

THE ESSENTIAL GUIDE TO CONTENT MARKETING

For The Construction &
Building Products Industry

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INTRODUCTION



More and more businesses are producing content to drive traffic and generate leads.

Why?

The more structured content you have, the more likely you are to rank highly in Google's search results. This increases the number of visitors (traffic) you'll receive on your website.

When a visitor arrives on your website, is there enough quality content and relevant calls-to-action to keep them engaged and interested in your products?

If so, you'll have more of an opportunity to turn those visitors into leads, and those leads into customers... before they even engage with a sales rep!

Content equals business growth.

Despite this, we find that many building products and construction businesses are still in their infancy regarding content marketing. Some rely heavily on word-of-mouth; some rely on traditional sales and marketing approaches to gain business, such as trade shows, advertising and cold calling.

By incorporating modern marketing methods aimed at the contemporary searching habits of people today, you're on your way to gaining the specifiers and customers you want and growing your business in a sustainable and consistent way.

Adopting content marketing in the building products and construction sectors is a great way to talk about your products, services, and company, share industry insights and become a thought leader in your field.

The following is a comprehensive guide to planning and implementing a content marketing strategy from Rich Newsome, Head Writer and Dorian Wallace, Marketing Manager for Insynth.

Rich works alongside a range of building products and construction companies, developing quality content and improving overall online presence through SEO, Social Media, and Analytics to help businesses grow.

Dorian is the Marketing Manager for Insynth responsible for the Insynth brand, growth and usefulness for construction product businesses.





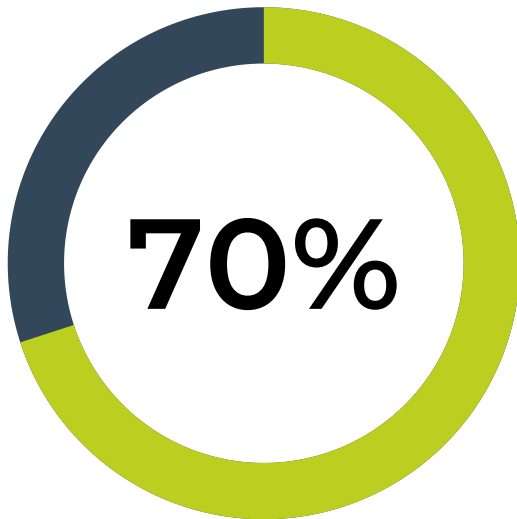
Who Is This Guide For?

You'll Find This Guide Useful If You Are:

- A marketer working for a building products and construction company
- An Entrepreneur, wearing many different hats within your building products and construction company
- In any of the front-facing departments within your company

This guide is essentially written for anyone responsible for business growth who works within the building products and construction industry. If you're interested in driving sales in a long term, sustainable manner but not sure where to begin, look no further.

This guide will take you on a journey from the fundamentals of content marketing, to how you can analyse and measure your content marketing efforts to prove Return On Investment (ROI).



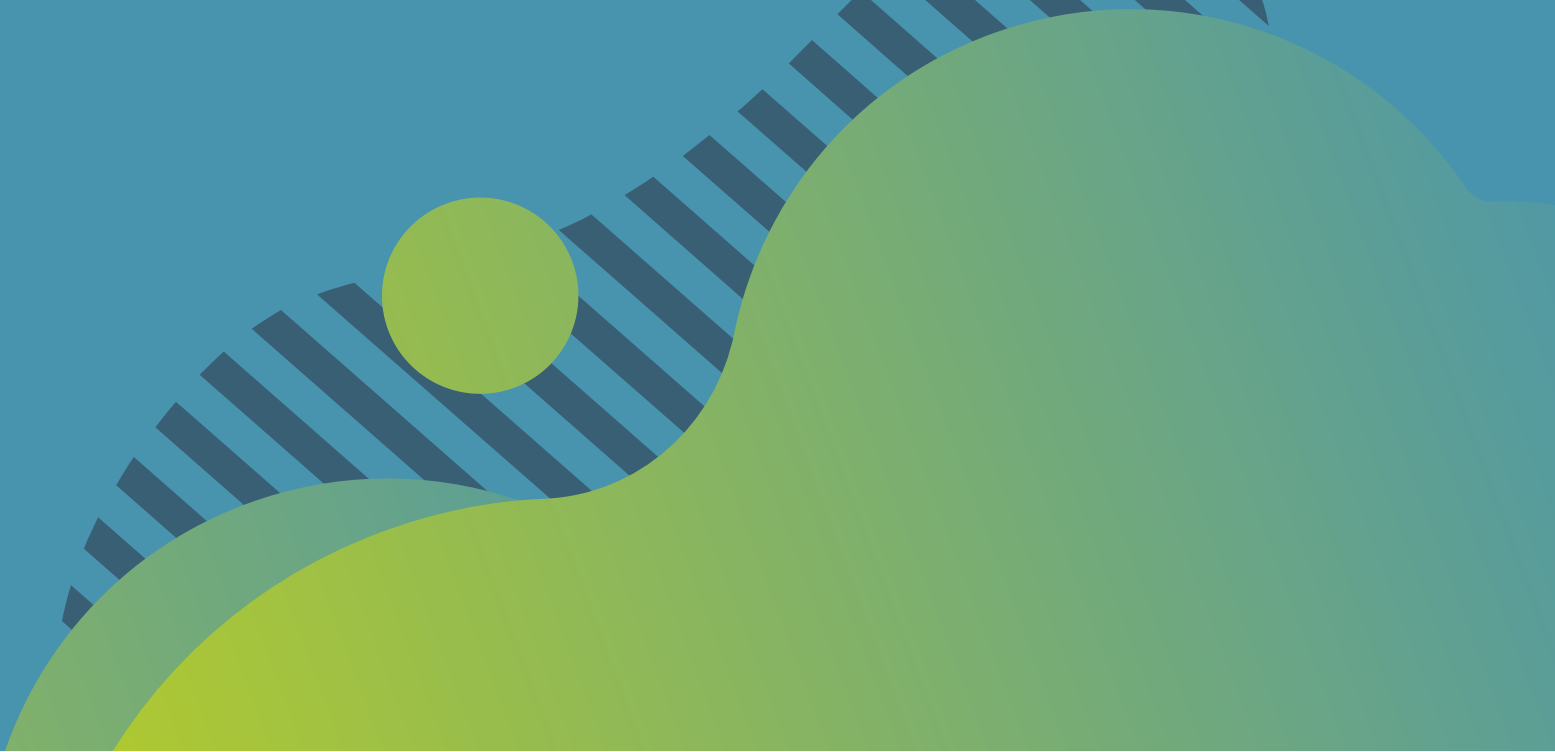
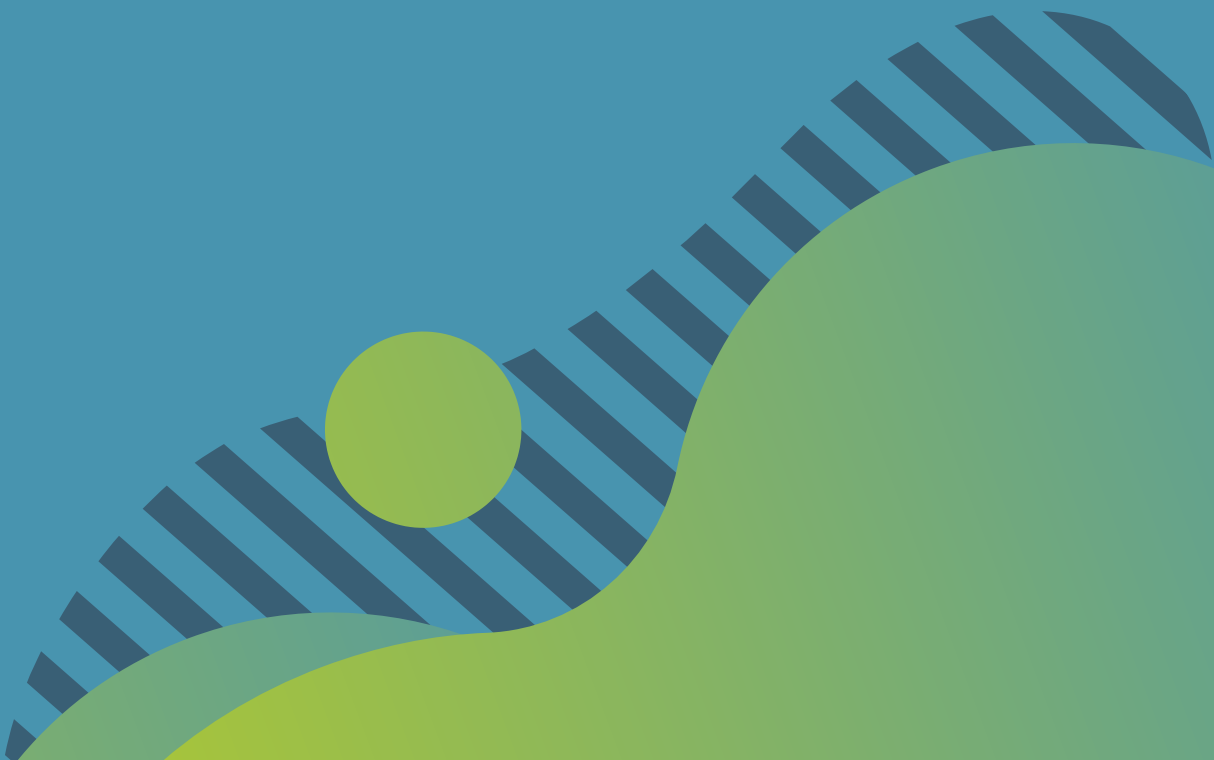
70% Of Consumers Stop To Learn About A Company Through An Article Rather Than Ads



CHAPTER 1

What Is

Content Marketing



Content Marketing

Content marketing is a strategic business and marketing process that distributes valuable, reliable and relevant information to your target audience.

Content marketing doesn't set out to explicitly promote a brand. Still, it is intended to stimulate interest in its products or services, educating your customers and driving them towards profitable action.

The primary aim of content is to attract, engage, acquire and retain specifiers and customers which will lead to profitable customer action.

Content Marketing

Content conveys a story placed in a contextually relevant manner. It can be expressed in a variety of different ways.

They could be:

Consideration "Lets find out more..."

- Interviews
- Webinars
- Presentations
- White papers
- eBooks
- Blog Posts
- Email Marketing
- Newsletters
- CPD
- Product Samples
- Case Studies
- Review

Awareness "Aha" Moment

- Press Releases
- Infographics
- Podcasts
- Blog Posts
- Travel Advertising
- Email Marketing
- SEO
- Trade Shows
- Videos
- Technical Calculations

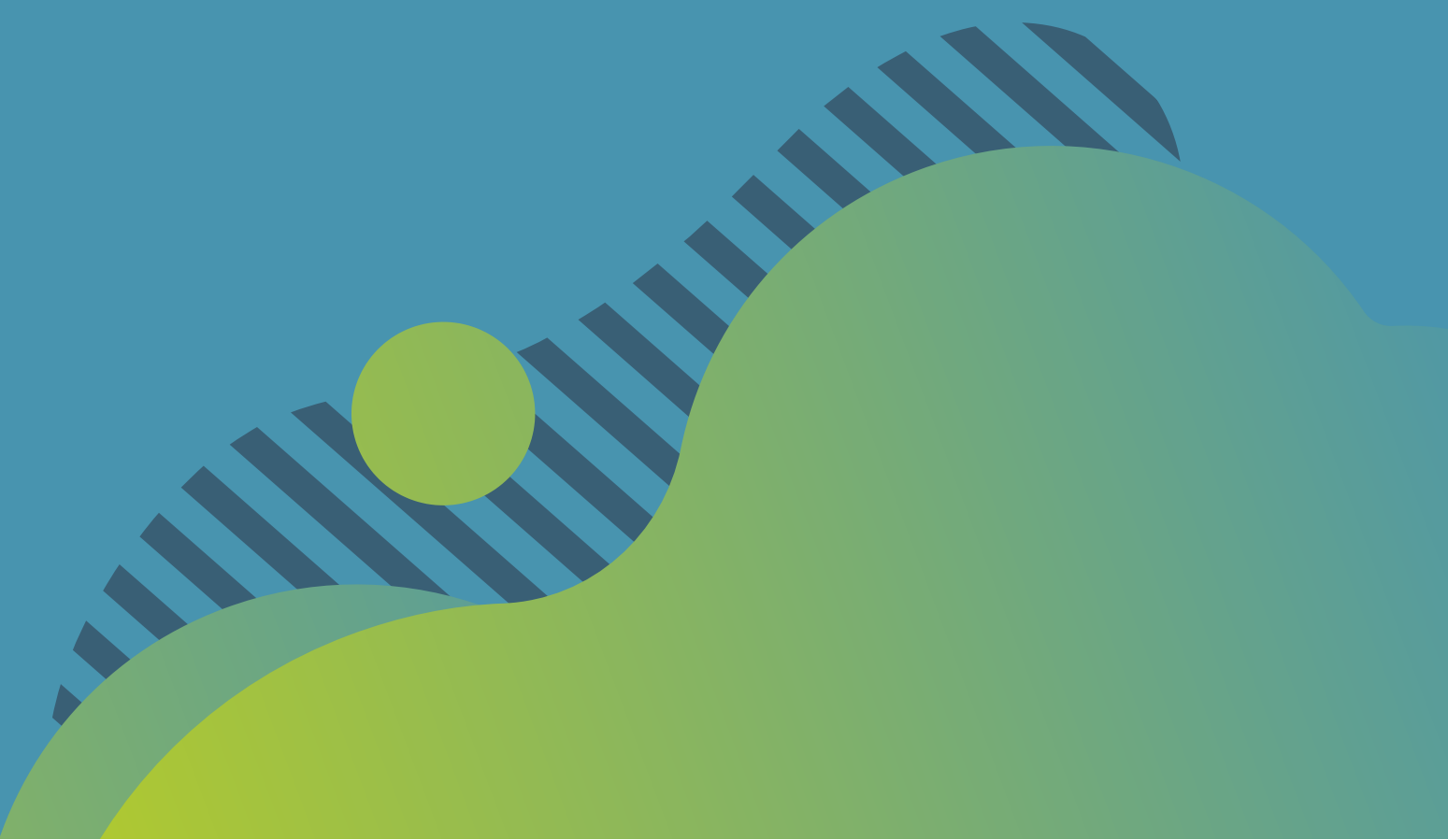
Decision Due Dilligence/ Checking Out Technical Data

- Factory Tours
- Product Demos
- CAD Drawings
- User Guides
- BIM Objectives
- Specification Clauses

CHAPTER 2

Generating

Content Ideas



Generating Ideas

You can't (and shouldn't be expected to) pluck ideas out of thin air. This expectation would be both unobtainable and unrealistic. That's why you need to consider a way to generate ideas that work to benefit you and your company.

How Do You Generate Ideas For Content Creation?

The easiest and most straightforward way to generate ideas for content is by answering your customers' questions. For example, if you have a query you get asked regularly, then use the question as your blog title and create the content for your blog with the answer.

Also, consider the phrases and keywords your potential customers use online to find solutions like yours and the words you use to discover your competitors. This approach will dictate your SEO strategy.

Getting Your Keyword Research Right

Keyword research tells you what topics people care about and how popular these topics are among your audience. This information can be found with an effective SEO tool.

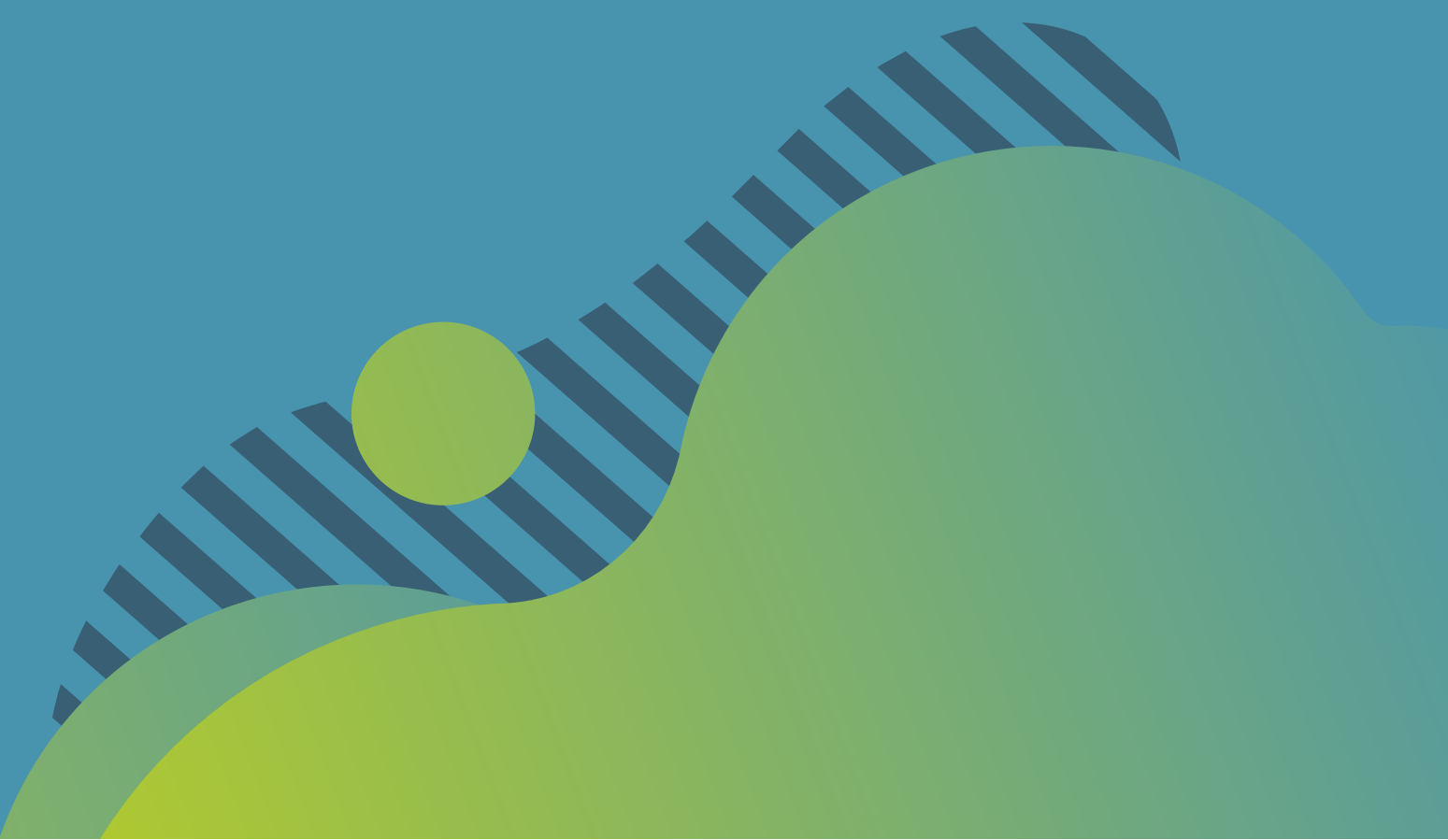
Using a tool will inform you of what keywords are getting a high volume of searches per month. This valuable information can then be used to inform your content strategy. You're beginning to tackle the questions that most people in your space want answers to through keyword research. It's a great way to find out word popularity, search volume and general intent.



CHAPTER 3

How To Produce a

Content Strategy



How To Produce A Construction Marketing Content Strategy

Did you know 93% of businesses use content marketing?

That's a lot of businesses right? But not all businesses produce good content and it needs to be good – really good in fact – to be worthwhile to consumers.

Goal Setting

Setting construction marketing goals provides you with a long-term vision and short-term motivation. It helps you organise your time, team, and resources. And whether your goals are to generate more sales or become a keynote speaker, content marketing goals will enable you to create content that is more aligned to focus on achieving them. This synergy builds a focal point and purpose with each piece of content you create so that you can make the most of your content creation efforts.

A Deeper Look Into Goal Setting: KPI's

Let's create a hypothetical scenario; let's assume your business' quarterly customer goal is 10. To gain 10 new customers will require you to generate 100 website leads, and to generate 100 new website leads will call for 1000 unique website visitors. Recognising your KPI's will help you allocate resources and choose the content most likely to achieve your goals.



Content Auditing

The next step in creating a comprehensive construction content marketing strategy is to conduct a complete auditing of your content and assets.

What do you do better than anyone else in the industry? What content is over and underperforming? How can you help your audience? Do you need a CMS?

Your goal here should be to identify all the assets your business uses to attract and engage your audience and then to see how effective your content is - identifying the KPI's which will help achieve your overall goal.

If your campaign which includes a lead magnet sees increased engagement you'll want to know exactly why it's performing well. Similarly with content that is underperforming. You'll need to recognise which content to continue with, cancel or optimise to better achieve your goals.

CRMs like HubSpot enables you to track detailed KPI's for all of the content you produce, simultaneously producing reports in seconds - which would otherwise take you days.

A Deeper Look Into Auditing: Content Plan

A good content plan takes into account any up and coming projects, events or activities you have planned in your calendar that would involve/require content.

In doing this you will identify content opportunities that could help promote and support each activity in a timely fashion.

Understanding Your Audience

Understanding your audience is critical to a successful construction content strategy. Don't be afraid to go deep here – spend time scoping out the audience. Speak to all departments of your business to see if they have any insights which could help you form a greater understanding of your audience.

It is recommended to interview your customers/audience to identify the factors which encouraged them to work with you - or not.

Ask open-ended questions like 'what was your thought process when you were considering a product solution?' 'What stood out about the product you choose to specify?', Glean every bit of insight you can find out about your audience.

You can then use this information to map out your audience's route when considering a construction product solution that yours can solve.

By clearly defining your audiences buying process, you can create opportunities where content can help your customers find solutions to their queries whenever and wherever they need them – increasing your chances of conversion.

A Deeper Look Into Audience: Habits and Preferences

Is video big in your sector? Does your audience tend to spend time on certain social media, like Facebook or LinkedIn? When do they turn to Google for information? Are they likely to subscribe to a newsletter? – Consider these questions as they will vastly influence the kind of content which you produce.

Examining The Competition

By now you should have a good understanding of which content you will be moving forward with, the audience you will be targeting, and the goals you hope to achieve.

This section is about scoping out your competition and finding opportunities where you can out-leverage them with content. Here you want to consider the following questions: What seems to be working for them? Are there things that your competition isn't doing which could convert your audience? Perhaps you realised that only 5% of all creation budgets are going towards podcasts at the moment – could this be an opportunity?

A Deeper Look Into Competition: Keyword Research

Conducting detailed keyword research is imperative when scoping out your competition and when forming a content marketing strategy – after all you want to use the right language which attracts your audience right?

98% of specifiers prefer to conduct research online. They do this by typing a question into Google which includes keywords or a keyword phrases.

Google's complex algorithms sift through an immense amount of webpages, indexed and analysed by their "spiders". Spiders are a software which crawl through each page on every website on Google. Google then matches your individual pages to the keywords and keyword phrases used by the users during searches.

In other words if you understand the language your audience use when searching for construction product information, then you know what language to use when generating content to attract and help them.

However, without a thorough keyword, your chances of being competitive are thwarted.

Choosing An Appropriate Content Management System

A Content Management System (CMS) is the underlying piece to any content marketing strategy as it is the place where you house all of your content, and content data. A CMS allows you to track manage, and create content all while gaining deeper insights using advanced analytics.

HubSpot is a popular CMS as you can plan, publish, produce and measure your results all in one place. Another popular CMS is WordPress and although it isn't as advanced as HubSpot you can add the HubSpot WordPress plugin for free web forms, live chat, CRM access, email marketing, and analytics.



Allocation Of Resources

Now that you know what type of content you're planning to create, who it's for, and where you're planning to share it, its essential to ensure you have the resources needed to deliver on your content marketing strategy.

This involves answering questions like:

Who's responsible for producing and maintaining content?

What human, physical or digital tools and resources do you need to create the content? How will you go about repurposing content?

How best do you produce content on a time poor schedule?

Creating Content... Finally

Evidently, there's a lot of prep work needed in your content marketing strategy before you can actually create content, but now it's time to do just that!

At this stage, you will have a clear understanding of what content you will be producing and how to produce it. Whether that be video, blogs, ebooks, or infographics.

Publish

The next stage of your construction marketing strategy is to publish your content. You want to ensure as many people as possible see your content – as much of the right people.

To do this you must make sure your content is being distributed on the right channels used by your prospects. This means posting regularly to social media, making sure you have an effective email marketing strategy to distribute blogs/articles/alerts on a regular basis.

The worst thing you could do is to post your content and hope for the best – you will be very disappointed if you do that.

Measure

Finally, it's time to measure - to assess the success or shortcomings of your content. To do this, you'll need to return to those KPIs you set at the start of the content strategy plan, and see what's changed and whether you're hitting your targets and what needs to be adjusted to ensure your targets are met.

To track your KPI's you can:

Check HubSpot's reporting services to analyse how your content is performing against your targets.

- Examine your Google Analytics
- Measure sharing activity through Buzzsumo.
- Use SEMrush or Ahrefs to track Google rankings

That's it! Now you know how to create a successful construction content marketing strategy from beginning to end.

CHAPTER 4

Topic Clusters &

Content Plan



Content Plan

Your blogs should be centred around a **'pillar post'**, which is normally a 2000+ word blog based on all the blogs from your series.

You should always aim to produce an eBook off the back of your blog series, too. This could be made available through an offer on your site. Visitors could download it in exchange for their email address. These contact details could then be forwarded onto your sales team.

From here, you can refine your blog titles and put them into an Excel spreadsheet. Include publish dates to ensure that you stay focussed on your end goal.

Planning A Framework In 2 Steps

Having a repeatable, organised and agile framework will make this process of creating content smooth and rewarding.

We understand the need for creating content on a large scale and you simply don't have the time to constantly reinvent the wheel. That's why having a clear and repeatable process in place that allows you to produce blogs, case studies, interviews, etc will make your job much more efficient.

The key message here is the importance of organisation and have your sights firmly set on that end goal.



Set Timelines To Building A Framework

Once you have generated some ideas, start planning your timeline. When and how often will your content be distributed? We recommend not planning more than three months ahead. That's because things change over time, hence the importance of having an agile and adaptable framework.



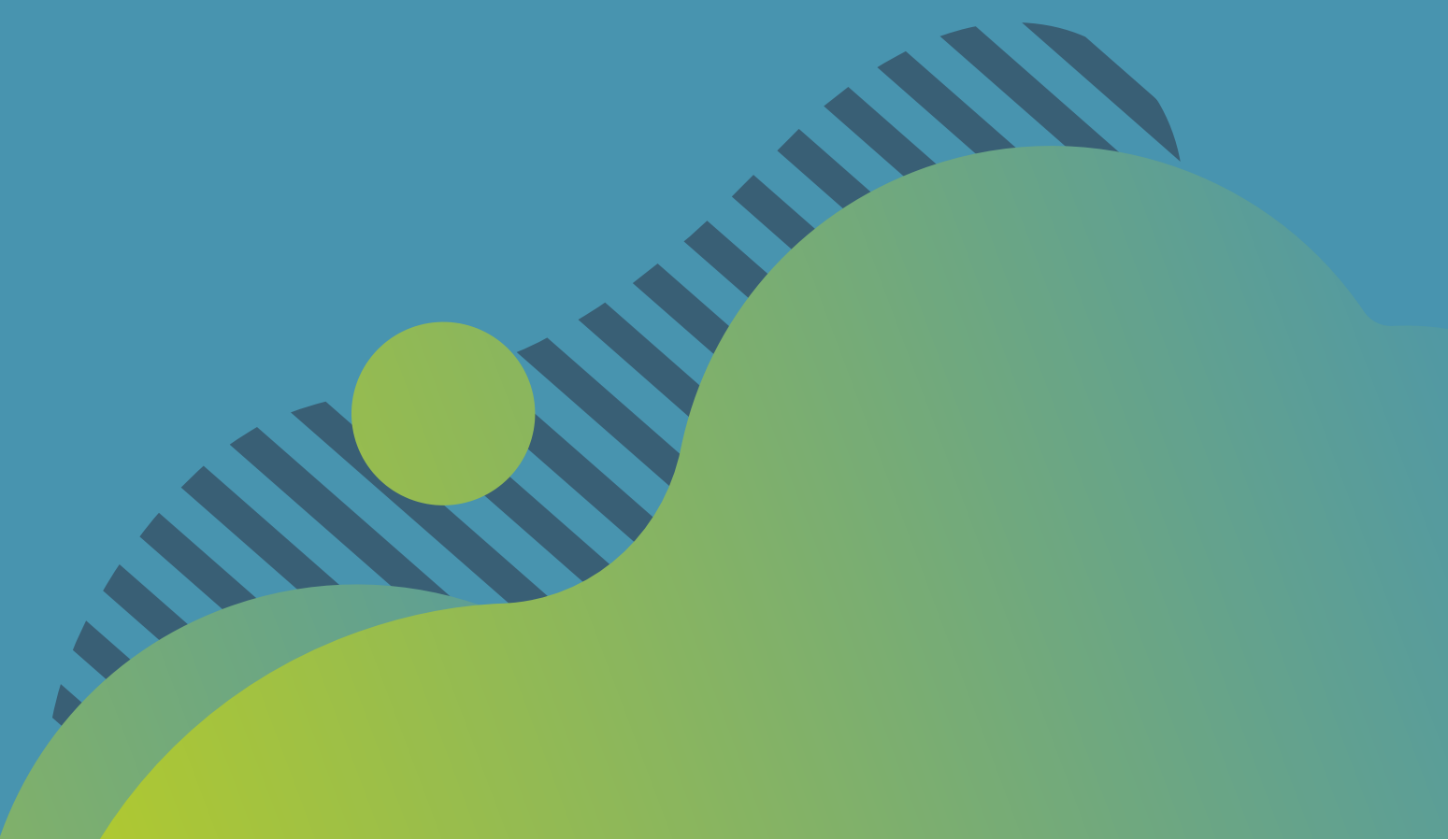
Create A Workflow

A workflow will clearly outline who's going to be doing what tasks. This will ensure that work is evenly distributed, and insights are taken from a range of people from different departments. We recommend a workflow with all our clients as it clearly highlights our role in your content process, too.

CHAPTER 5

Using Content For

Building Product Brands



Considering Specifiers

Now, this may seem obvious to some but the most vital factor specifiers consider when selecting a product is its technical performance. But, if this is the case why do so many building product brands get it so wrong?

Let us show you what specifiers are REALLY looking for.

The One Thing Every Specifier Needs

Clear benefits of your product.

Communicating the benefits of your product in a clear and succinct way is essential for architects and consultants to understand products advantages offered over those of your competitors.

Content marketing is your secret weapon when doing this as it enables you to effectively streamline your offering and package it in a way that specifiers find useful. Whether that be through blogs, videos, creative copy, digital CPDs, or ebooks content is a proven way to reach a technically demanding audience.

The Harsh Truth About Content In Construction

Let's face the facts here.

Specifiers do not know or care which brand they'll specify... "but my brand is different" unfortunately that isn't the case.

Only 26% of specifiers begin their search vaguely knowing whom they'll end up specifying. (with 18% going directly to a specific website and 8% to an internal library database).

This means 74% of all architects and contractors are *undecided* on which product they'll specify and in a time where 98% of specifiers are resorting to Google to conduct research instead of attending traditional CPDs. The answer is simple – content.

Engaging With Specifiers Who Need Your Product

Architects and contractors are particularly unique creatures – they are as technically demanding as you can get - they want all the information they need in an easy and accessible way. Immediately. When shaping your offering consider streamlining and packaging these points:

- The technical performance of your product
- Simplicity in finding all the information specifiers need
- How do alternative products compare to your own
- How easy is it for specifiers to find your brand online
- The speed at which you respond to technical questions
- Your websites user-friendliness

As consumers we've been spoiled by the power we have over brands. Need a Taxi? – Uber. Hungry? – Deliveroo. Cheap prices? – Amazon.

Specifiers Are No Different.

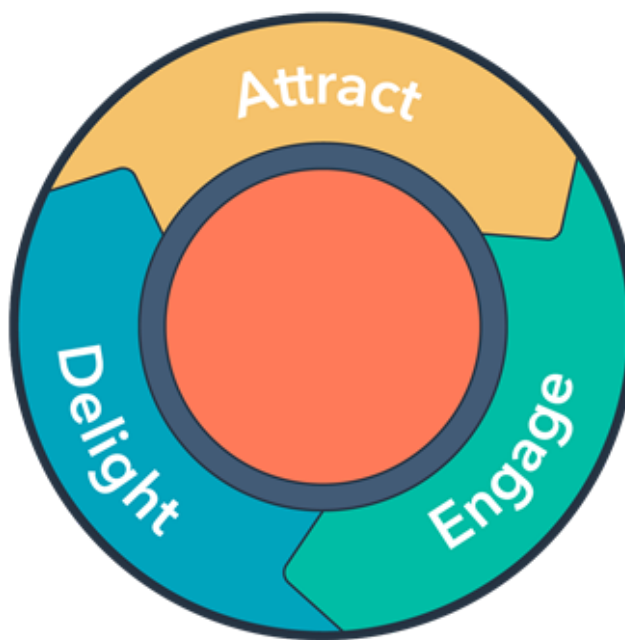
There are around 5,000 building products in the average construction project, and with 80% of specifiers working on 1-15 projects a year – you can't expect a specifier to dedicate a majority of their time trying to understand yours. It's not possible.

Give them the information they need easily... And please, reserve industry specific jargon – specifiers want to understand your product not be bamboozled by it.

What Content To Use

The ideal building product brand will use a range of content to interact with their prospects throughout the sales cycle, this is called lead nurturing.

The aim is to attract, engage and delight your prospects in a cycle which grows your business. Different stages of the cycle will require different types of content. See below.



Attract Tools

- Ads
- Video
- Blogging
- Social media
- Content strategy

Engage Tools

- Lead flows
- Email marketing
- Lead management
- Conversational bots
- Marketing automation

Delight Tools

- Smart content
- Email marketing
- Conversations inbox
- Attribution reporting
- Marketing automation

The Game Changer

There is one form of content that is set to completely change the way building products brands get specified: video.

From 2022 81% of all internet traffic will be video, not just social media, EVERYTHING on the internet. Let that sink in.

A well-strategised video cuts to straight to the point.

It's quick and easy for the specifier to consume and more importantly, they can conduct deeper research into your product while they are consuming your video content, it's a win win.



Content is your secret weapon to reaching a technically demanding specifier.

Ultimately people like to make decisions on their own; you need to give architects and contractors the information they need at the places they are looking for it. More on this later.

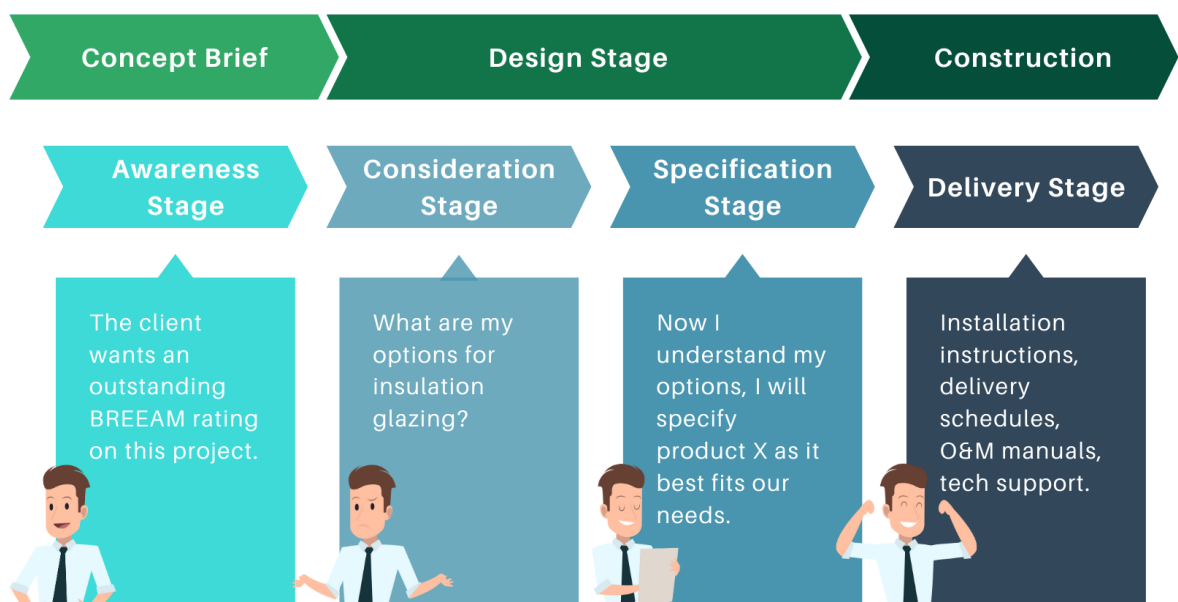
Aligning With The Specifiers Journey

The specifier's journey is a process of actions taken by your typical architect or consultant when they have a design challenge. In understanding it, you can better understand how to position content that converts.

The process is made up of 4 quintessential stages:

- **Awareness** - Your specifier identifies a challenge that the characteristics of your product can solve.
- **Consideration** - The specifier weights up your value proposition against those of your competitors.
- **Specification** - Through an extensive technical evaluation, the specifier selects the building product brand they best feel meets their projects requirements.
- **Delivery** - In this stage, pricing enquiries will begin to arrive, and you may find yourself being challenged on price in an attempt to cut costs. However, once this assault is repelled, you can proceed to deliver your technical support.

THE SPECIFIERS JOURNEY



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Understanding your specifiers pain points throughout your specifiers journey will enable you to create highly targeted and effective content which helps your specifier identify you as a solution to their design challenge. Remember 80% of the buyers journey is conducted online, so in offering helpful content where your prospects are looking for them, will help convert them.

This May Shock You – Specification Methods

In research conducted by SpecifiedBy it found that only 12.4% of specifiers specify products based on the 'Proprietary' method - where a specific building products brand is named. While more than 55% of Architects and specifiers prefer to use the 'Descriptive' method - where the technical specification and required standards are outlined.

In other words specifiers don't care who you are, they care what you do and more importantly how well you do it.



How To Reach A Digital First Specifier

74% of specifiers do not know whom they'll specify at the beginning of a project. Because of this, they open their browser and type questions straight into Google - to find the most suitable building product solutions for their projects requirements.

Keeping in mind, 55% of specifiers prefer to select businesses that can clearly communicate their products' technical capabilities online, and because of this, content marketing is positioned perfectly to do this.

You may be experts in your field, so why not leverage this knowledge in ways that will get you specified – give specifiers what they're looking through the content you could potentially provide.

So, what types of content actually convert specifiers?

Content That Converts Specifiers

Video Content

Video isn't just a different way to tell the same story; it's a richer way to tell a bigger story. According to recent studies, the human brain processes visual information 60,000 times faster than text-based information. Let that sink in...

It's the perfect medium for explaining complex ideas, and if you want a specifier to understand your product quickly and effectively, explainer videos are excellent.

Remember jump-starting your car for the first time? Reading multiple instructions manuals didn't help much, did it? What exactly does it mean when it says to 'attach one end of the red jump lead to the positive terminal on the flat battery', sure, you could work it out, but I bet you'd of preferred the certainty of seeing someone do it before, right?

There's no difference when specifiers are consuming your content. You can't expect them to be experts in your specific sector; in fact, the average architect and contractor specify around 5000 products for each project – they don't have the time to get to know your product in the ways you've gotten used to. Thus the relevance of explainer videos.



Blogging

To get the most out of your website, you must blog about what your potential customers are searching for online.

When you blog regularly, you're able to build relationships with your customers and prospects. This is because you're providing value to your readers, and the more you do this, the more likely they are to trust you and convert. Not only that, but your construction SEO will also increase due to you having more relevant pages ranking in Google.

Not sold? Maybe these stats will convince you.

- Companies that blog enjoy 97% more inbound links than blog fewer competitors.
- Websites with blogs have 434% more indexed pages than websites without blogs.
- B2B companies with blogs get 67% more leads than those without.



eBooks

eBooks aim to simplify the learning experience. eBooks empower your audience to learn at their own pace and convenience. When selling a highly technical product to a time-poor client, being considerate can help streamline your sales cycle and get you specified.

eBooks also help build your credibility more than blogs. If you are trying to establish yourself in construction, ebooks can help develop that 'thought leader' status building product brands are vying for.



There's an overused marketing proverb 'content is King'... Let's flip that on its head – **content is Queen.**

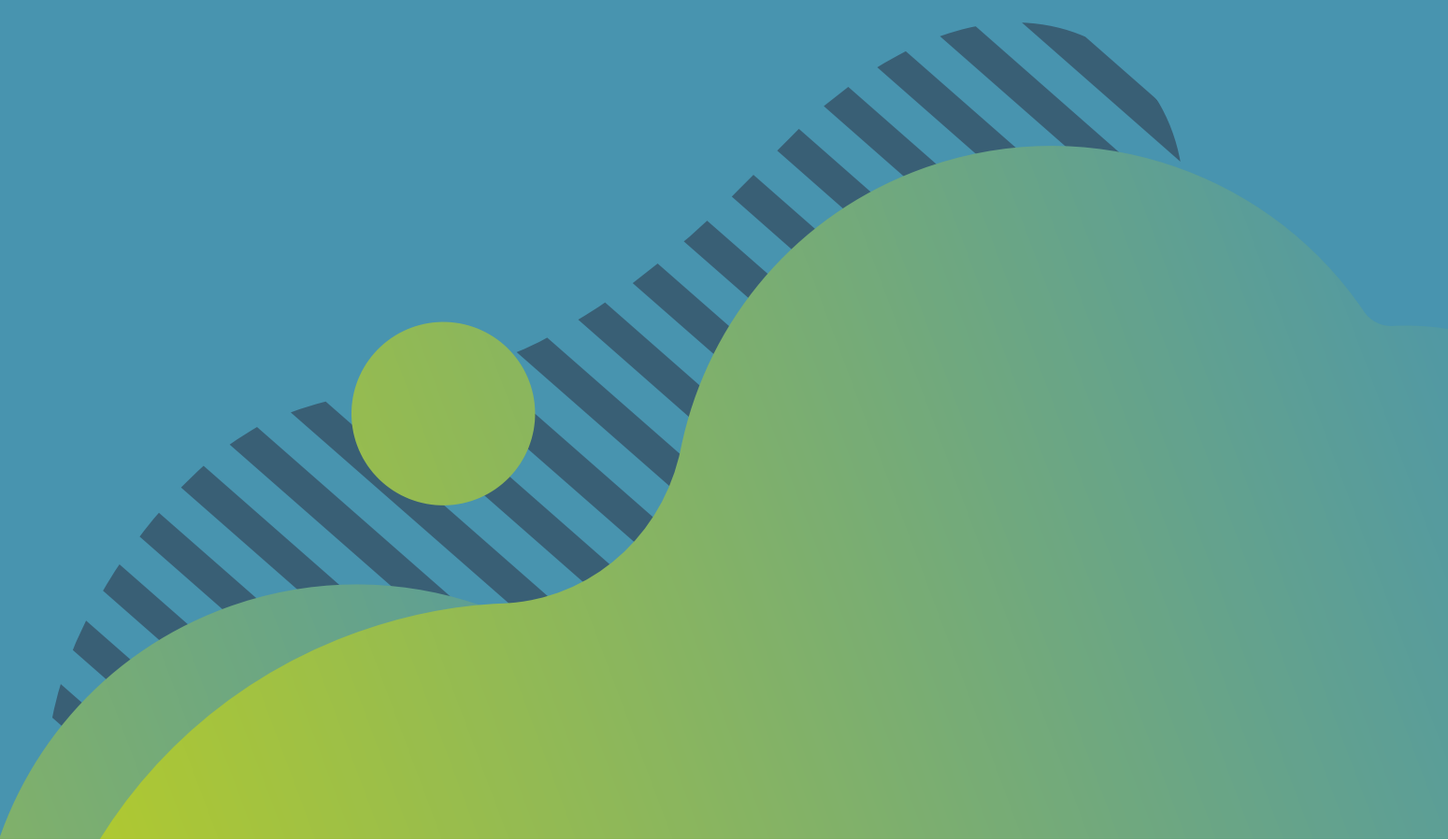
In chess, the Queen is the strongest piece on the board, and not only that but it's also a quintessential asset to the strongest strategies any player can conjure up.

In the modern-day content is your Queen when it comes to generating a dynamic strategy that generates results. With great content, you can go on to dominate your sector – like many of our clients. However, without the appropriate use of the content, you may just lose the game.

CHAPTER 6

How To Build

Trust



How Trust Can Drive Specifications For Building Product Brands

For building product manufacturers, developing trust with architects is essential in getting specified. To do this effectively it is crucial you understand what architects want from your brand and how you can influence their decision throughout the specifier journey.

A Technical Perspective To Trust In Construction

Seeing your customers as statistics rather than human beings is detrimental to building trust and the success of your business, view them instead as people trying to find a solution to a problem. You need to establish trust because:

- Your customers are the epicentre of all of your business activities. Your business exists to solve a problem for your customers, don't shy away from this factor as it is what makes your brand unique and it can even yield opportunities to optimise
- Customers control the destiny of your brand. If your business isn't credible, whether it's from past mistakes or a lack of online presence, then your customers will leave and turn to your competitors. This can even result in your company being blacklisted by good fit architects.
- Happy customers are your best marketing strategy. You can advertise all you like but what it really boils down to is word-of-mouth, recommendations and online reviews. Think, when was the last time you purchased a product from Amazon which had a 3 star rating?

Happy customers make your brand credible and trustworthy to other specifiers who are considering a building product solution.

I know what you're thinking, isn't that standard? Let's delve a little deeper.

What Is BOM?

On all construction projects, there will be a BOM created. A BOM (Bill Of Materials) breaks down every component needed to manufacture a product. Now, within that there are two sub-categories: Multilevel bill of materials, and single-level bill of materials.

If you assumed multilevel BOM is a fully comprehensive list of products and a single-level BOM is a rudimentary version, you'd be right.

A BOM outlines the quantity cost, product code, and other information. BOMs helps architects plan material purchases, estimate cost, and reduce waste.

The information in the BOM is then shared with all business systems involved in ordering and building the product... This is where you will receive information if you have been shortlisted. It's here where you may need to propose the benefits of your product over that of your competitor.

So, How Is Trust And A BOM Connected?

BOM's are put together by architects and engineers... Most likely the people who specify building product brands like your own. When shortlisted for one, if your brand delivers in all aspects claimed by yourself and required by your customers, then you'll be more than likely to receive more specifications from those architects in the future.

This is why some of your competitors may have unshakably loyal customers due to this one factor. **Trust.**

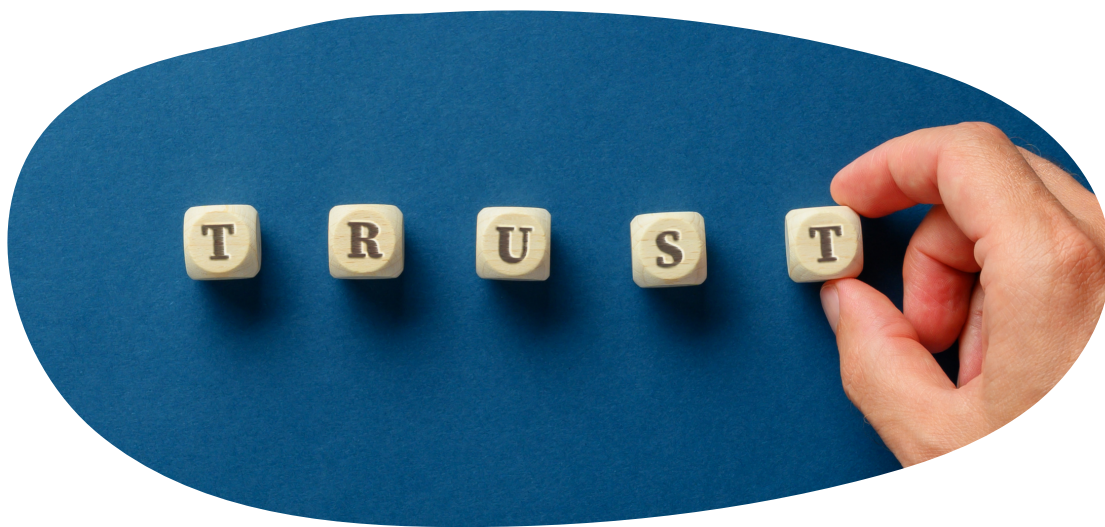


How To Build Trust Effectively

There are many ways you can build trust between you and your customers, and **not all are expensive...** Most are completely free. The most useful ways to establish trust with your customers is as follows:

Do not assume your product is right for every architect or customer, this helps ensure your product is right for the project while building credibility and trust with the architect. You'll occasionally find architects returning with a better-suited project for your business because of this transparency.

Ensure your business is as secure as possible. If you sell your products online you need to ensure your website offers secure payments, otherwise, people will refuse to pay as well as spread their negative experience with your brand.



Sign up to as many relevant social media accounts as possible. Try to ensure your social media accounts are **authentic and helpful**, active, and showcase your expertise. Nowadays, 80% of the buying process is conducted online, so make sure your accounts are relevant and valuable to your customer's needs.

Think. What's the first thing you do when you find an exciting brand? If you're like me, you visit their website and social accounts then evaluate your options before even picking up the phone to call.

How To Make Your Website Communicate Trust

Have a professional website that caters to the needs of architects, customers and specifiers. 47% of visitors expect websites to load in less than 2 seconds, so is having a slow site you lose half of your visitors instantaneously. A few quick fixes for page load times are:

- Image Size - Keep hero images below 5MB and body images less than 1MB. You can compress images to a smaller size without losing major quality [here](#).
- Video Size – Large videos can significantly slow load times, so you may have wanted to compress your video to improve your sites user-friendliness. We compress our videos for free [here](#).

Let's recap. Running a business isn't solely about churning a profit and lifting your bottom line, building product success is based on your customers and how they perceive you: Listen to them, consider ways you can make their lives easier and in turn they'll become brand cheerleaders promoting your brand far and wide.



CHAPTER 7

The Art Of

Storytelling



Storytelling For Building Product Companies

But, how do you go about this? It's not just a case of simply typing out what comes into your head. You may be an expert on your product, but you have to consider how this will resonate with your audience, how will the copy you conjure command trust?

Will it engage your readers, or will it come across too 'wordy' and, thus, confuse them?

This is why storytelling plays such a big role in your content creation strategy and building trust.

Why Does Your Building Products Business Need A Story?

Everyone loves a good story. Stories have a unique way of influencing, inspiring and teaching readers all at the same time.

Stories connect people through ideas. Stories unite people through a conviction of culture, history, and values. The same is true in business. Telling stories is about connecting your business with your prospects and customers.

Structuring Your Story

Regardless of the story you're trying to tell and the message you're trying to convey, storytelling has three main elements:

1. Character(s)
2. Conflict
3. Resolution

You may think that this is the case for children's stories, but the same strategy can be applied to your building products company.

Characters

Any good story involves a character or set of characters. In your building products company, the character is the reader. Ideally, you'll have a good understanding of your customer, whether it is an architect, contractor or individual requiring your services.

Conflict

The conflict is the problem your reader faces; the whole reason they came across your article in the first place. Your primary aim here is to provide answers, relieve stress and make lives easier.

Resolution

This ties in nicely with the conflict element of your story. Where there is a problem, there has to be a solution. At this stage, you should be asking yourself 'How did the characters change?' and 'What happens next?'

You should be providing your readers with a 'next step'. This could be a 'call to action' to some additional content on your website, or even a form to fill in which allows readers to download an offer. The revenue you'll gain from this will be a well-structured business plan and customers who believe in what you do.



Tips To Take You Further

Create An Emotional Appeal

Emotions are what make your story powerful. Always consider the emotional response you're aiming to gain from your reader.

Is it empowerment, fear, guilt, amusement, excitement or hope?

Be Clear

Always aim to keep your purpose straightforward and neat. Always ask yourself: Could I cut this story down? Could I shorten my sentences so that they are easier for the reader to digest? Often, readers are put off by sentences that are too lengthy. Make it easy for them to fully engage with your writing.



CHAPTER 8

Becoming An

Effective Writer



8 Headline Formats For Your Building Products Brand

Words are the currency of the web. The words that people see are what prompts a decision. An action. With that being said, your content is what will make or break a decision to buy into your brand.

The 'How To' Format

These blogs are the ones that tend to tell the reader how to do something. For example, 'How To Clean Behind A Radiator'. The purpose here is to give the reader practical tips in order to achieve an end result.

The Question Format

This usually piques the interest of a reader and promises to answer a question. For example, 'What Are The Construction Industry's Biggest Secrets?'

The List Format

This usually follows the structure of 'X Ways To Soundproof Your Room', for example.

The Negative - Angle Format

This accuses the reader of failing to do something or doing something incorrectly. An example of this could be, 'Why You Should Never...'

The Secret- Of Format

This provokes curiosity. An example might be 'The Secrets Architects Aren't telling you'.

The Little-Known Advice Format

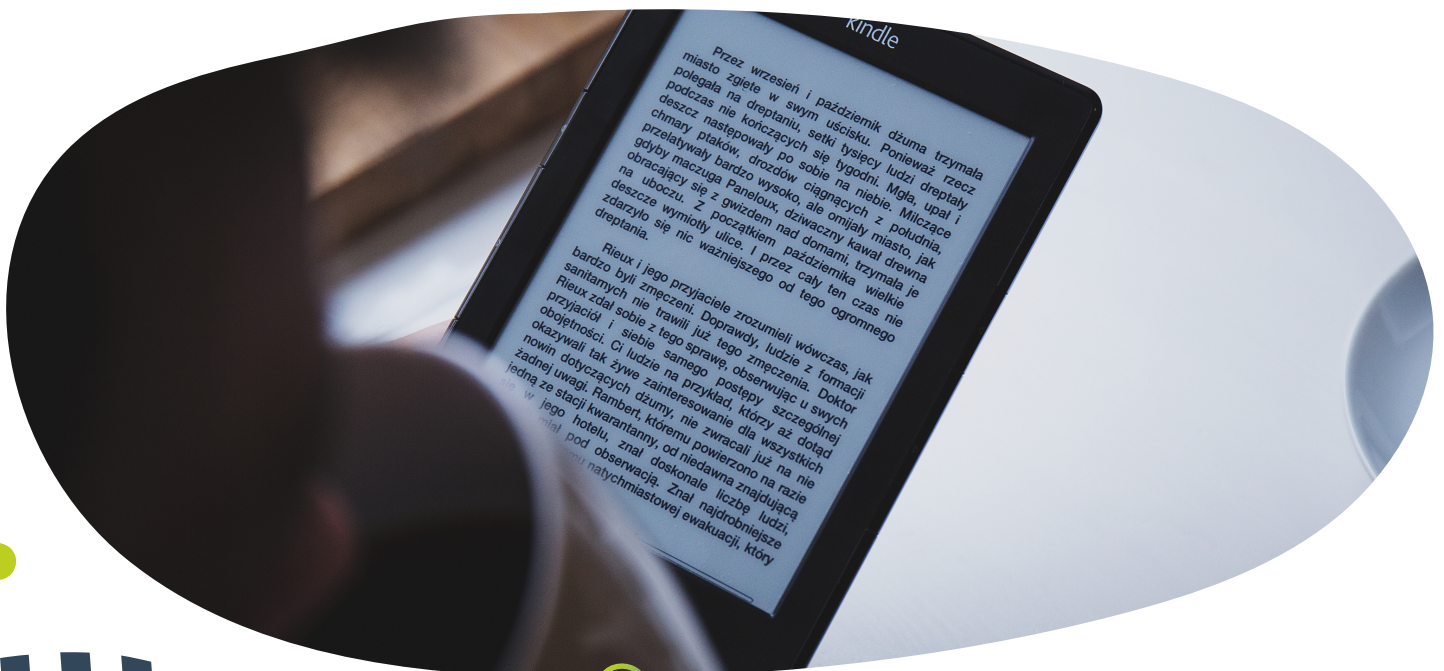
This format is based around tips and tricks that tell the reader that this advice is different and unique from what's already published online. An example could be, '12 Little Known Tricks Architects Use...'

The You Should - Know This Format

This reminds the reader that there is still information they don't know. An example could be, 'Thinking Of Purchasing A Swimming Pool? Here are 12 Things You Should Know'.

The 'Interesting Data' Format

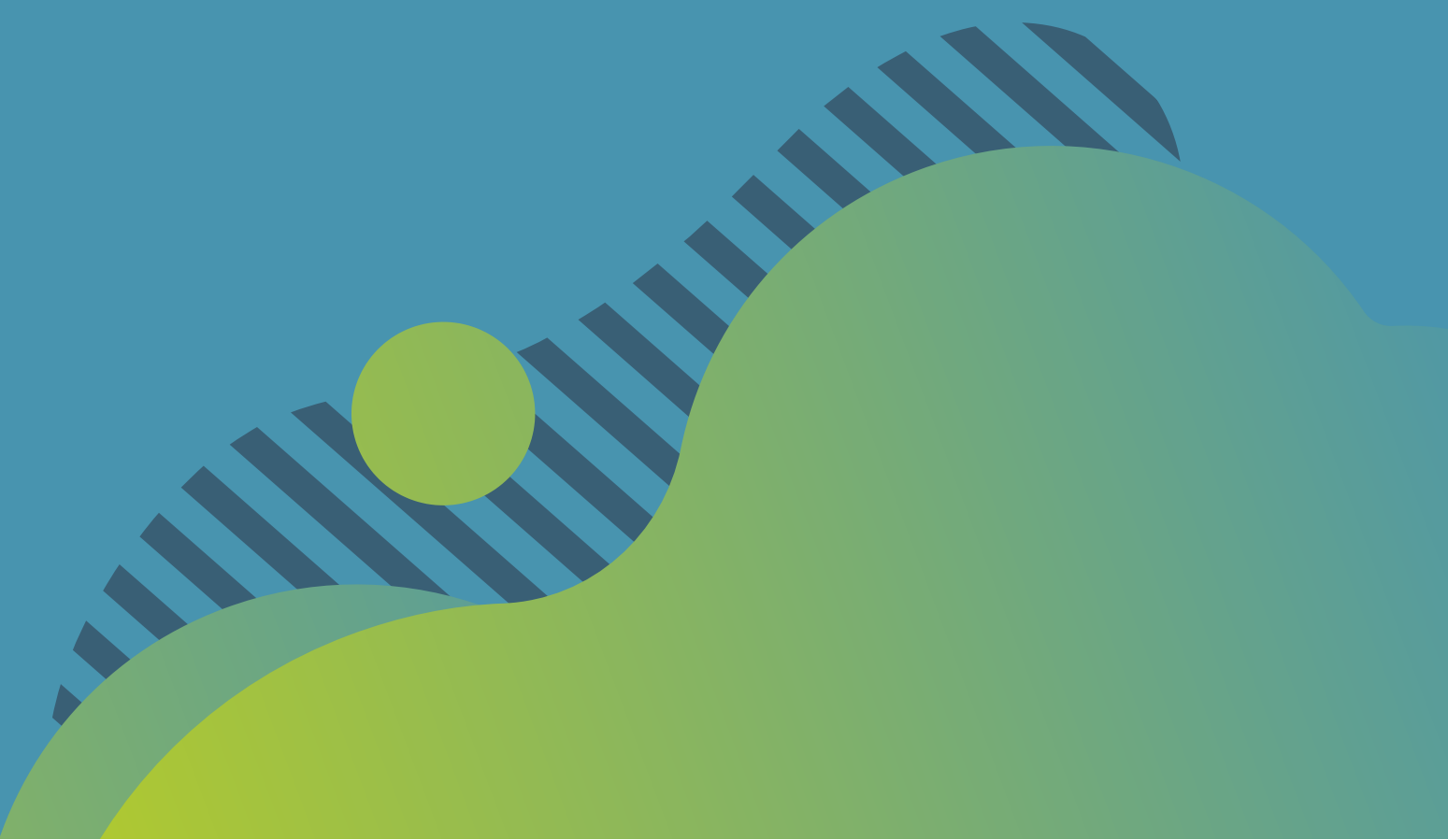
This format uses statistics to prove the value of the article. For example, 'Only 3% Of Architects Consider X As A Priority...'



CHAPTER 9

Introducing

CTAs



Calls-To-Action (CTAs)

Your Reader Has Read Your Blog. They're Impressed By It, What Next?

This is where a relevant call-to-action is required. You want to tell them what to do next. This could take on many forms, for example, ask the reader to like/comment/share, subscribe to your newsletter or download a piece of related content to take away with them.

Your blog should always direct the reader towards a 'next step'. It's your opportunity to:

- Impress them further with a free offer
- Encourage readers to engage with your brand further
- Drive them towards a profitable action

How Many CTA's Do I Need In My Blog?

We recommend that you post a CTA twice throughout your blog. If you're blogging around a 'topic cluster', use the same CTA on all of your blogs.

CTA Best Practice

When you've completed your topic cluster of around 8-12 blogs, you'll start your pillar post, and eventually an eBook. When your eBook is complete, we advise you to create a CTA to download the free eBook. You'll then want to update your blogs with this new CTA.



CHAPTER 10

How To

Improve Writing



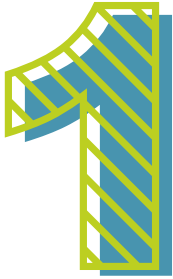
Improving your Writing

Getting words down on the page is step one.
Getting your work published is a different matter.

Quite often, your first draft will look largely
different to your final piece.

During the editing and improving phase, you'll
be using it as an opportunity to cut out any
unnecessary and irrelevant points that don't
support your core ideas and refine your language
to be stronger and more action orientated.

9 Common Grammar And Style Points



Contractions

Contractions are when you join two words together with an apostrophe, for example, do not = don't, have not = haven't, etc. Your aim is to connect with your reader on a human level. By using contractions, you are adding to a conversational tone, allowing yourself to be approachable and friendly

Simple Language

No one likes to slug through overly complex writing full of unfamiliar words. By simplifying your language, it makes it easier for the reader to process.

This doesn't mean dumbing down your writing. You can write smart by using simple words. To take a famous quote by Albert Einstein: "If you can't explain it simply, then you don't understand it well enough."



Clear and Concise

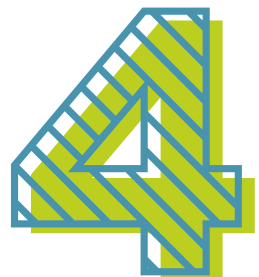
By keeping your writing clear and concise, there's little chance for confusion or misinterpretation.

Focusing on too many topics or keywords at once could work against you as Google will struggle to decide which content is relevant for which keywords.

Short Sentences And Paragraphs

Break up your long, dense sentences and paragraphs to make your content easier to read and comprehend.

Not only are shorter sentences easier for your audience to read, but they're preferred by Google when it comes to SEO.



Use White Space

Properly using whitespace between paragraphs and in the left and right margins can increase comprehension up to 20%. Don't say something for the sake of it, say it because it adds value. You should embrace white space rather than try to fill it. White space can be vital in controlling where your audience look next and how to draw focus in on important points



Cut Out Fluffy Words

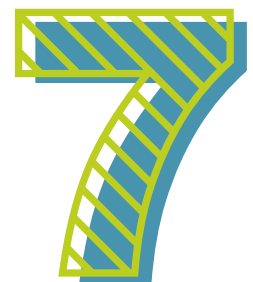
When I talk about 'fluffy words', I am referring to words such as: really, actually, just, incredibly. These words can make sentences and phrases bloated, which is unnecessary. Too many adverbs (words ending in 'ly') or adjectives also make sentences overly long and complex.

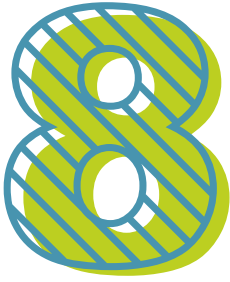
Avoid Jargon And Use Acronyms Sparingly

As a building products and construction company, it will be necessary, at times, to use technical language, particularly if your target reader is an architect or specifier.

When used in an appropriate context, technical language helps you to communicate precisely with other specialists who possess the same level of expertise as your own.

Used inappropriately, however, jargon will make it harder for readers to perceive information.





Don't Be Snarky

Critical and sarcastic writing might have its place in the world of content marketing, but for most building products and construction companies, this will come off negatively.

Use A Grammar Tool

Even the smallest error can have a negative effect on your readers' perception of your brand.

As a rule, I always do two things before I publish a blog article online:

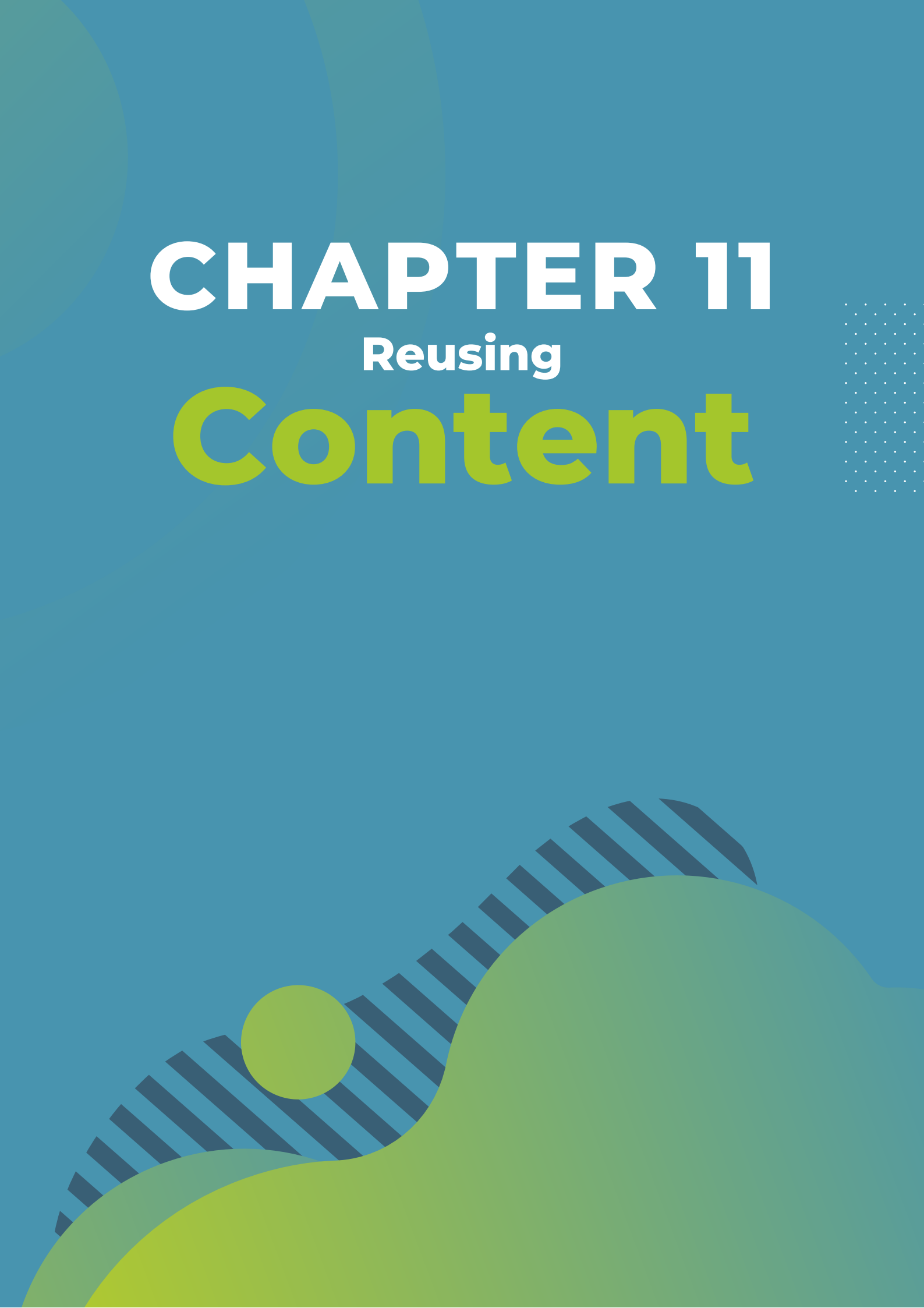
1. I use the 'read aloud' tool installed on Microsoft word.
2. I run it through the Grammarly Google Chrome extension.



CHAPTER 11

Reusing

Content



Should You Re-Use Old Content?

Consistently Creating content takes time. In fact, most building products and construction companies attribute the fall in progress with content creation to a lack of time.

Repurposing content allows you to extend the life and value of your content by changing it to serve a different purpose. For example, you could transform a blog into a video.

The message might be the same, but the channel or format through which it is consumed will differ.

7 Top Tips For Republishing Content

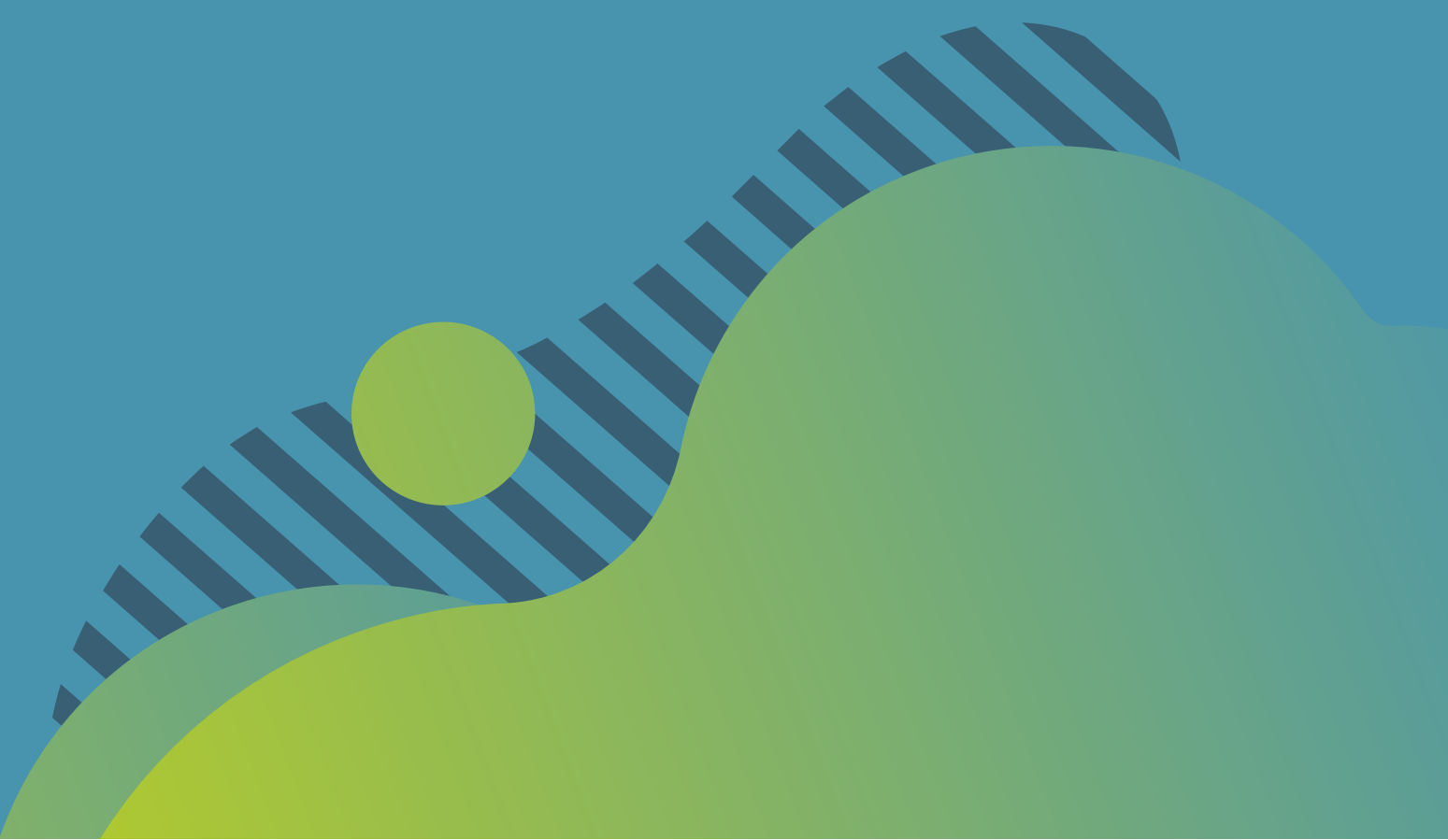
1. Only partner with reputable sites
2. Don't republish all your content, just the top-performing pieces.
3. Update the headline of each republished piece of content
4. Wait at least two weeks before you republish your content
5. Make sure your content is good if for the site it's being published to
6. Include internal links throughout the post
7. Include a call-to-action within each post



CHAPTER 12

Using

Online Directories



Promote Via Online Directories

Many building product companies turn to product directories to help promote their products. In addition, a building product directory is an online resource for building specifiers, such as architects and engineers.

Directories are used in up to 76% of product research in the UK, so they should be used as essential components of any marketing strategy.

There are many building product directories out there, so it's important to sift through and find the ones that are A) appropriate to your offering and B) reputable.



Many market themselves as product directories, but they are trade listing or business listing sites in reality. While these sites provide a backlink to your website, increasing potential referral traffic, they don't offer much assistance to specifiers looking for solutions.

Below is a list of product directories that specifiers widely use.

- RIBA Product Selector
- Barbour Product Search
- Building Product Index
- SpecifiedBy
- Specifinder

Whilst building product directories are an essential consideration for content promotion, Google will always be the primary choice for search, which is why it's vital that your website is optimised for search and delivers the right content for your audience.

Promote Via Trade

Press Trade magazines are widely used by architects and specifiers and are another way to share your content on a different platform. It's a sure-fire way to ensure that the right people see your content. In addition, whether a press release or a featured article, content promotion via trade press is an excellent way to acquire backlinks, which boosts your domain authority.

When speaking with magazine sales reps, always aim to get the best deal possible. What else could be included in the price? Try and get some social promotion thrown in.

CHAPTER 13

Is Content Marketing

Right For
You?



Content Marketing: Is It Right For Your Building Product Brand?

With content marketing costing 62% less than traditional marketing but generating 3 times as many leads, content marketing is a game changer for businesses worldwide.

But, what does this mean for your building product business, is it relevant for you?

Read on to find out more.

Useful In Reaching A Technically Demanding Audience

Content marketing is essential when trying to reach a technically demanding audience less interested in a bargain and more focused on the high performing nature of your product.

The challenge in reaching this audience is that the industry is saturated with value engineering competitors, so it can be challenging to justify the benefits of your product over that of another when 'price' seemingly is the most critical factor.

However, building trust could be a game-changer in generating a predictable flow of customers and reaching this hard to reach an audience. After all, customers are willing to pay 22% more if they trust a brand.

Content Marketing vs Traditional Marketing

Traditional marketing is a term which covers a range of advertising methods such as: Direct mail, advertising, tradeshow, and cold calling. We call these methods **outbound marketing**.

Traditional marketing can get competitive therefore it can become expensive in comparison to other options such as Construction Inbound Marketing.

The big difference between traditional marketing and content marketing however, is the manner in which your audience is exposed to your content.

Traditional marketing pushes content in front of your audience (think cold calls) while content marketing attracts your specifiers straight to you (think website conversions).

Disadvantages Of Content Marketing

Without a doubt, content marketing is a powerful tool, however, it does have its drawbacks which you need to be aware of.

It doesn't produce immediate results – Content marketing is a long term solution to revenue engine challenges, therefore it may take a period of time to see results.

Content marketing can be time-consuming – Creating in house content for your audience's queries can be a tedious process, and being a building product manufacturer in a turbulent climate 'free time' can be a valuable yet unrealistic commodity, you may want to outsource this responsibility.

ROI – It can be difficult to grasp that elusive ROI figure, however, when paired with a dynamic CRM software, like HubSpot you'll be able to obtain this figure.

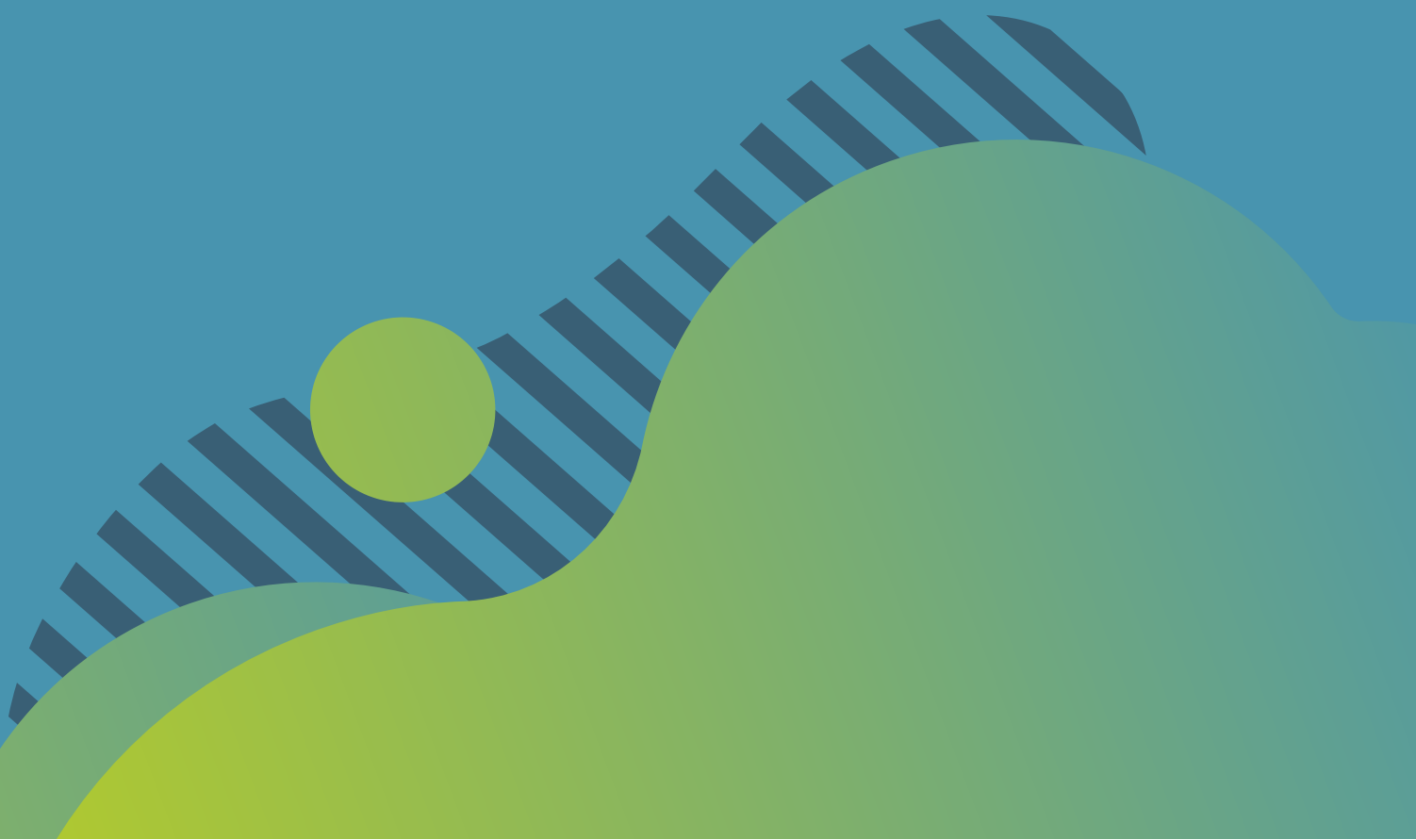
For many building product manufacturers maintaining their current system is a priority over adopting a new approach, and that's a risky path to follow when consumer behaviour is changing so rapidly in recent years.

Adopting content marketing has the potential to completely reconstruct your revenue engine, however, it's best to speak to the right people to see if you have the capacity to execute it to your standards. Effective content marketing demands commitment and buy-in from your entire organisation for you to truly see the value it can bring.

CHAPTER 14

Measuring And Analysing

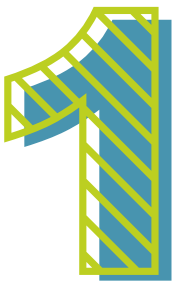
Construction Content



Measuring Your Content

Managers want facts and figures. They want measurable and profitable results.

What evidence do you have that your content marketing efforts are successful? This information will allow you to see if the content you've invested so much time on producing is actually working, and most importantly, whether it's driving sales.



Brand Awareness

There are different ways that you can track brand awareness. You could measure reach on various channels such as social media followers.

You could also measure conversations about your brand, such as media and press coverage, or reviews online.

Lead Generation

Things you may consider measuring here are how many leads you generated, whether they're blog subscribers or whether they downloaded a content offer.

From this, you can measure what activities led to someone becoming a lead. Was it a specific piece of content, campaign or source?



Engagement

This will help you discover not only who's seeing your content, but who's interacting with it.

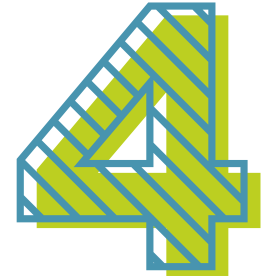
You can also measure engagement on your website. For example, who's commenting on your blog and how many comments did it receive?



Customer Conversion and Sales

You can track the quality of sales influenced by content marketing and compare it to cold sales to help prove the ROI.

Do marketing qualified leads have a faster time to close than cold leads? Do they purchase more, and more often?



Customer Loyalty and Retention

Can you compare the lifetime value of a customer originally sourced by marketing to that of a sales-sourced customer?

How often do your customers buy from you? Are they recommending your business to friends or peers in their field?

Website Performance

If your website isn't optimised for user experience, your content strategy will be pointless.

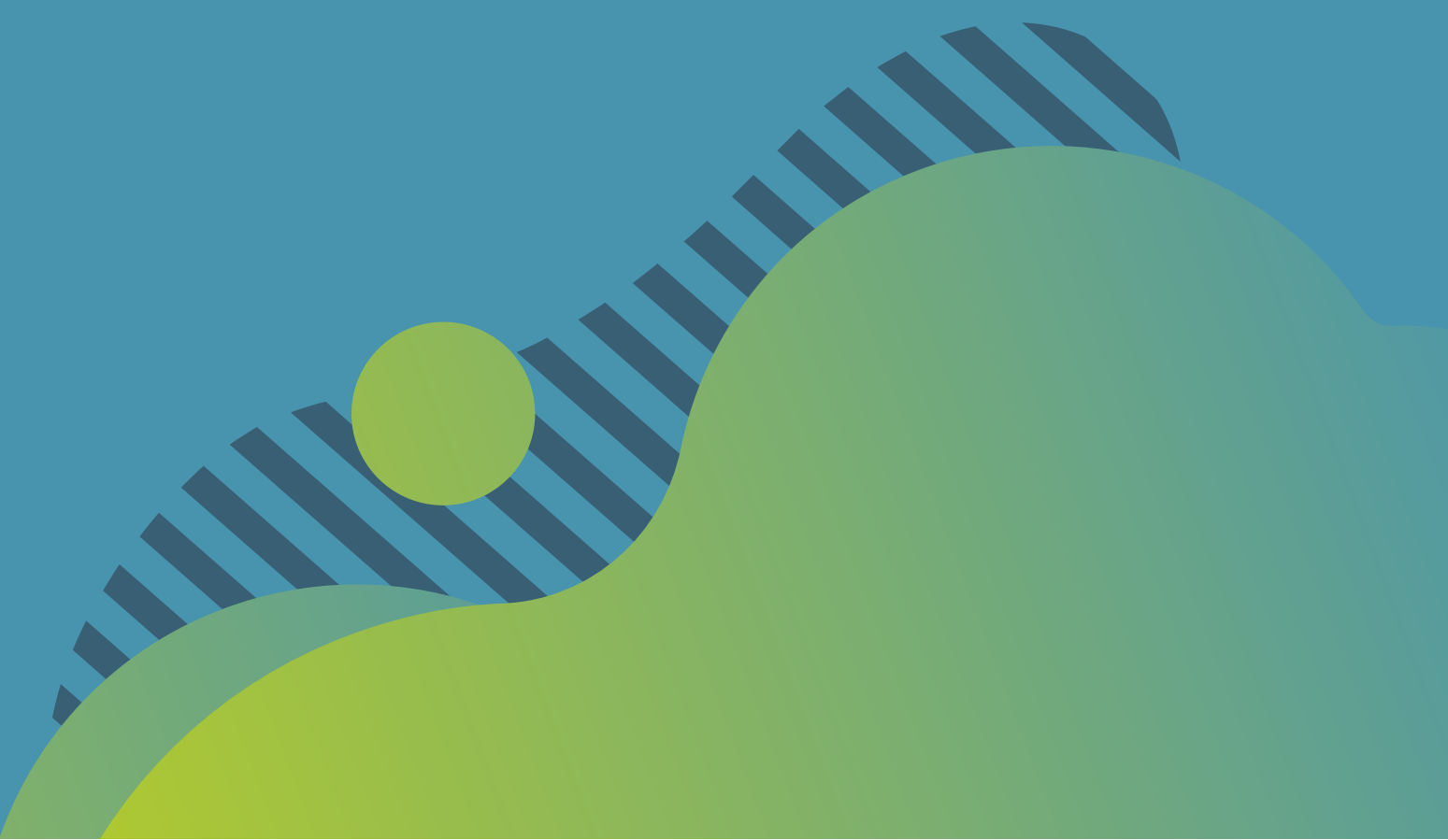
At Insynth, we use SEMRush, Moz, and Google Analytics to track your website performance metrics like the ones listed above.



CHAPTER 15

Identifying ROI From

Content Marketing



How To Calculate ROI From Your Content Marketing

Construction marketing has evolved significantly in recent years. Today campaigns are surgically targeted, planned, and tracked, but many construction product businesses aren't confident about measuring the effects of their content marketing efforts.

In fact, 65% of marketers can't quantitatively demonstrate the impact of their marketing, but by the end of this blog, you will.

A widely recognized method to calculate your content marketing ROI is; return subtracted by total investment, divided by investment, expressed as a percentage:

Calculate Content Marketing ROI

$$\text{Content ROI Percentage} = \left(\frac{(\text{Return} - \text{Investment})}{\text{Investment}} \right) \times 100$$

For example, If you spend £500 creating a content marketing campaign that results in deals worth £2000, then your ROI is 300%.

(Return) £2000 – (Investment) £500 = £1500
 £1500 / £500 = 3
 3 x 100% = 300% (ROI)

The Hidden Aspect Of Content Marketing ROI

At first, the formula seems simple, however, there is an issue; The calculation is from the total investment — not just the cost of one piece of content or a particular campaign. This means you won't be able to completely understand the ROI of a particular campaign unless you have a CMS which offers that level of data.

A content marketing campaign is only as effective as the CMS it's underpinned by. HubSpot is widely recognised as one of the most dynamic and robust CMS platforms and they allow you to log the budget of each content marketing campaign you produce, along with detailing their attribution, thus giving you a greater understanding of your content marketing ROI.

Monitoring Your Metrics

It's essential to track your Key Performance Indicators (KPI) regularly, but how regular? We recommend tracking your performance on a monthly basis initially, then adjusting your timeline later, if necessary. For example, we produce comprehensive monthly reports but we also adjust our content on a weekly basis.

We've created a method called the Predictable Growth Programme to visually map this out:

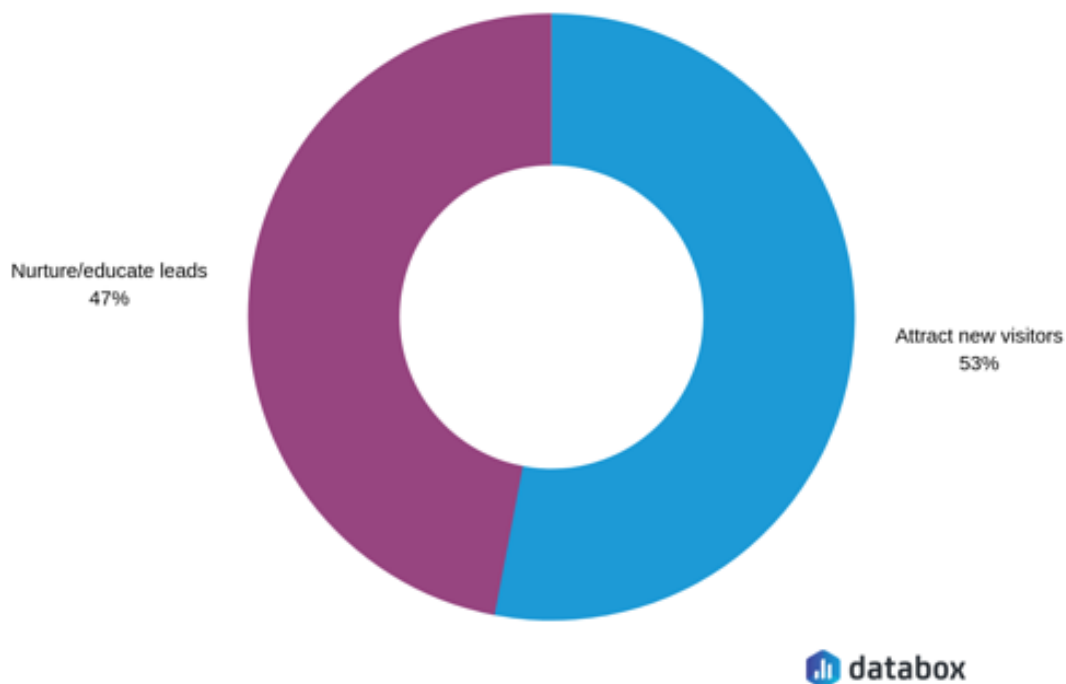


Predictable Growth Programme Explained

Once you've chosen the KPI's that are most meaningful for your construction product business, you'll want to track the performance of every content asset or campaign you publish against those benchmarks. Again, building dashboards is the best way to do this since you can see all your data in one place whenever you want; Databox is great for this.

53% of marketers write content to attract new visitors. This is over half of the worlds top marketers recognising the power of content to pull an audience to them.

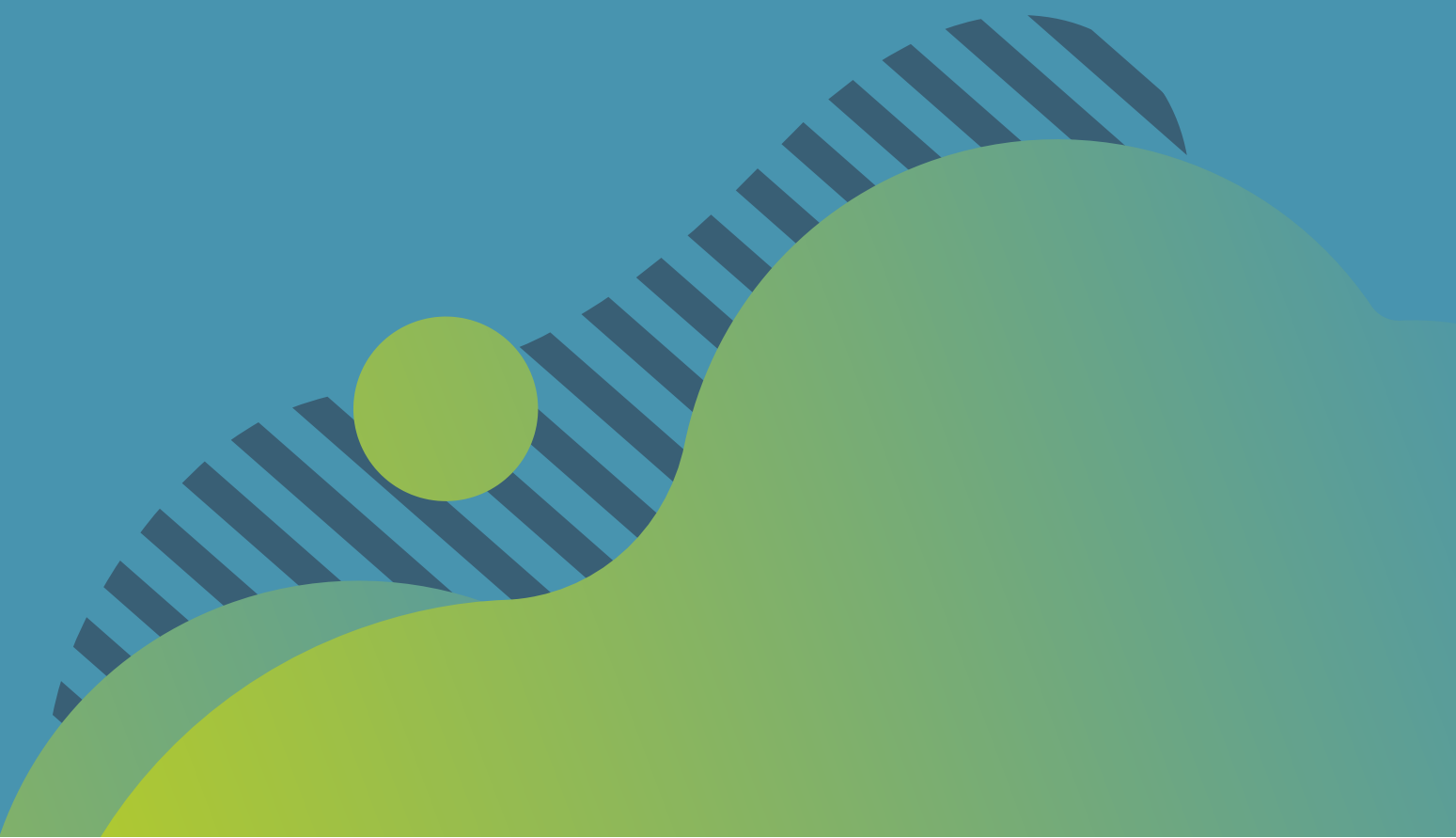
What percentage of your content is written to attract new visitors to your website vs. to nurture/educate leads and prospects?



Some content marketing efforts can't be tracked no matter how hard you try. Nevertheless, with a strong understanding of your KPI's and a dynamic CMS, you can calculate your ROI with clinical precision.

CHAPTER 16

Case Study Contour



Contour Heating

Kicking off a data-driven inbound marketing campaign, Insynth delivered impressive results for our client, including 23% rise in website traffic, 22% increase in quoted value and a massive 556% increase in the value of quotes directly from being found on Google!



The Client

Contour Heating Products Ltd are a specialist manufacturer of innovative low surface temperature radiators and covers.

The Situation

Contour's Commercial director, Robin Mansell, had just been set a tough challenge: to grow revenue by 10% in the next financial year.

He approached Insynth to talk through what the best options could be to achieve his new target.

The Solution

In-depth keyword research was carried out to identify the exact words and terms people used to search online. A 12-month plan was then produced, with a demanding content calendar, publishing a minimum of 2 blog posts per week, supported with in-depth feature articles – called pillar posts, and downloadable guides and e-books. Our expert technical writers then set about producing well over 100 long-form pieces for the Contour blog, communicating complex technical topics in a fashion that was informative and enjoyable to read, yet highly effective from an SEO perspective, ensuring that Google and other search engines ranked the content in prominent search positions.

Case Study

The Results

As a direct result of focussing on Blogging and SEO, their website has now generated 7.6% of total enquiries, resulting in £445,000 of quotations. Overall, enquires have risen by 22% and orders have increased by 15% in 2019, resulting in record revenues and profitability for the business. Compared to the previous year, website traffic was up by over 23%, with their blog viewed over 6,000 times per month.



Conclusion

We hope you've enjoyed this essential guide to content marketing. The chapters within this eBook should be used as a guide to drive your content marketing efforts.

Always aim to create content around a topic. We also recommend that you work towards a downloadable piece of content. This could be in the form of an eBook or whitepaper. Visitors should be able to download this content in exchange for their contact details.

The three main aims of content are:

- To educate, inform or inspire your audience
- Generate more leads
- To drive traffic towards a profitable action

Always keep these three goals in mind. If you would like any more information on how you can create a workable content strategy for your building

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 of 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.

Please 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.

eBook Authors



eBook written by Rich Newsome Head Writer

Rich is our wordsmith wizard, conjuring up content that attracts specifiers, converts leads and gets you ranking ahead of your competitors.



eBook written by Dorian Wallace Marketing Manager

Dorian is the Marketing Manager at Insynth Marketing. Responsible for the Insynth brand, growth and all things media.



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