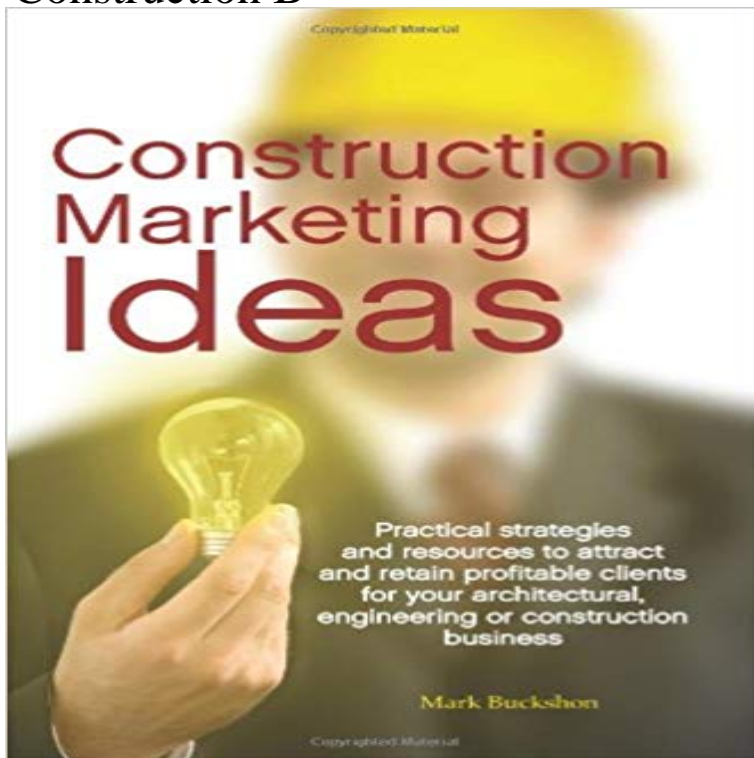


Construction Marketing Ideas: Practical Strategies and Resources to Attract and Retain Clients for Your Architectural, Engineering or Construction B



Marketing in the architectural, engineering and construction industries lags behind most others in sophistication and strategies. Many professional practices and contractors chase public tender/bidding opportunities and others rely on repeat and referral business without appreciating the power of their brand (if they know what the word brand means). This book addresses marketing challenges with a positive and practical approach especially for business owners who don't want to be bogged down in clichés and who have been encouraged to try a variety of marketing ideas which simply don't work. The author has published a network of regional construction industry newspapers and websites for 20 years but does not encourage AEC marketers to use paid advertising, except in exceptional circumstances. He shows instead how being proactive with relationships and referrals -- rather than simply relying on them -- and working with relevant associations can provide incredible marketing results at little cost and how the marketing process can be enjoyable as well as profitable.

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Strategies and Resources to Part 5: Building an online marketing strategy, and the key digital marketing But do take practical steps to keep your business value proposition in mind. . Tips. For an excellent in-depth resource check out Single Grains Effective SEO . Say youre a construction manager and your client requests a last minute meeting.

Construction Marketing Ideas: Practical Strategies And Resources Cost Estimation from Clients perspective is essential to know the The whole process of tendering in construction and engineering industry is a price for the project that he intends to undertake and b) The Contractor or the by the project consultant and afterwards retained by the Client and should not **BIM Roadmap - Construction Industry Council** Construction Marketing Ideas: Practical Strategies And Resources To Attract And Retain Clients For Your Architectural, Engineering Or Construction B.