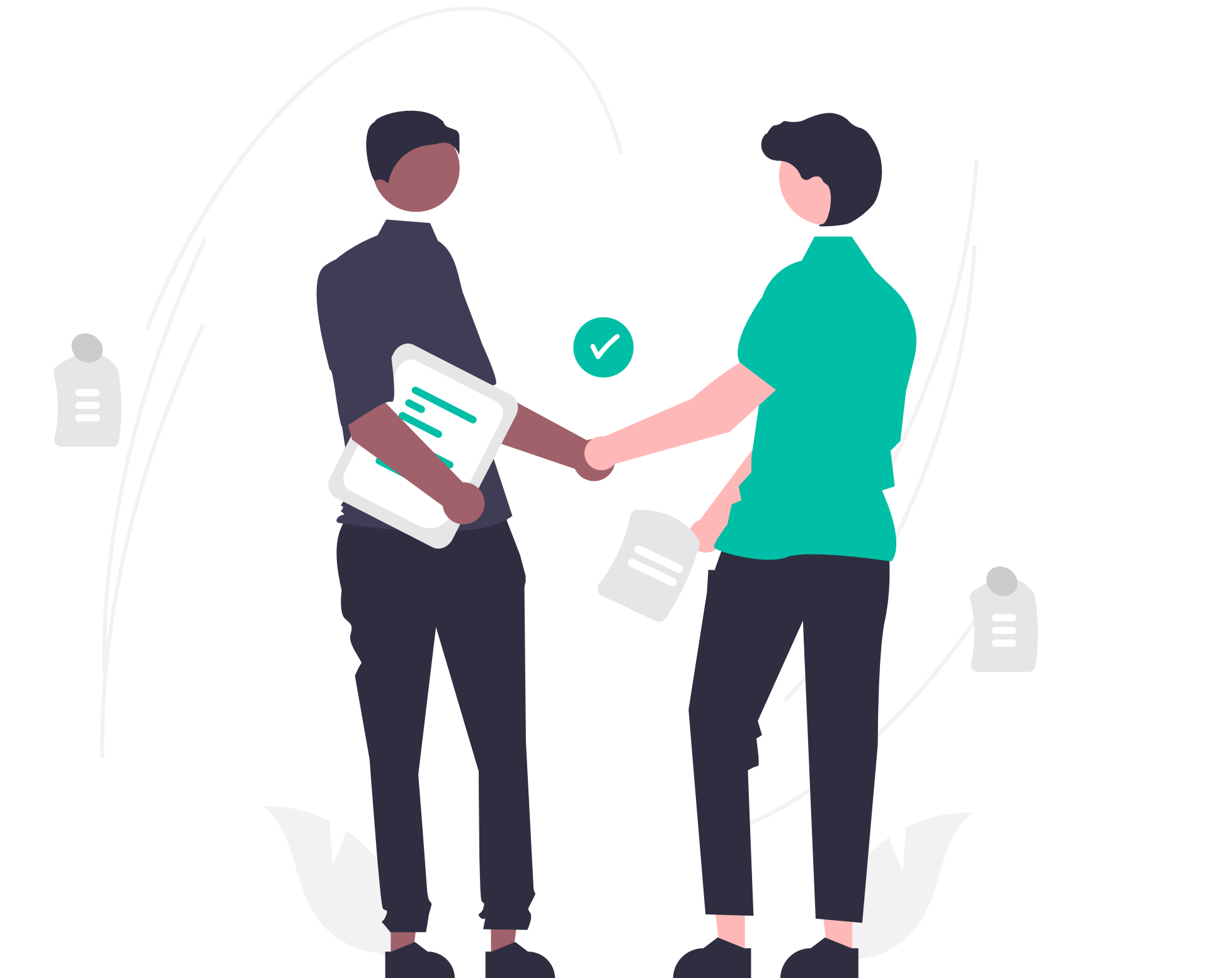
Once the specification is guaranteed, the conversation will shift towards more practical issues, such as the cost. Pricing and additional expenses need to be clearly stated

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# Inbound Understands The Specifier

Architects tend to have a conservative stand in their specifications. They play safe! But they are also incredibly loyal if you provide them with flawless service. We've known architects to not even conduct research for projects due to their loyalty to a particular brand.

Positioning your brand as a trusted advisor can secure a long-term relationship with specifiers.



# Why **HubSpot**?



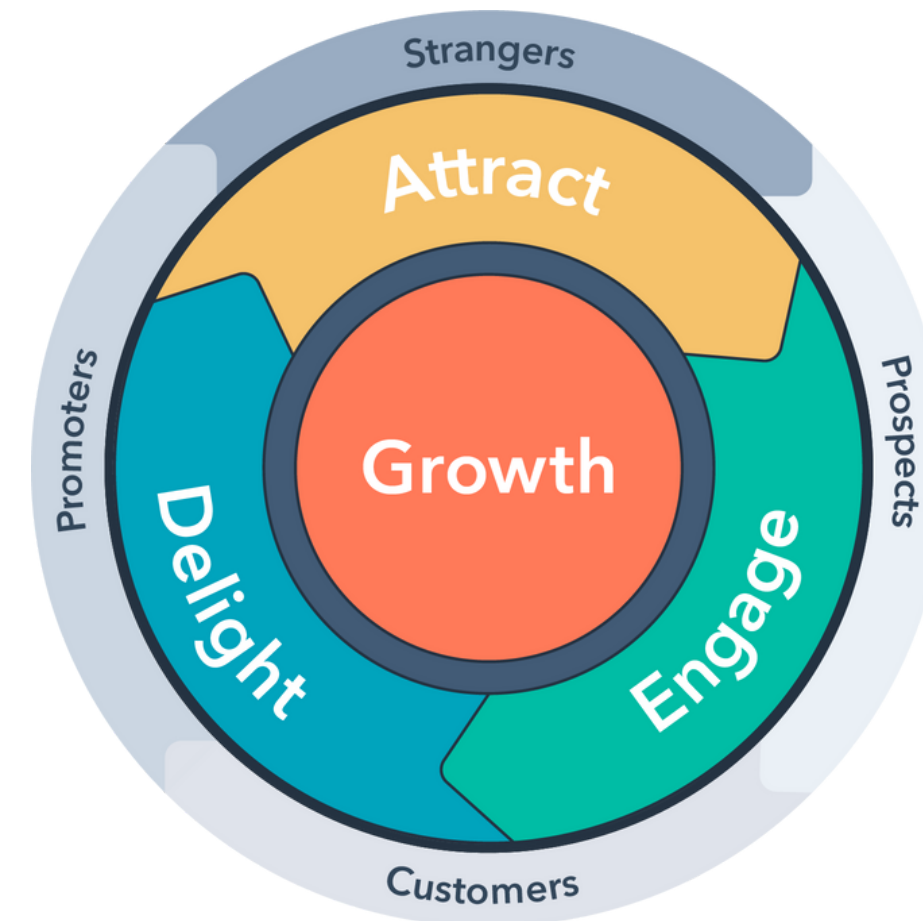
# An Inbound- Based CRM



HubSpot is the only CRM designed following the principles of inbound marketing.

This philosophy approaches the customer as an invaluable asset around which your construction brand should evolve and grow.

HubSpot represents a change of paradigm in marketing and sales processes, including the specification process!





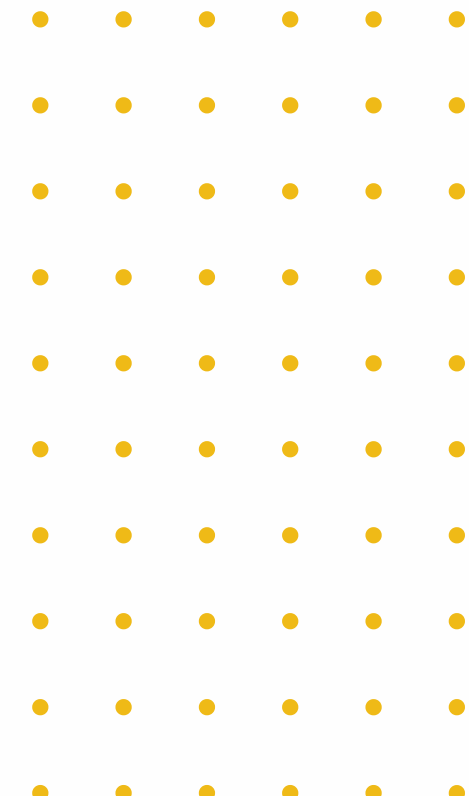
# What Can **HubSpot** Do For Your Construction Business?

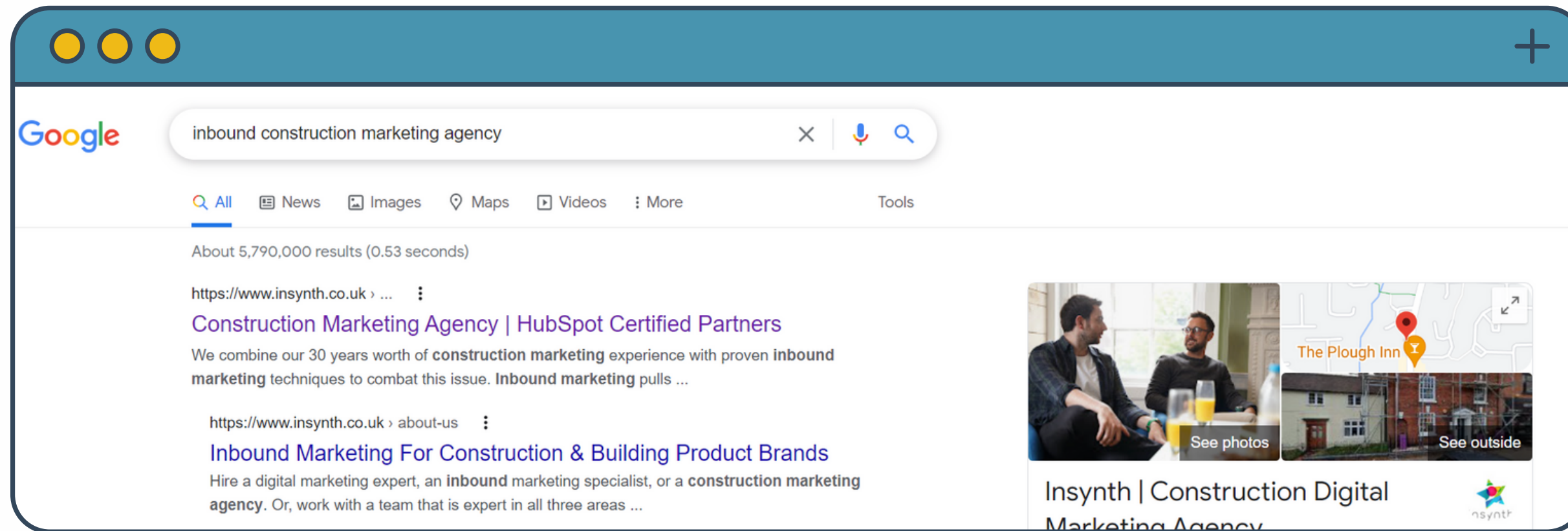


# Success Requires Tools

A question that is always in the back of the minds of construction sales and marketing professionals is whether they are doing enough to guarantee the success of their brand.

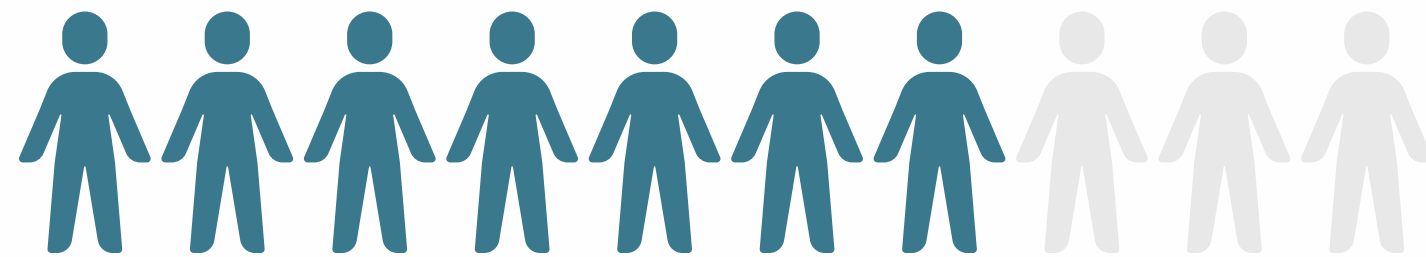
*Why am I not seeing results?*





# Increase Your Visibility

It has become more critical than ever to be present in every channel and medium while keeping a healthy position in SERPs.



Source: Moz

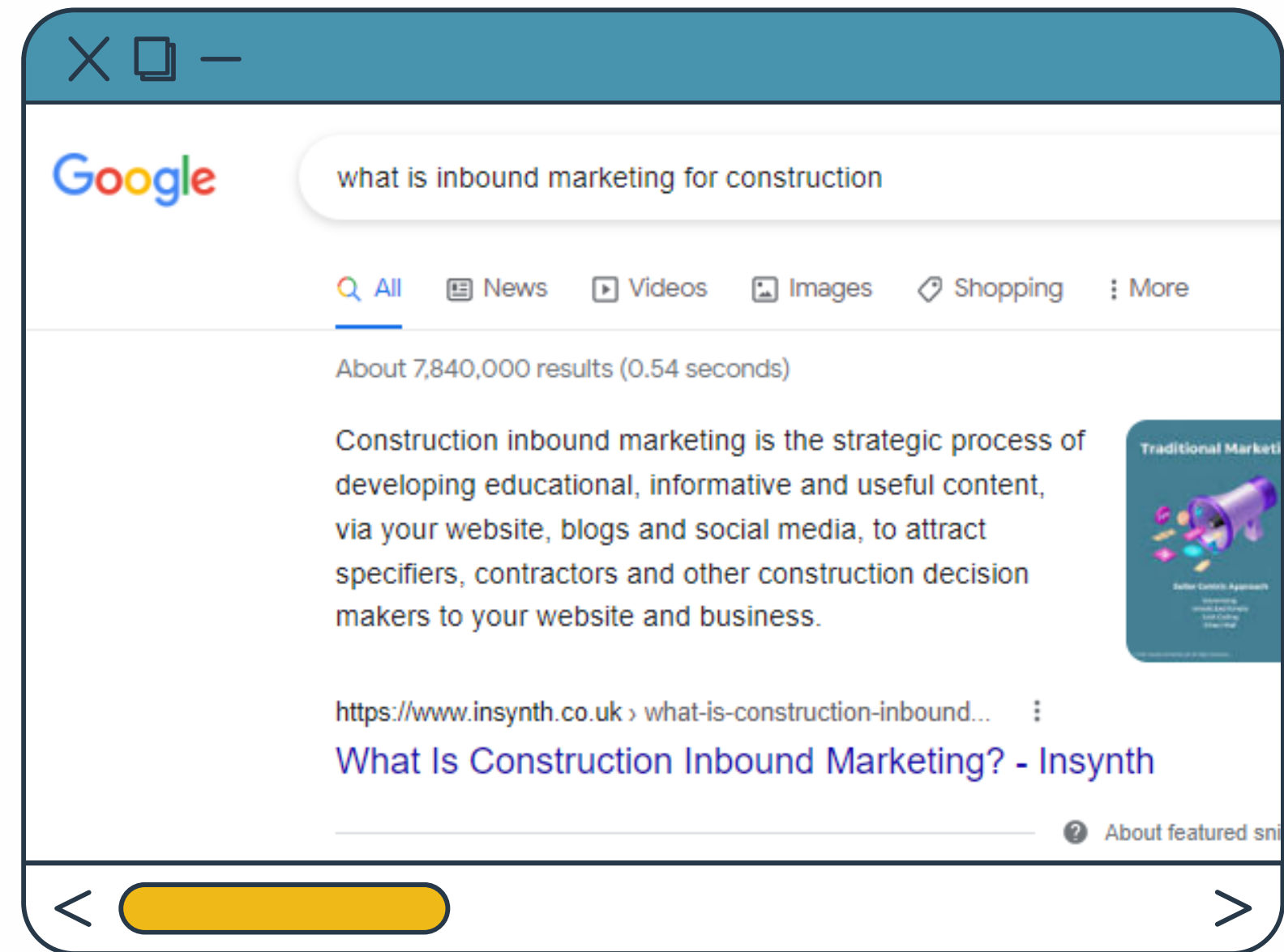
Did you know that over 70% of the people searching for information on Google would not go past the first 3 search results?

Needless to say, going to Page 2!

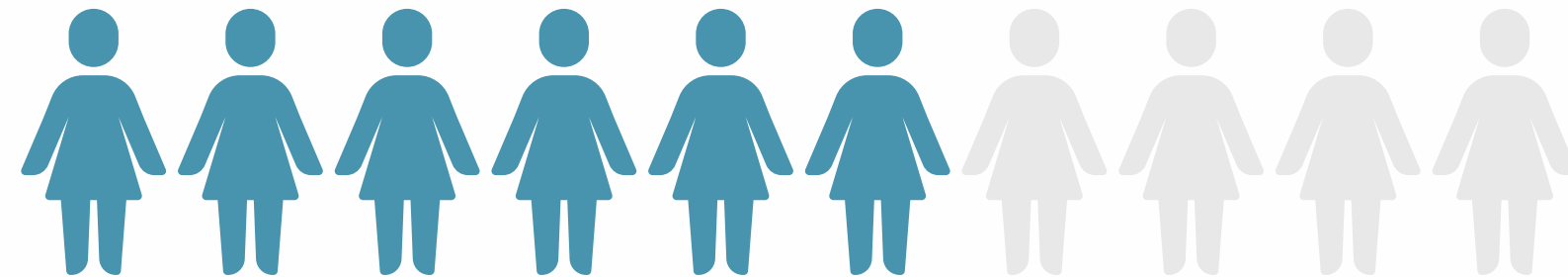
# Demonstrate Your Authority

Search engines like Google will evaluate your authority within a specific area based on the content you have produced on a related topic.

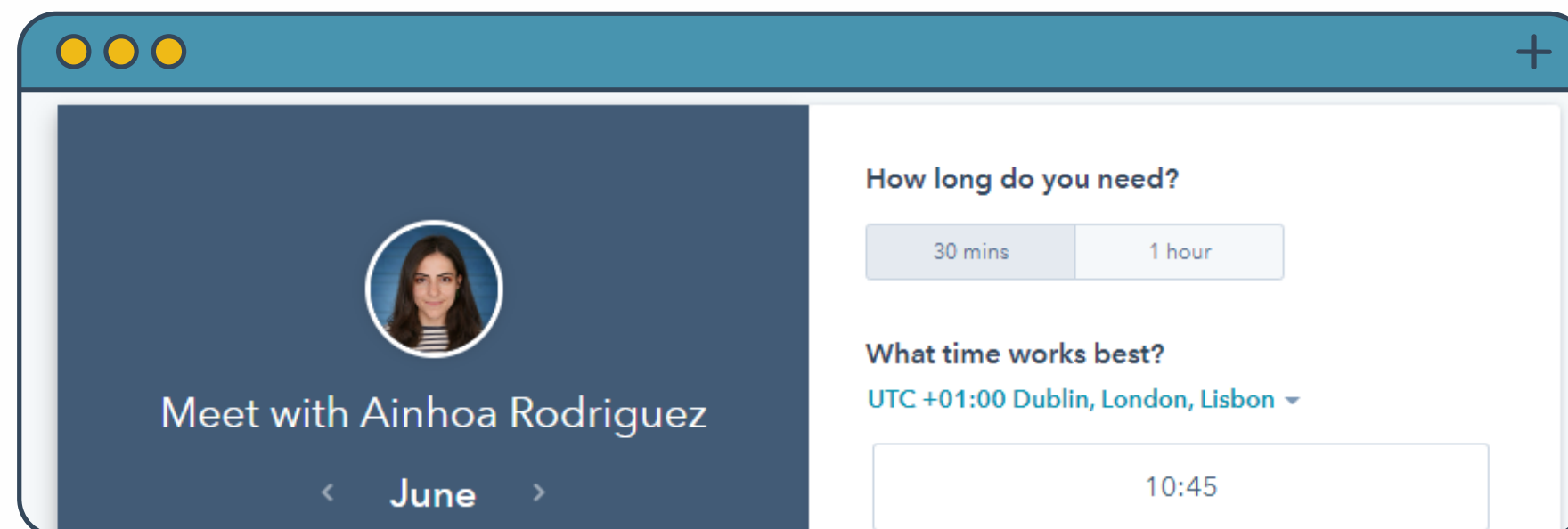
That content should understand what your prospects are looking for in your brand, positioning yourself as an educational referent and trusted advisor. HubSpot will allow you to gather that information so that you can offer leads with highly tailored content.



# Be There For Your Market

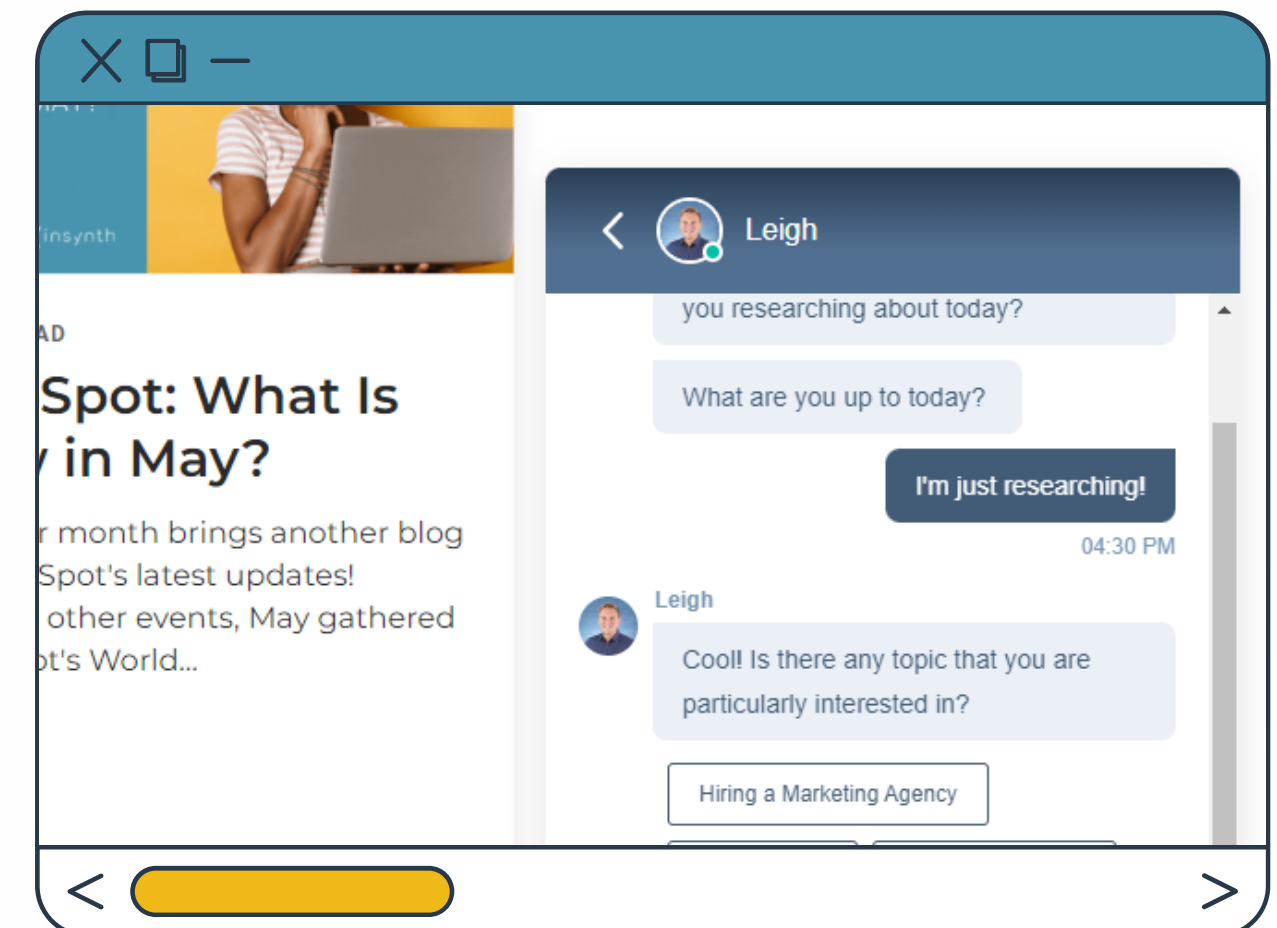


Details like keeping an active presence on social media, installing a live chat on your website, setting up a meeting link can make the difference, encouraging prospects to choose you over others

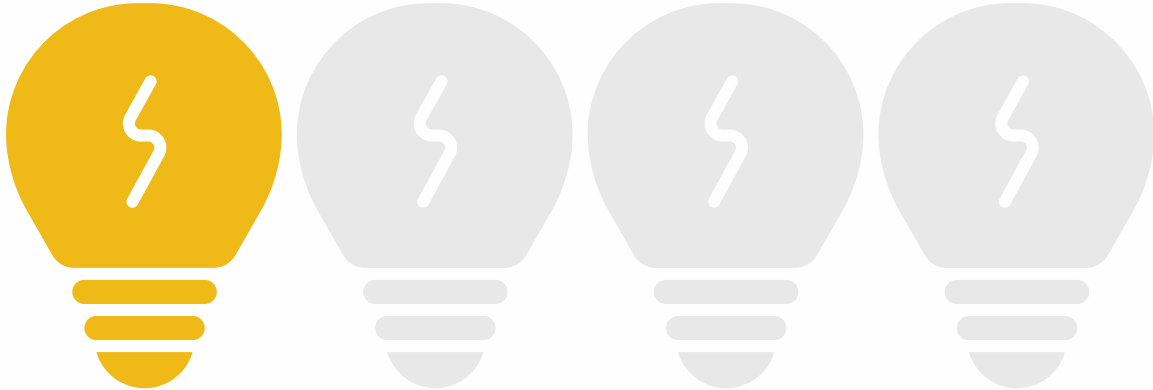


Source: SpecifiedBy

98% of specifiers were exclusively using online search engines to conduct their product research in 2019!

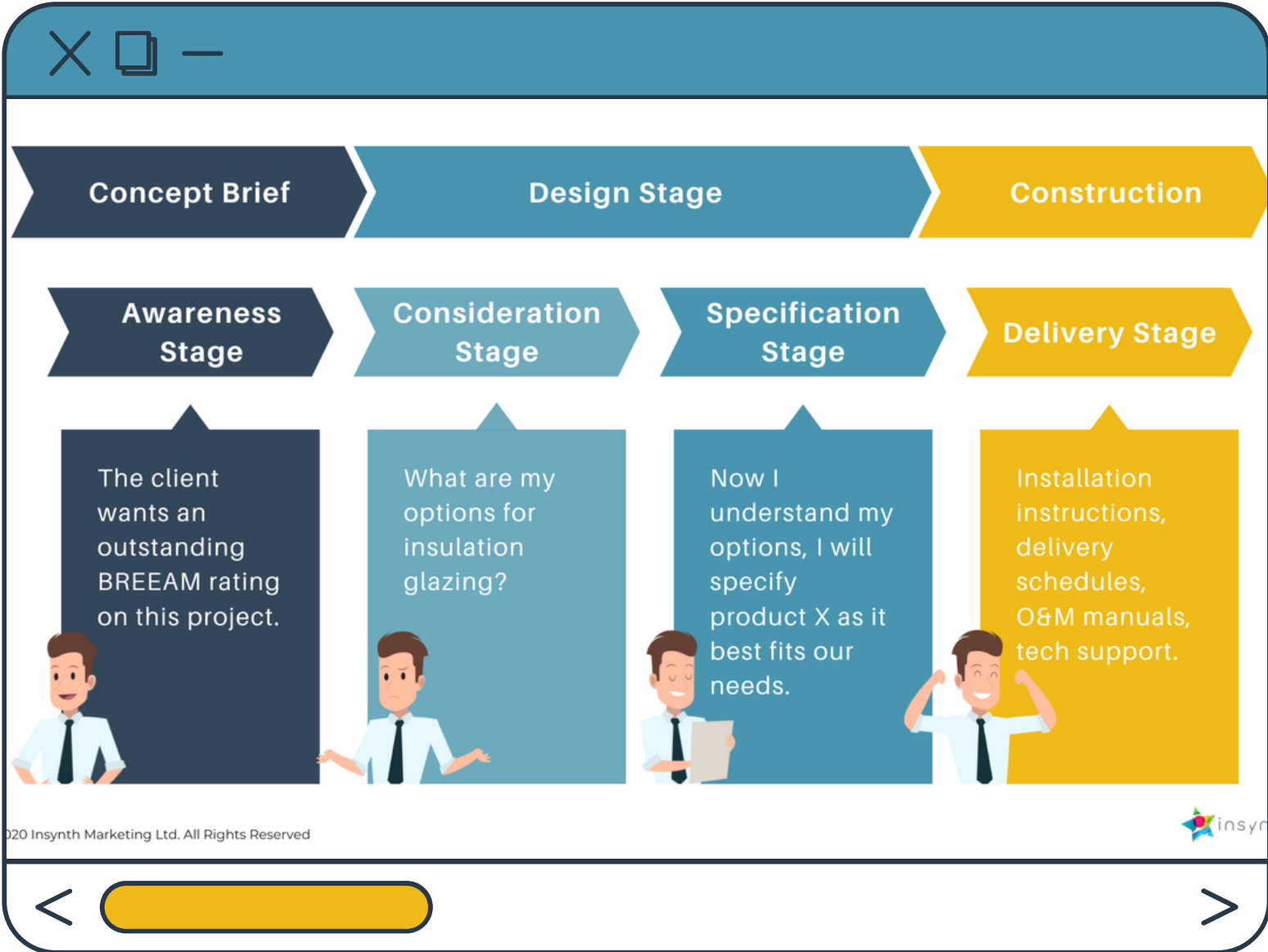


# Nurture Your Relationships



Only 1 lead out of every 4 is sales-ready when they start the conversation with you.

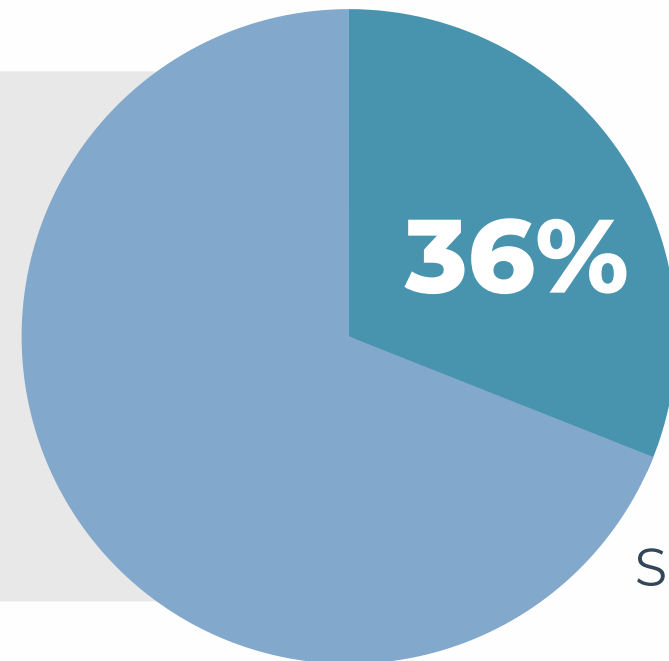
Traditionally, leads that were not quite ready were left in the background, waiting for them to make their minds up. That is not the case anymore!



Through nurturing techniques, you can slowly engage and add value to those leads, getting them to convert.

# Strengthen Your Competitiveness

Sales reps spend 36% of their time doing repetitive admin tasks.



Source: Demand Science

Avoid leads  
falling  
out of reach

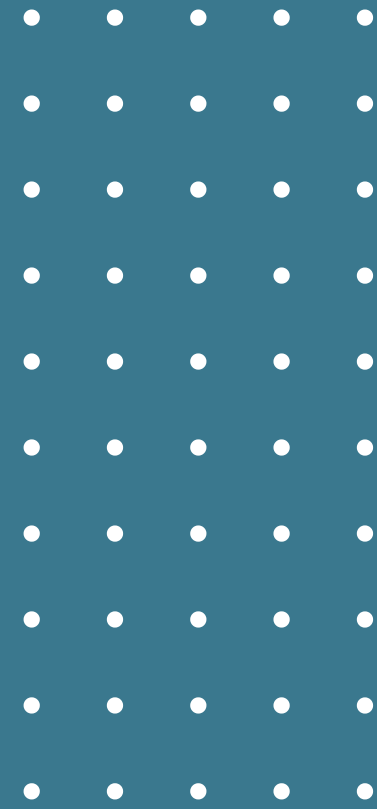


One of the worst mistakes a company can make after they have invested their efforts in building a predictable flow of leads is losing them.

As that flow starts increasing your stats, automation platforms can ensure you have the necessary tools to successfully follow up with them. Automating your lead generation processes is essential.



# 10 HubSpot Features The Construction Industry Needs

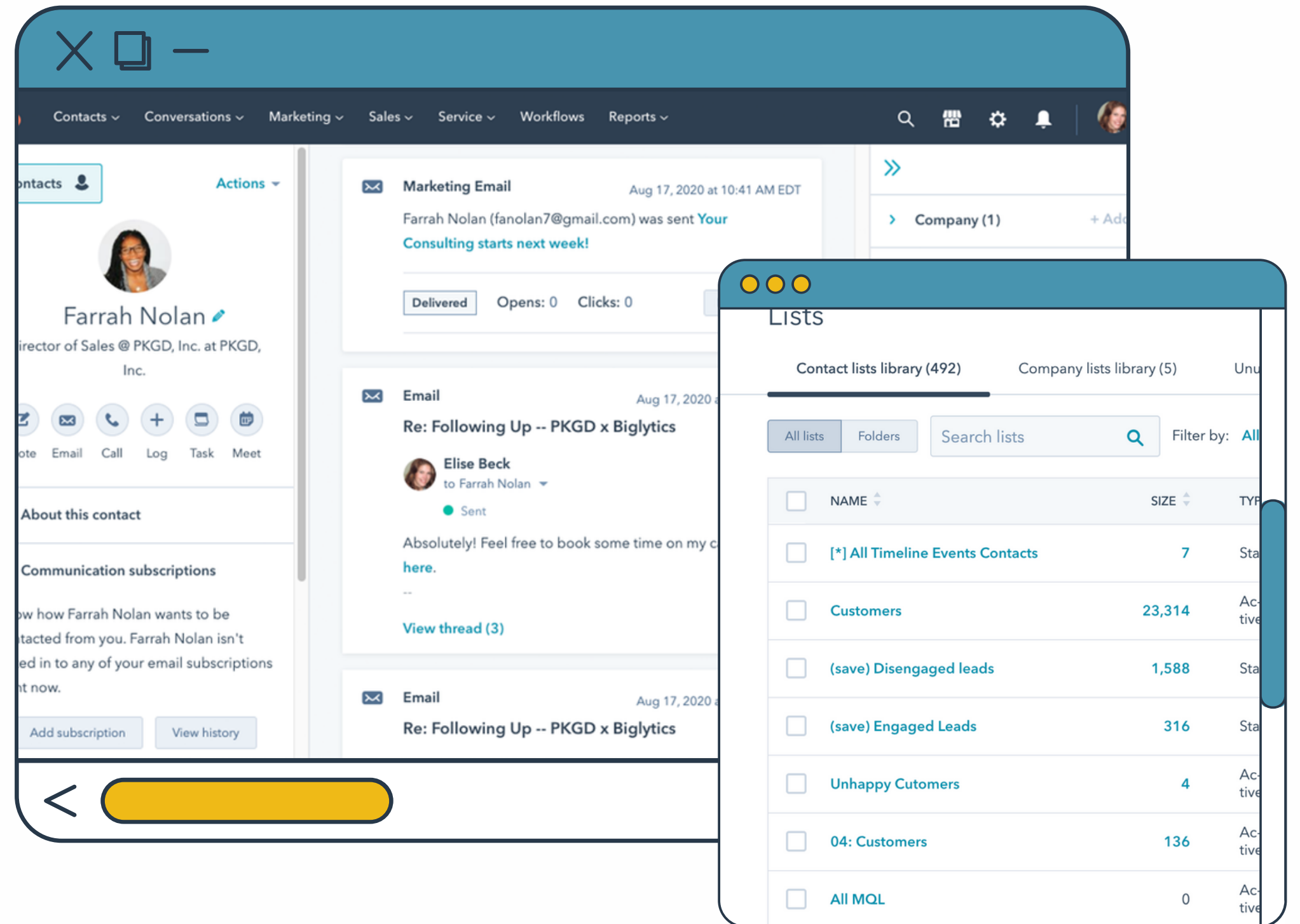


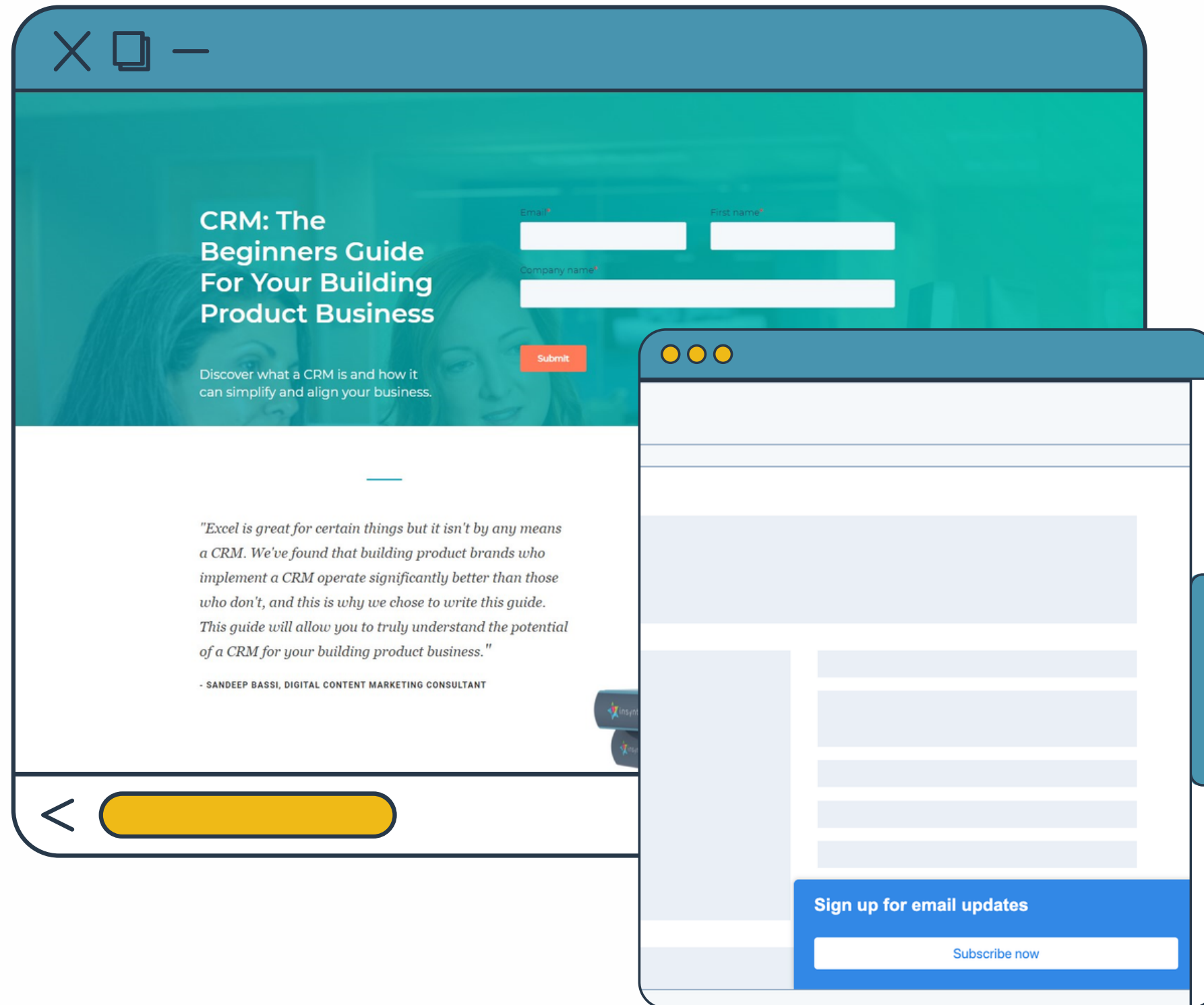


# A Customisable CRM And List Segmentation

Probably the main goal of companies implementing HubSpot is acquiring a CRM that actually works!

A CRM can help you collect and curate data while recording every interaction your prospects have with your brand.





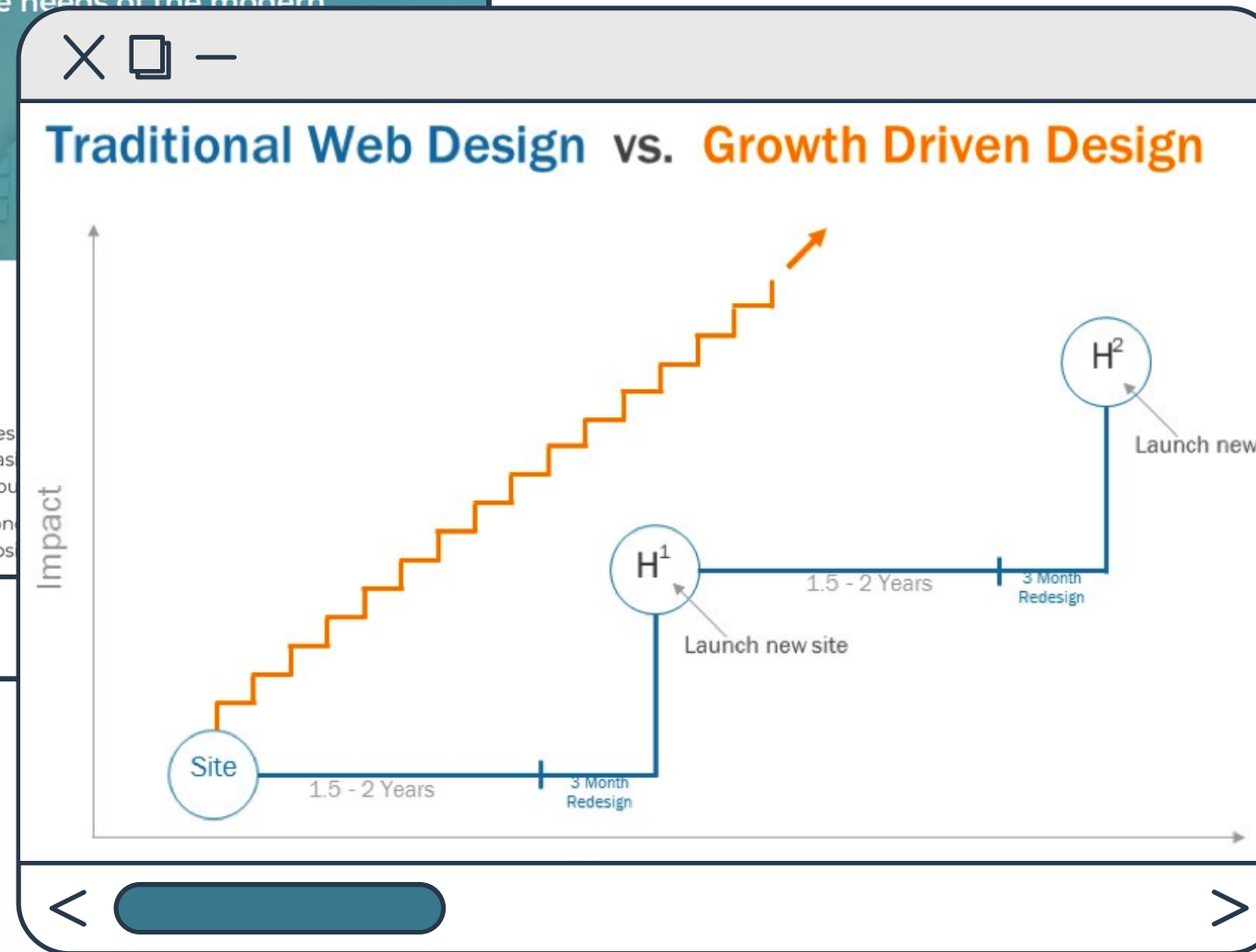
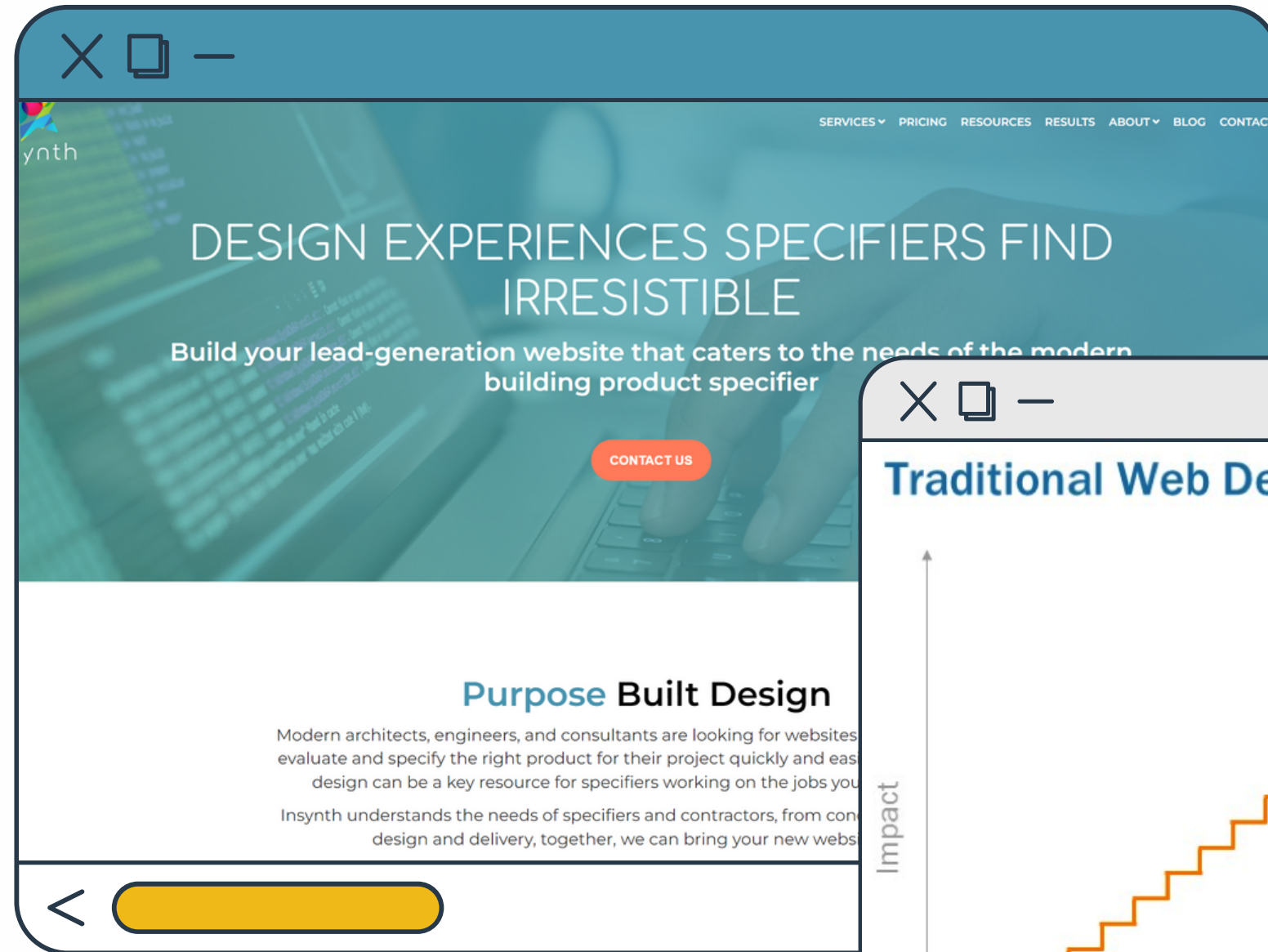
# A New Way of Capturing Leads

With HubSpot, introducing that data manually into your CRM is something to be left in the past!

Instead, you can use various tools available within the platform to get your prospects to submit their information.

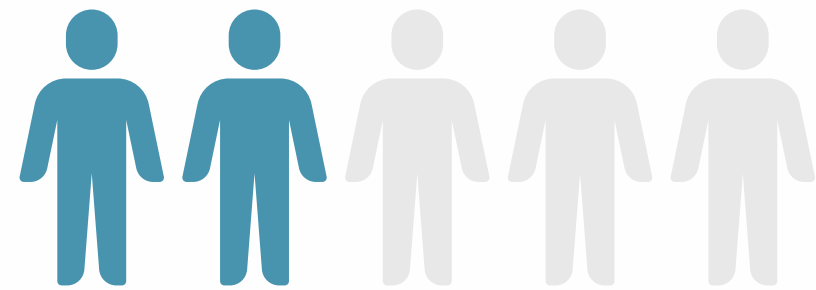
HubSpot helps you create, with an intuitive drag-and-drop editor, catchy pages and CTAs that will attract leads and encourage them to start a conversation with your brand.

# A Website Based In Growth-Driven CMS



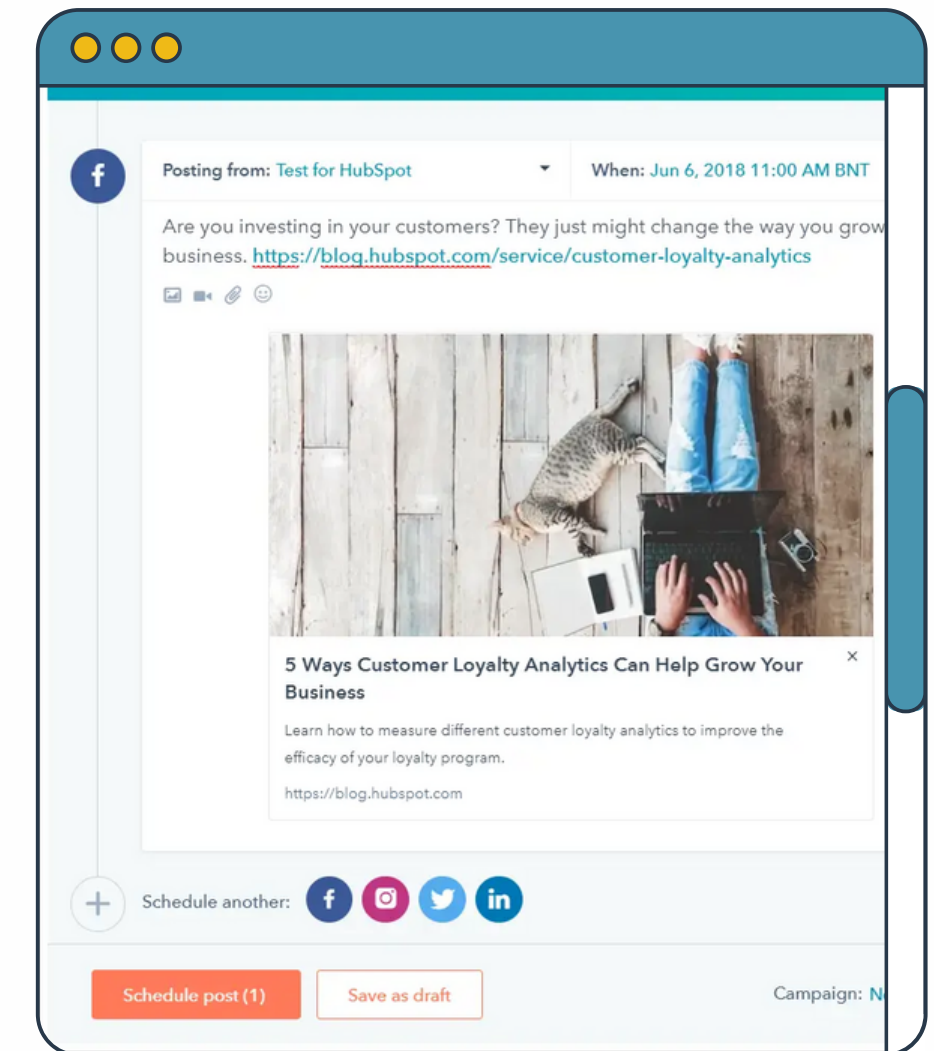
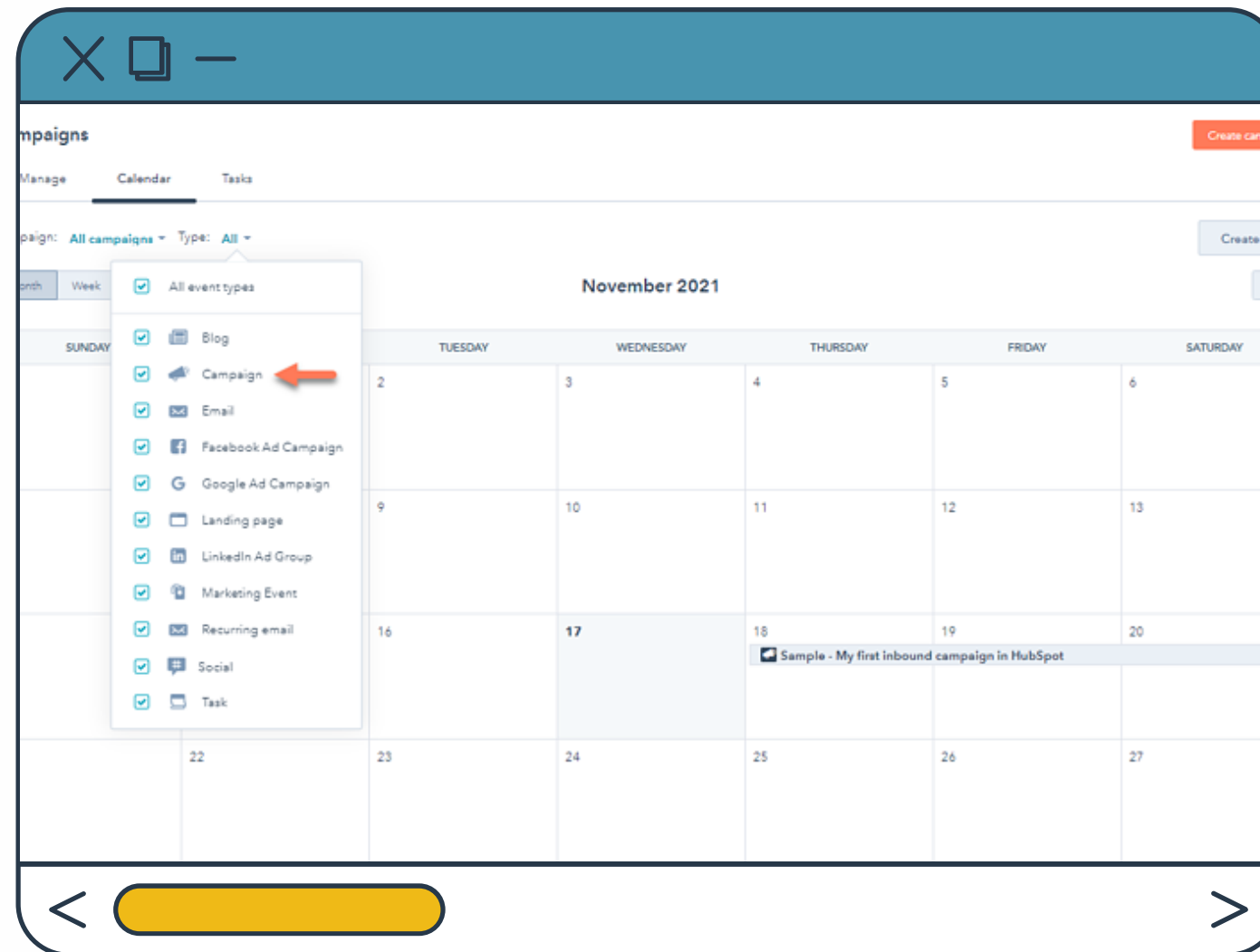
The growth-driven web design (GDD) approach is an intelligent and progressive design methodology that continuously optimises your site following real-time data-based analytics.

# Optimise Your Social Outreach



An average of 49.1% of architects use social media for their research

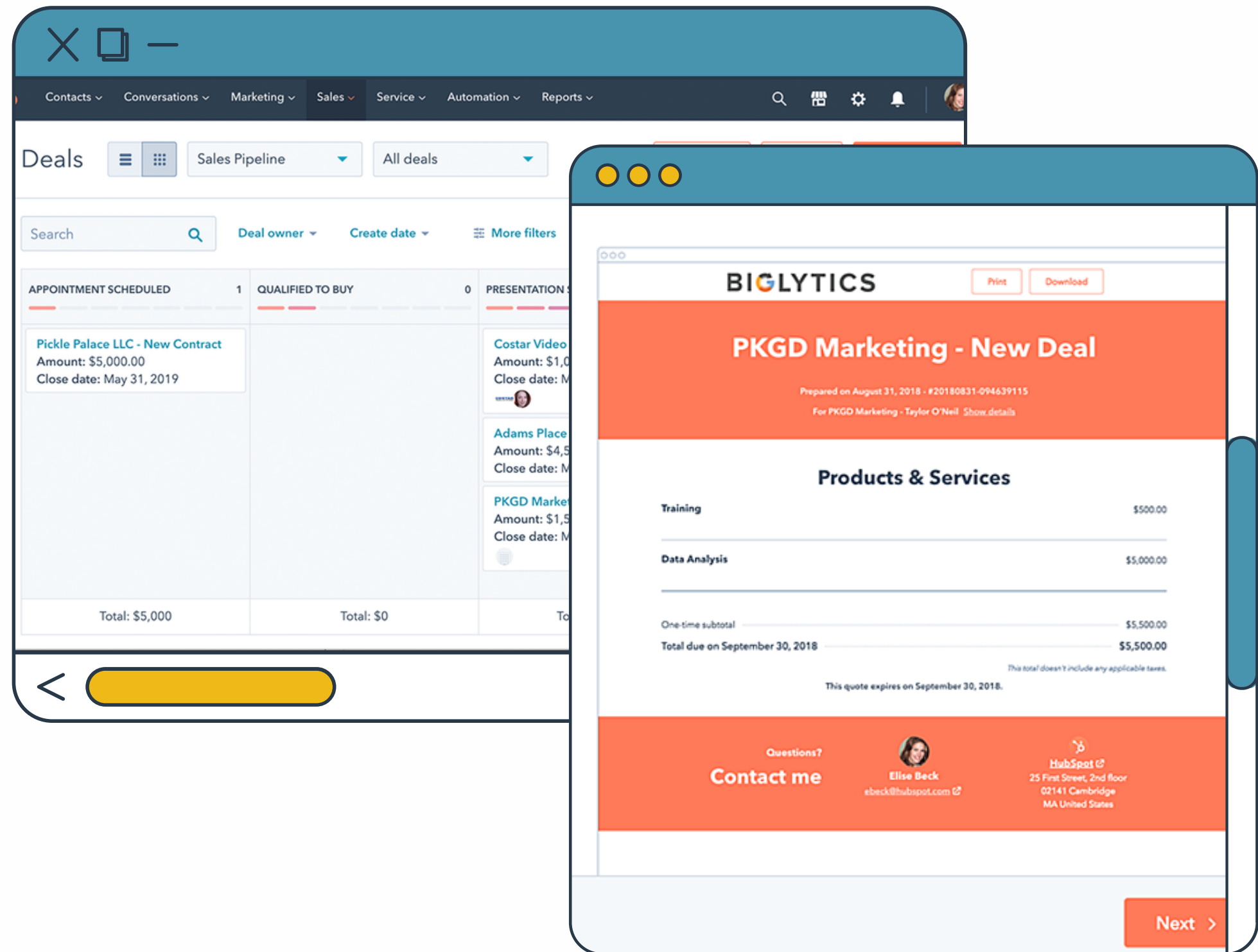
Source: Construction Media Index



Up to 47% will continue to engage with a brand after they have followed it on social media, with 89% making a purchase.

# Align Your Sales Team

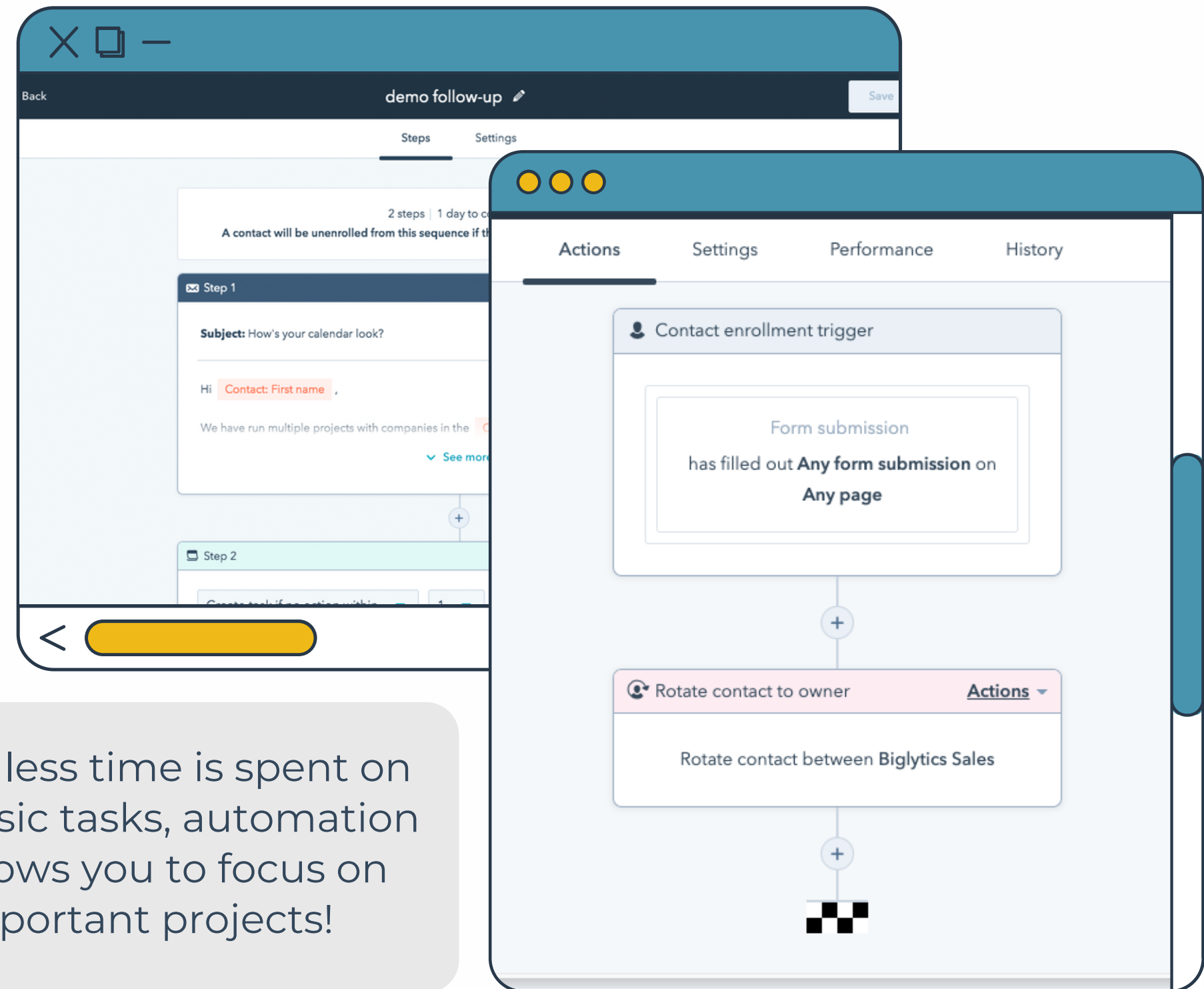
HubSpot allows you to record your deals and classify them in pipelines and stages and create and send sales quotes through which you can collect signatures and payments.



# AI-Supported Sales and Marketing

HubSpot's platform was designed with a particular goal, delivering the right message, to the right person, at the right time, and that shouldn't entirely depend on your team.

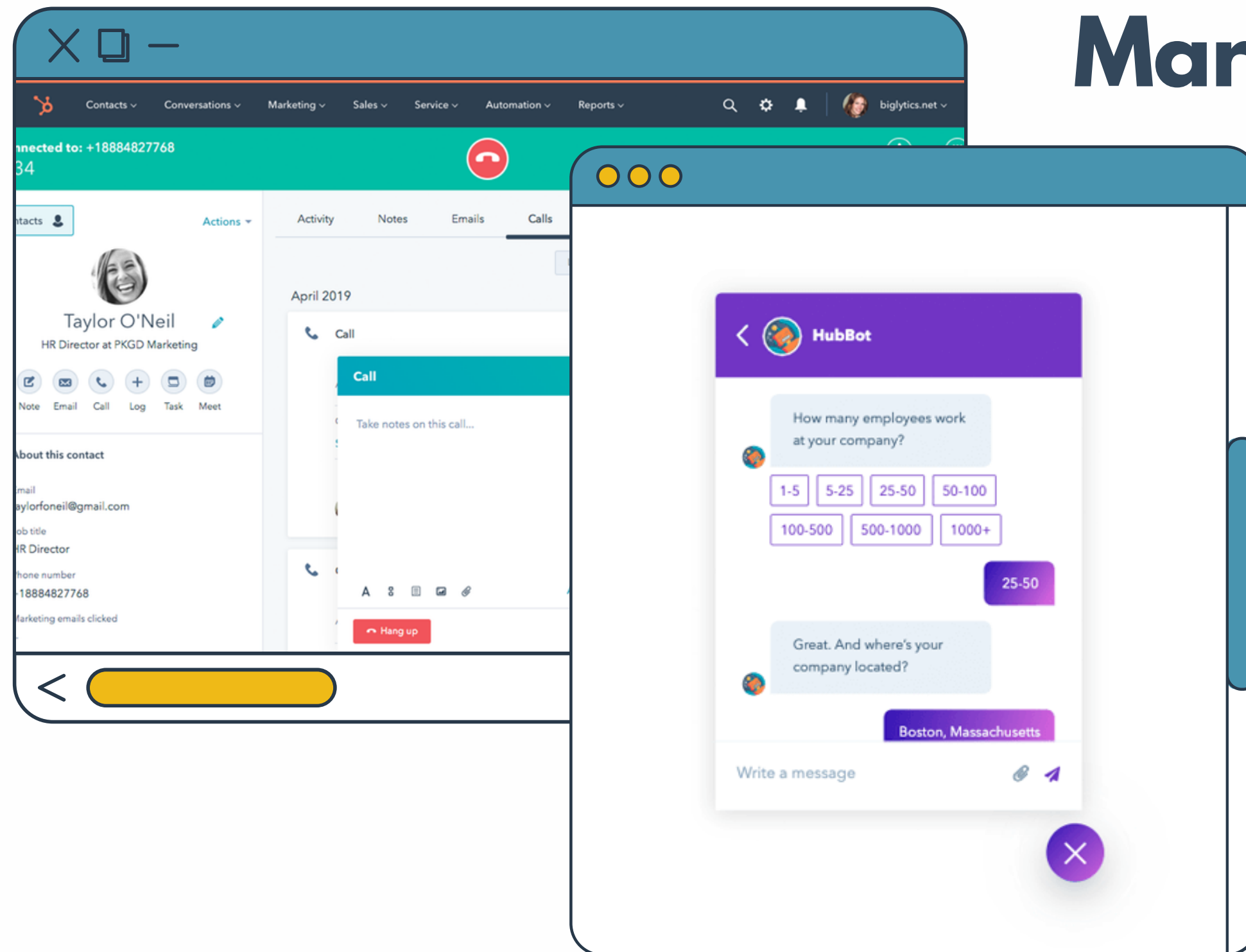
To facilitate this process, HubSpot is one of the main platforms offering automation, either through workflows or sequences.



As less time is spent on basic tasks, automation allows you to focus on important projects!



# Make It Easy For Your Market To Contact You



Your customers' voices should always be listened to, regardless of the channel they are communicating through.

Using conversational intelligence tools in their calls, live chat, and chatbots, HubSpot automatically takes notes and provides deeper insights into your calls.

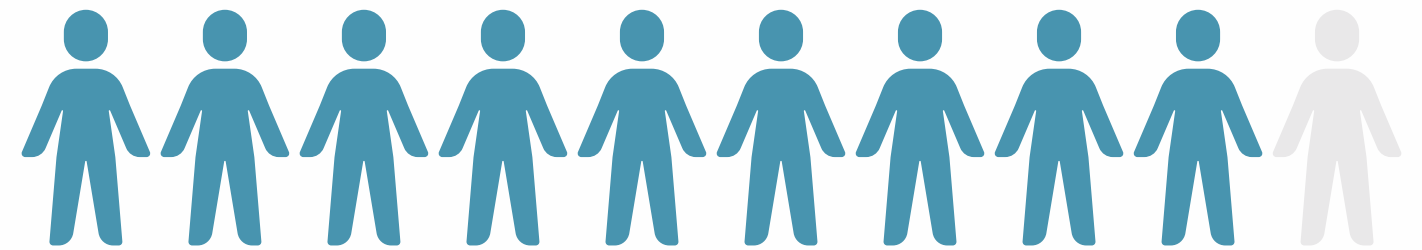
No matter where you are, you can be there for your customers.

# Understand Your Customers' Feedback

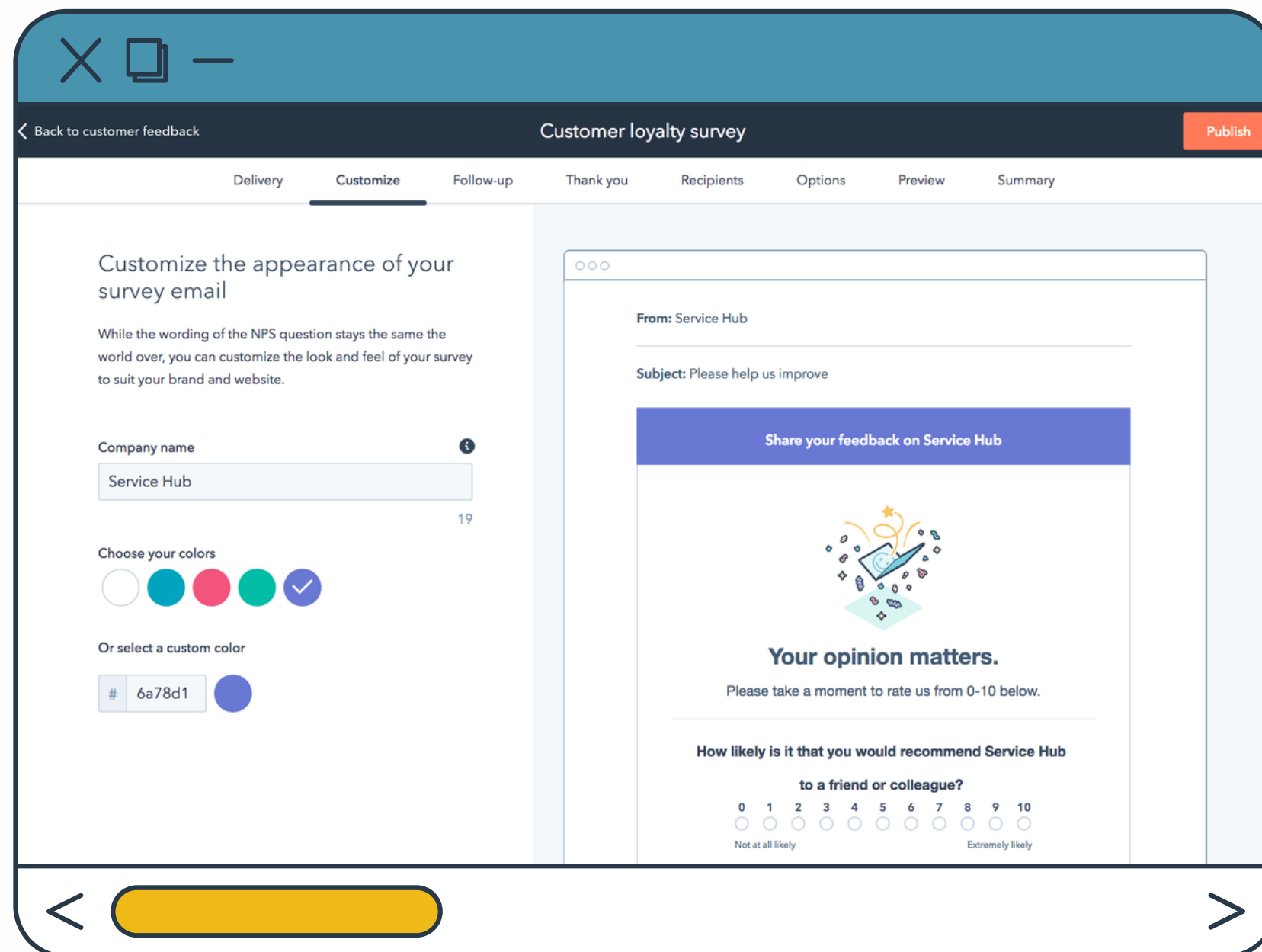
HubSpot has, since very recently, enabled the feature of building CES, CSAT, and NPS feedback surveys from scratch.

This step toward personalisation allows HubSpot users to send surveys adapted to the buyer's journey their customers have gone through.

Source: Salesforce Research



With 89% choosing to do business with a competitor after a bad customer experience, knowing your customer's feedback is now crucial!





# In-Depth Analytics



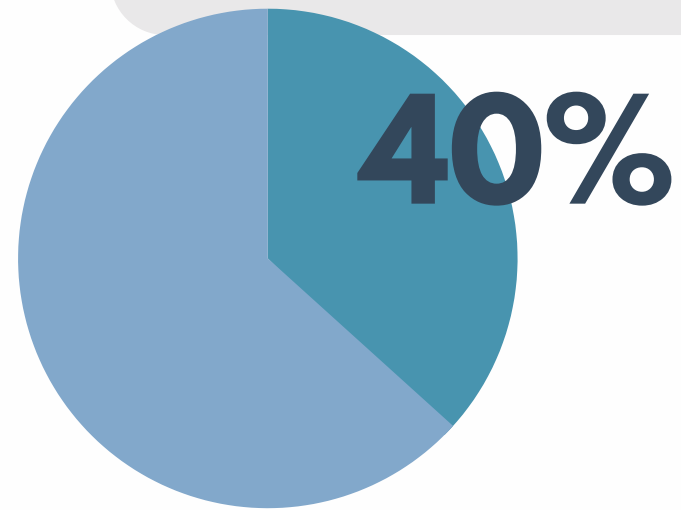
Gathering data is a powerful way of gaining control over your database but, what do we exactly do with that data?

Adding a dynamic reporting engine to your strategy can be quite the game-changer, allowing you to get deeper insights into your marketing efforts.

HubSpot will leverage data from your marketing, sales, and service processes to give you an accurate picture of your efforts.



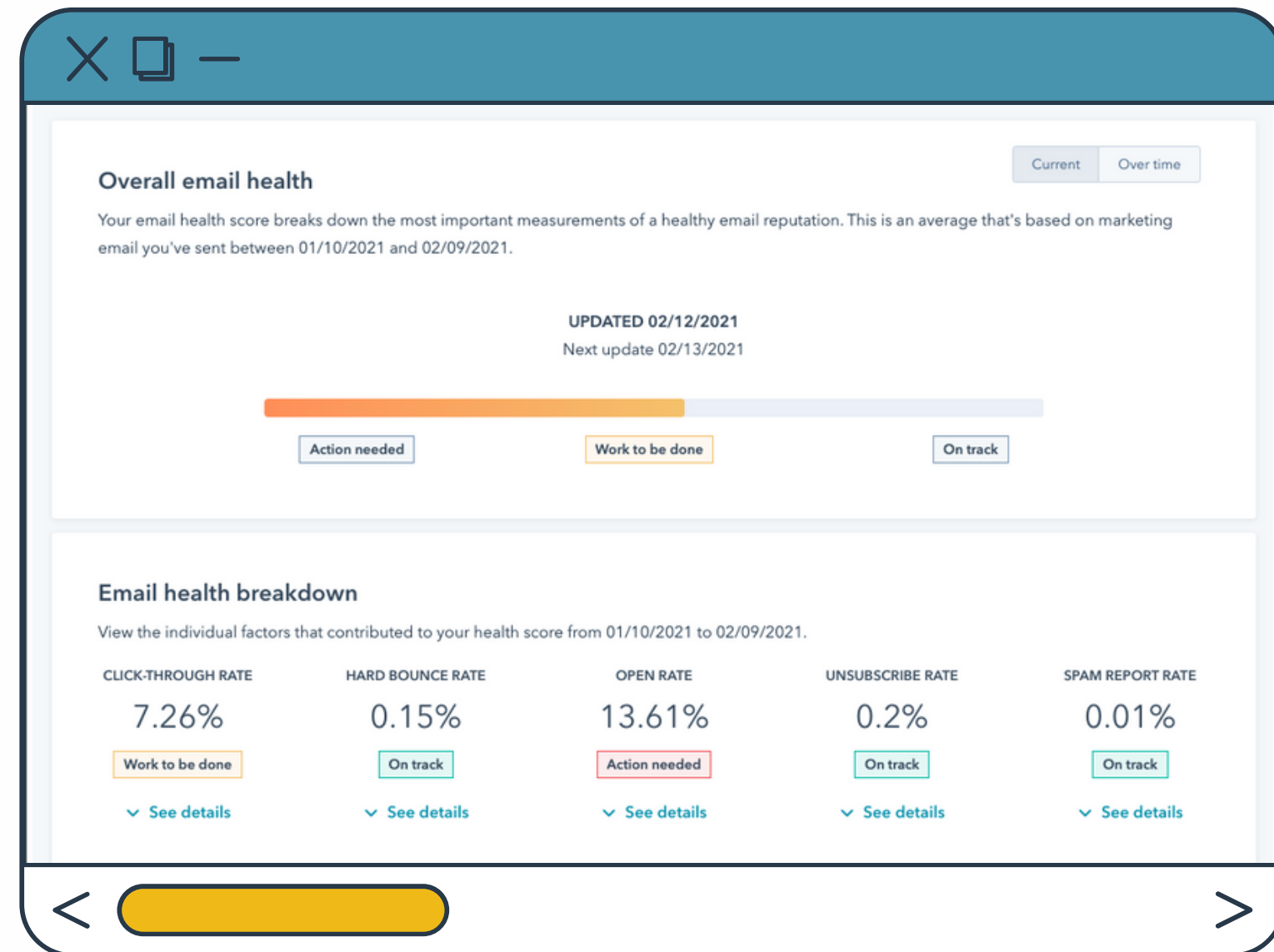
With over 40% of the revenue of building companies coming from purely organic traffic, having a website that maintains a robust search ranking is key!



Source: BrightEdge

With HubSpot, you will be able to not only blog, giving you a higher chance of making it into SERPs, but also to optimise your on-page SEO through tailored recommendations.

# Improve Your SEO

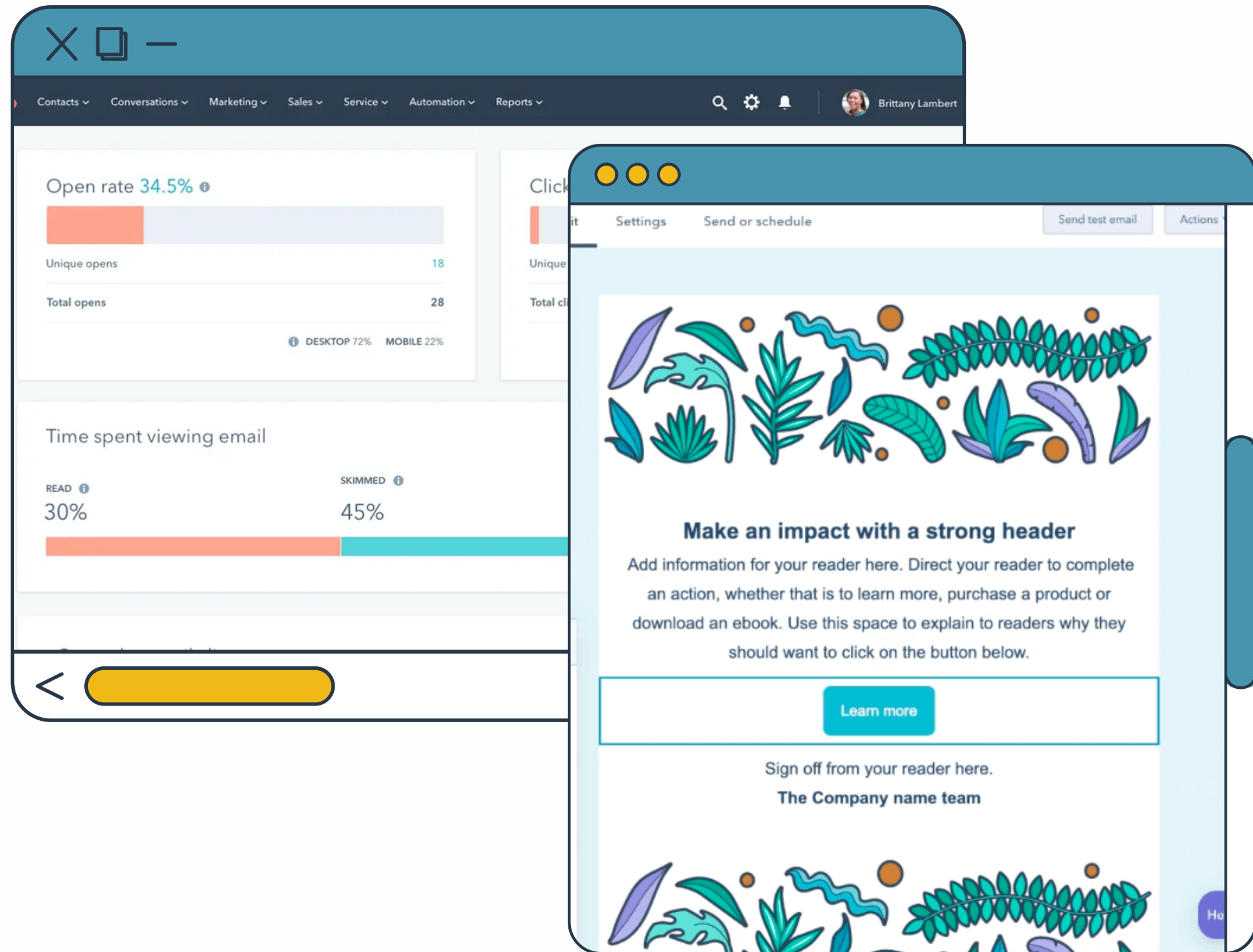


# 10

# Marketing With The Best ROI

Last, but not least, HubSpot has, among other email features, a powerful newsletter-like tool that allows you to schedule emails and analyse the response of your audience.

With an expected return on investment (ROI) 40:1 ratio, email marketing is one of the most cost-effective and sophisticated methods of communication.

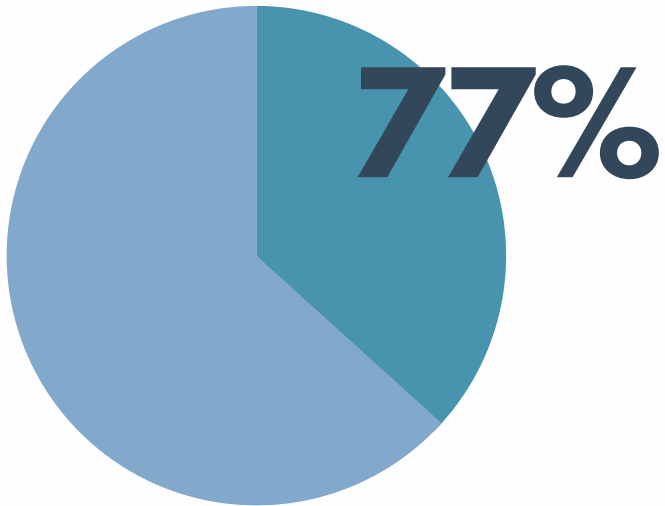


# BONUS

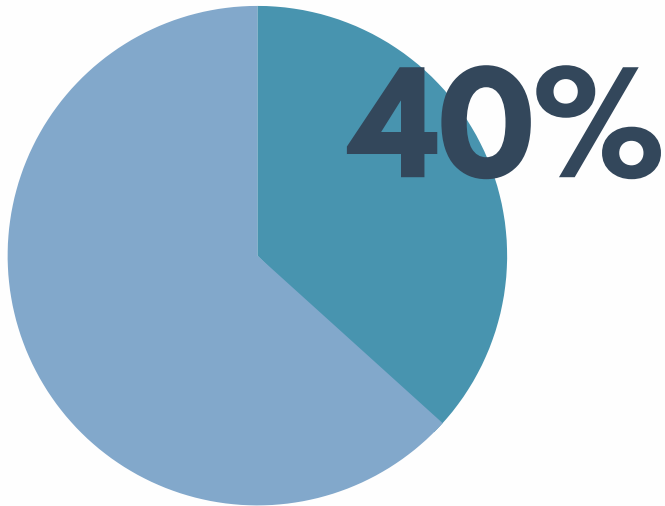


# HubSpot Is More Than A CRM

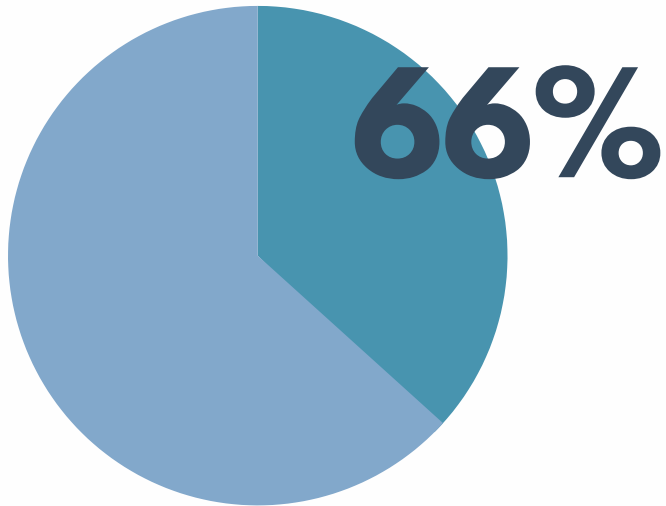
According to Kim Orlesky, CEO of KO Advantage, in her INBOUND2021 session,



of organisation plans to invest more in sales intelligence tools



of organisation are willing to spend significantly more on CRM tools, sales intelligence, and engagement tools



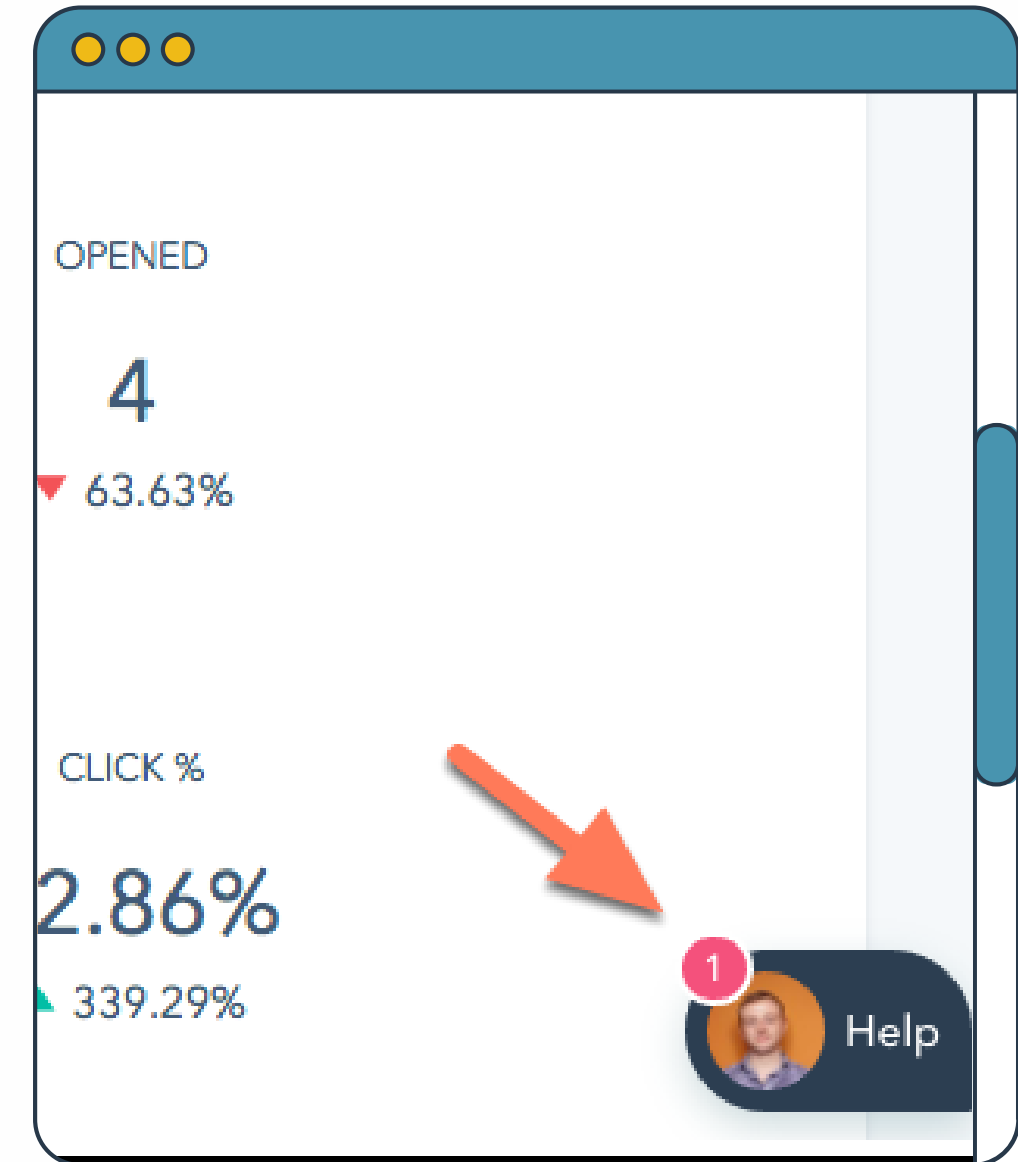
of businesses have felt not fully supported when implementing those solutions



# 24/7 Support

All users with a paid Hub will have 24/7 HubSpot support available for them!

While, at the moment, they are only able to offer phone support in English, the services of chat, call-back, and email support are available in a myriad of languages, including English, French, German, Japanese, Portuguese, and Spanish. Depending on the medium, they can answer in less than 5 minutes!



With HubSpot, you are fully covered!

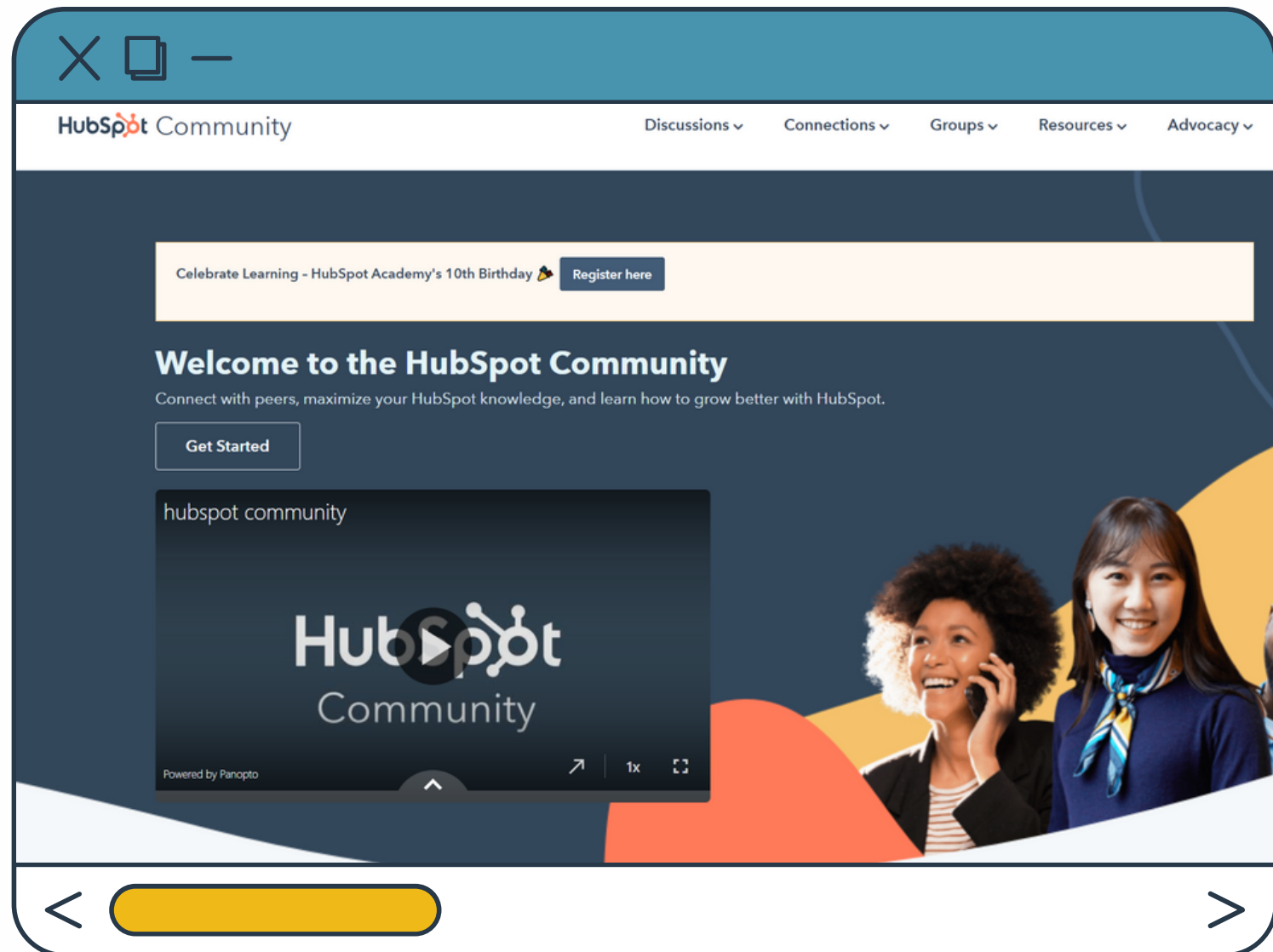
**24/7 Support**

**HubSpot Community**

**HubSpot Academy**

**HUGs**

**Knowledge Base**



# A Community of Learners and Users

Aware that the role of digital marketers, salespeople, and service assistants can be quite lonely, HubSpot has been determined to build a community to provide HubSpot customers with a channel in which to ask questions, find answers, and engage with professionals from all around the world.

With HubSpot, you are fully covered!

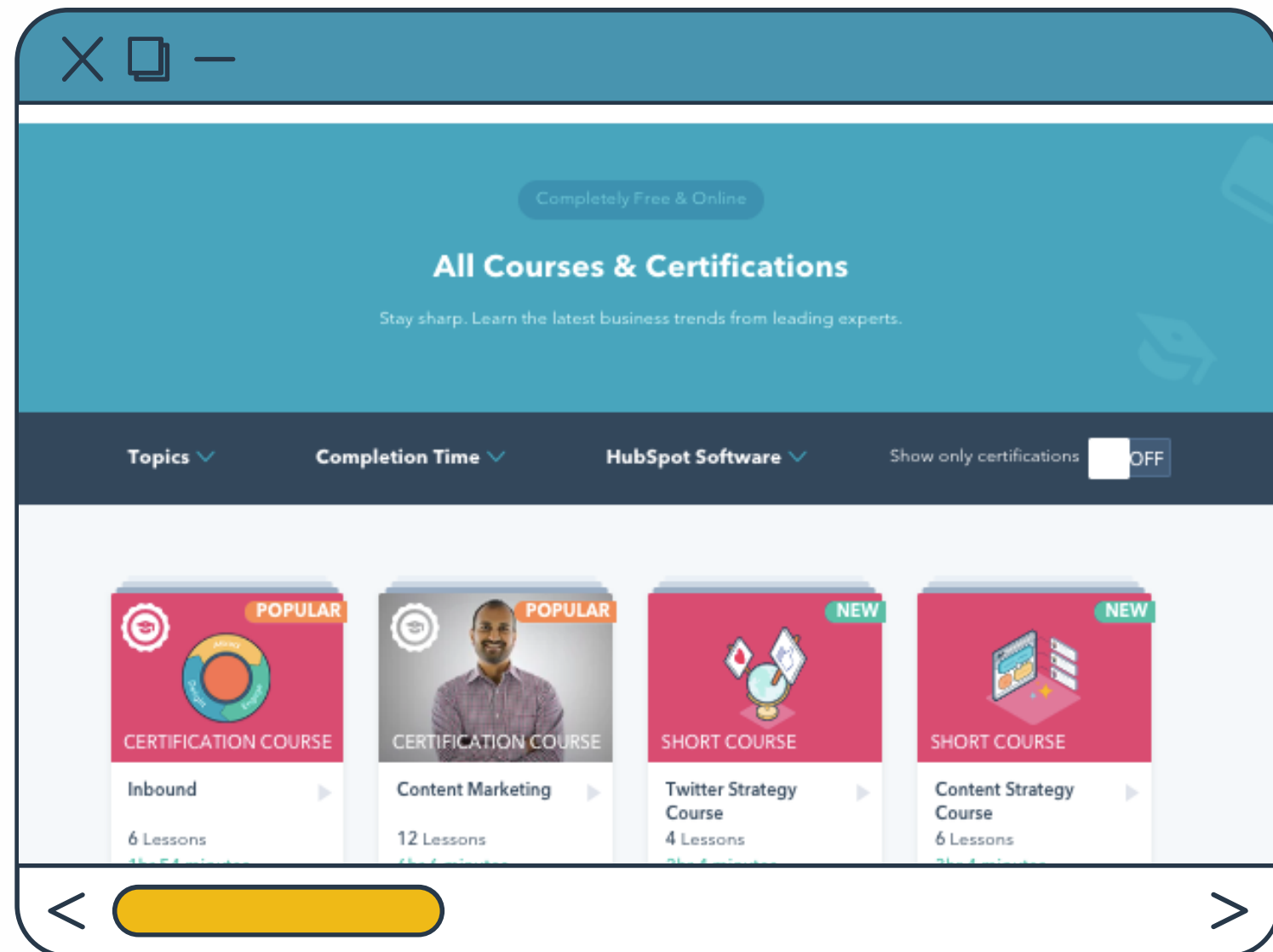
24/7  
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# HubSpot Academy

HubSpot's commitment to education has led them to be one of the world's leaders in free online training for inbound marketing, sales, and customer service professionals. Whilst most of their courses are open to both HubSpot users and non-users, being a HubSpot user will give you access to more in-depth courses that can help you expand your understanding of all things marketing.

With HubSpot, you are fully covered!

24/7 Support

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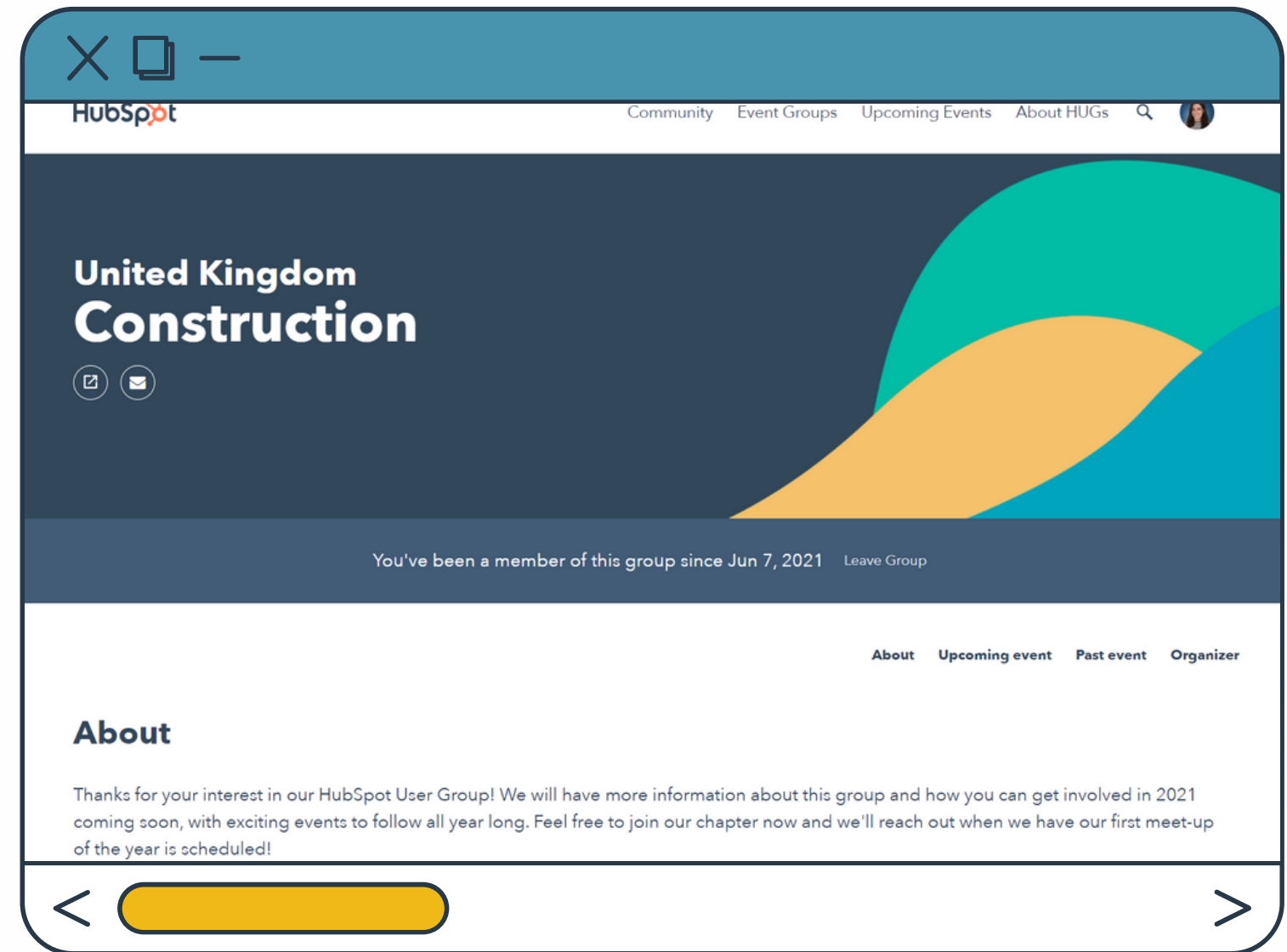
HUGs

Knowledge Base



# HubSpot User Groups

The HubSpot User Group (HUG) program is a project led by HubSpot that attempts to establish an international user group. In the HUBs, you will be able to connect and learn, as well as attend webinars. HUGs are free and open for anyone, HubSpot users or not, and are hosted by experienced HubSpot Solutions Partners (like us!) together with professors of the HubSpot Academy.



With HubSpot, you are fully covered!

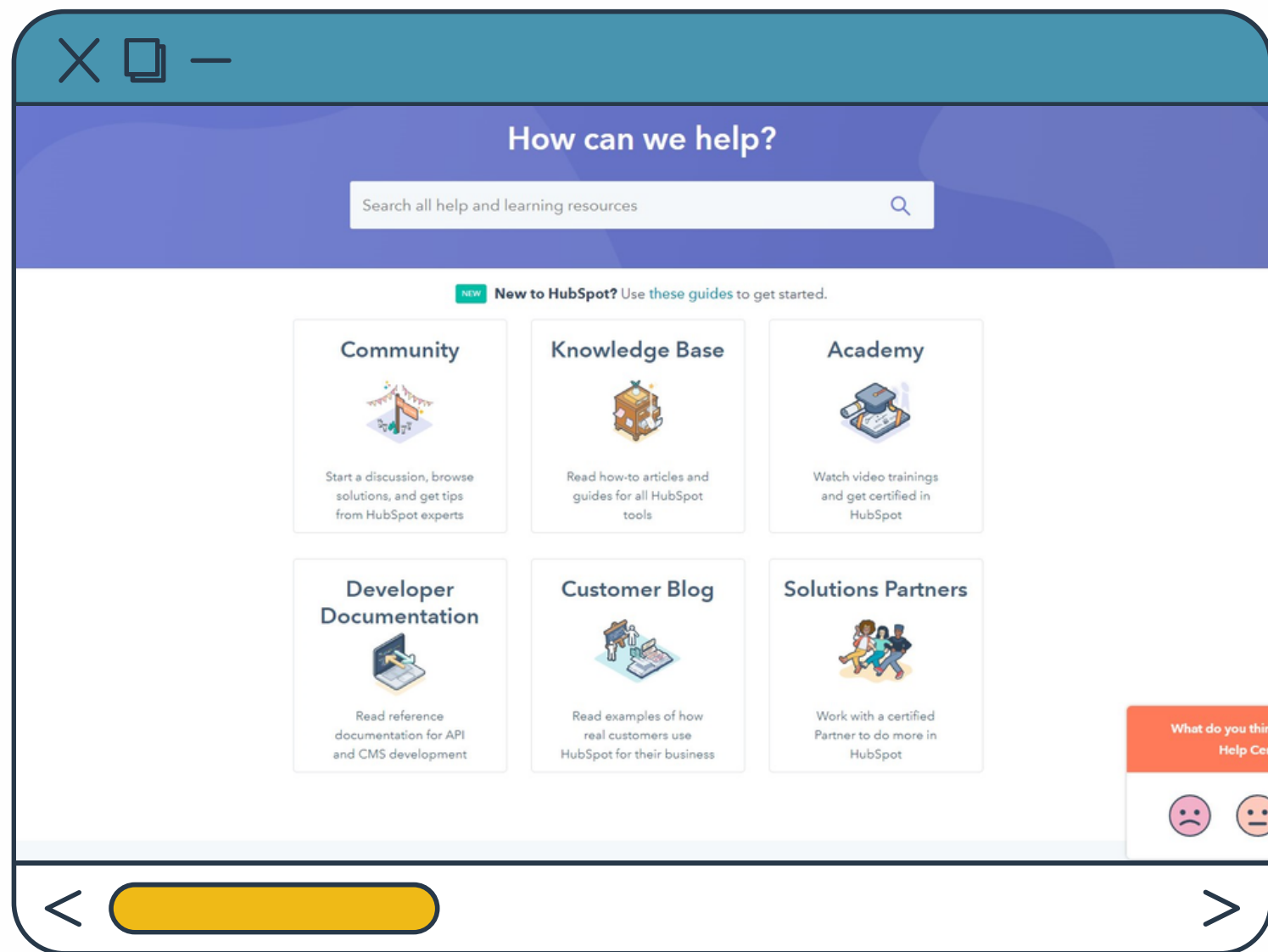
**24/7 Support**

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# Knowledge Base

Following their own advice of making the information people need as available as possible, HubSpot has available a knowledge base or, simply, an article library with any how-to you could think of regarding HubSpot. With their knowledge base, HubSpot has as their main goal to facilitate your access to FAQs, so they can spend less time answering common doubts, and more time helping you succeed.

With HubSpot, you are fully covered!

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So...

# Concluding Thoughts

HubSpot is the only CRM designed following the principles of inbound methodology

The customer is an invaluable asset around which your construction brand should evolve and grow

HubSpot represents a change of paradigm in marketing and sales processes, including the specification process!

# Let's stay in touch



+44 1952 897 097



leigh@insynth.co.uk | ainhoa@insynth.co.uk



[www.insynth.co.uk](http://www.insynth.co.uk)



The Mansions, 43 Broadway, Shifnal TF11 8BB

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