



# CONSTRUCTION INDUSTRY DIGITAL MARKETING BLUEPRINT

Build trust with a wider digital audience  
to grow your market share.



**MARKETING  
MARVELS**

## INTRODUCTION

# HOW SHOULD CONSTRUCTION FIRMS PREPARE FOR THE FUTURE?

The key to answering that question is understanding who will be pulling the levers of change.

Across the industry, children who grew up in the 80s and 90s are now entering positions of seniority and power. Over the next 10 years, those same people – whose early years were shaped by Tetris and Sonic the Hedgehog, and who've been entirely comfortable as technological progress has rocketed through the last three decades – will gather more and more responsibility. And their expectations will be high.

When those from a tech generation reach the peak of their careers, they will expect digital progress to match their personal and professional habits.

So gone, soon, are the days of relying on old-school brochures and order forms. Manufacturers and suppliers simply must adjust. Infrastructure Intelligence assesses that construction firms face three choices in a new digital economy:

“Companies are either (1) already digitally enabled (2) will become digitally enabled or (3) will cease to exist.”<sup>1</sup>

This is borne out by research from the National Bureau of Statistics that found 70% of construction companies think those who don't embrace digital will go out of business<sup>2</sup>.

It is clear that construction firms ignoring the role of technology in the buying process are not just risking a few gasps of frustration. They are putting their entire future in jeopardy.

But it is also clear that intelligent and well-targeted action now can pay dividends for years to come, giving firms the infrastructure and resources they need to do business faster and more efficiently than ever before.

This white paper addresses the challenges associated with four key areas of digital in the construction sector. It outlines in detail what a new generation of leaders will expect from their interactions with your firm, and how investments in digital can facilitate significant advances in productivity. It also provides insights into how best to prepare your company for a digital future. We trust you will find it essential reading.

# 70%

of construction companies think those who don't **embrace digital** will go out of business<sup>2</sup>



# PUTTING YOUR CONSUMERS FIRST WITH UI AND UX

User interface (UI) and user experience (UX) are crucial elements of any successful website. Here's what you need to know.

## UI versus UX: what is the difference?

UI design focuses on improving the presentation and interactivity of a website. UI experts consider the graphical appearance of a website, assessing everything from the overall feel of a site down to the design of buttons and other visual elements.

In contrast, UX design is based on improving a user's overall experience when they attempt to complete an objective on your app or website. UX design focuses on the basics: information architecture, wire framing, and the structuring of steps to make your user's experience as simple as possible.

## Understanding the role of UI and UX

Today, distractions are everywhere. Successful websites achieve results beyond their competitors because they focus on one thing: ensuring the customer's journey is easy from start to finish. They make every effort to reduce or remove any possible moment of friction, however small or subtle.

Why do the companies behind these websites spend so much time and energy on this process? Because they know, after extensive and detailed testing, that jarring your customer for a single second in their buying journey with a clumsy piece of UI or UX can be enough to lose their concentration – and their order – for good.

Improvements in UI and UX have been proven to lead to increases in brand loyalty, conversion rates, and return on investment.

## TOP TIP

Your user journey is based on your customers and their previous experience, not your product or service. As people spend time online, they acquire expectations about where things like menus should be placed. Don't hit your users with an unfamiliar structure or layout. Stick with the established norms.

## UI / UX Checklist



### INFORMATION ARCHITECTURE

Take time to understand what your users need to know when they visit your website and build a navigation system that provides straightforward paths to where your user wants to be.



### INTERACTION DESIGN

Invest in research that helps you to establish the journey your users should take and how best you would like them to interact with your site.



### USABILITY

Don't neglect technical aspects of your website or app. Improving site speed and removing navigation tunnels (i.e. drop down menus overlapping, or closing before you can get your mouse in position) is crucial.



### VISUAL DESIGN

Visual design plays a major role in guiding the user and aiding their understanding. Try to create an appealing place to visit and use tools such as infographics to explain complex ideas or processes.



# 76%

of consumers say they would buy from a brand they feel connected to over a competitor

## Digital Marketing Checklist

### ORGANIC SOCIAL MEDIA

Build trust with your audience and demonstrate your empathy to their situation by publishing relevant content tailored to research-led audience personas.

### EMAIL AND SMS MARKETING

Harness personalisation and automation to deliver targeted messages to defined segments of your list. Website behaviours can even be used as triggers.

### PAY-PER-CLICK (PPC)

Use display campaigns to put your brand front and centre with your key audiences. Remarketing is an incredibly powerful way to target previous visitors to your website across search engines and social platforms.

### SEO STRATEGY

Publishing detailed and useful content around identified keywords is an intelligent way to build long-term traffic growth and inbound enquiries.

## SECTION TWO

# ESTABLISHING TRUST AND LOYALTY WITH DIGITAL MARKETING

Maximising your online presence can reap dividends for years to come.

The average person spends 4.8 hours on their smartphone each day<sup>3</sup>. That's a third of their waking time staring at a screen. If marketing is the art of knowing how to take your message to the people who need to hear it, digital is now the giant of all media. So smartphone apps and mobile-friendly websites are essential to maximise your impact.

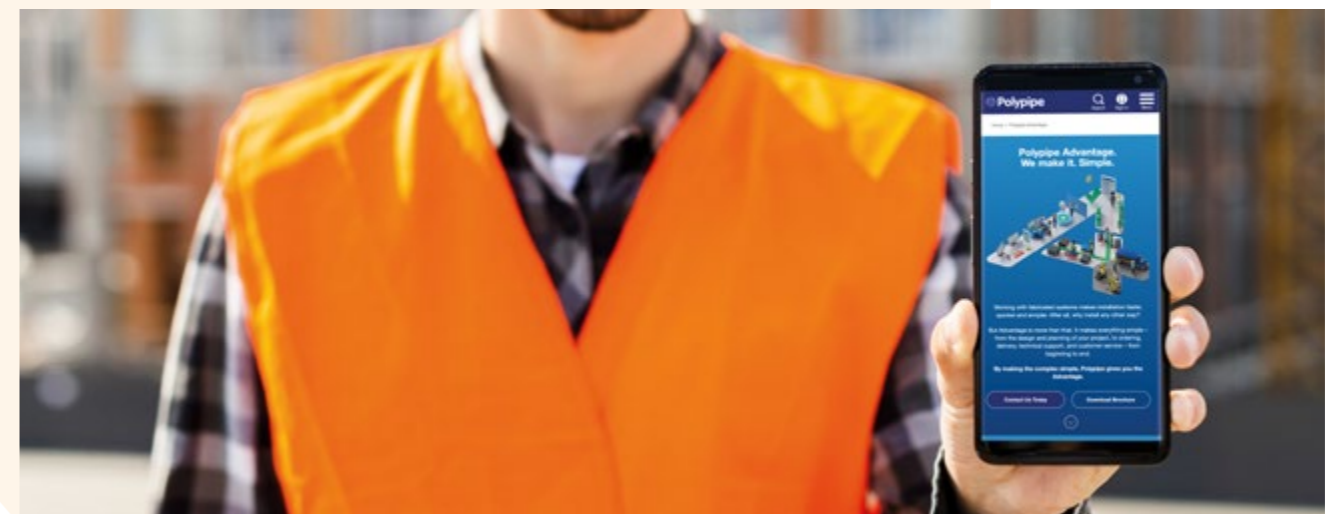
### Two factors are critical.

First, construction firms should aim to create a seamless experience across all their services. This stretches beyond simply ensuring consistency in branding, tone, and content. It means complete harmony across all your channels. So if a user is halfway through making an order on your website, but then has to call your customer service team, that team should be able to continue the user's order without the user having to provide all the order details from scratch.

Second, construction firms should work tirelessly to create a connection with their audience. Digital looks like paid adverts, social media marketing, email marketing and SMS marketing can all get your brand in front of the right audience at the right time.

With consistency and consideration, this can help users to trust your brand, appreciate its alignment with their values, and recognise that it understands their wants and needs.

The results of these efforts are significant. More than three-quarters (76%) of consumers say they would buy from a brand they feel connected to over a competitor. They are also more likely to recommend your company to a friend, spend more with you, maintain loyalty to you, and even order from you again after a negative experience<sup>4</sup>.





### SECTION THREE

## GROWING YOUR BUSINESS WITH TARGETED SEO STRATEGIES

Take time to understand how search engines function – and how to use them to your advantage.

#### What do you do when you don't know something?

Chances are, you Google it. In fewer than 25 years, Google has gone from an idea in the heads of its founders Larry Page and Sergey Brin to the world's single largest resource of information. Its spread is ubiquitous. If you want to find anything, you'll likely head to Google and expect an answer within seconds. In fact, such is its strength that 'Googling' is now in the Oxford dictionary!

Consider these statistics: in 2021, 81% of global desktop internet searches happened on Google. On mobile, that share rose to 95%.

Then consider what happens when those results appear on your screen. Do you scroll endlessly? Or, like the 75% of users that never reach the second page of Google results, do you jump to the first relevant result and assume it has everything you need?

#### What is search engine optimisation (SEO)?

SEO is the strategic and deliberate decision to align your website with the keywords your ideal audience is using when it searches Google. The aim is to use a combination of keywords, content, backlinks and technical elements to put your company as high as possible in the results Google returns to its users. In turn, this leads to more visitors to your site and more inbound enquiries.



# 75%

of users never reach the second page of **Google results**



### SEO Checklist

#### SEARCH INTENT

Think of the questions and challenges your users are typing into Google, then do your best to publish content on your site that answers these searches. Remember, the intent behind each search may be different. Some may be looking for information, while others may be wanting to buy a product immediately. Your website must cater to this.

#### PAGE TITLE TAGS AND META DESCRIPTIONS

The small amount of text that shows up for each result on a Google results page is generated from the page title tags and meta descriptions you use on your site. For best results, these should provide information, curiosity, or a compelling call to action.

#### IMAGES

Quicken your user's experience by using smaller, compressed images. Don't forget to include alt text for each image, too.

#### TECHNICAL DETAILS

Optimising your page speed and building an internal linking structure are both signals to Google that your site is worthy of being included in its results.

#### URLS AND BACKLINKS

When you publish pages on your website, make your URLs clear, simple, keyword rich – and as short as possible. And the better quality your pages, the more likely other sites are to link to you. These 'backlinks' are another key indicator Google uses to assess the quality of your site.

### ***Fast Response Checklist***

**CHATBOTS**

Install chatbots on your site to help answer basic questions any time, day or night. This can help to prevent losing users who might otherwise try a different site when they can't find what they are looking for.

**DIGITAL TOOLS**

Digital tools such as quote calculators are an effective way to simultaneously reduce your sales team's workload and provide your customers with the information they need.

#### SECTION FOUR

## **BUILDING A REPUTATION WITH FAST RESPONSE TIMES**

A new generation of industry leaders expect service around the clock. Here's what you need to know.

The advance of the internet has reshaped expectations and driven new behaviours. Some of those who spend most time online are believed to have attention spans of just eight seconds<sup>5</sup>. Combine that with people spending almost five hours on their phones every day, and it's clear marketing has to adjust to a new reality.

Those enjoying the best results have said goodbye to the traditional approach of simply broadcasting their message and instead focused on authenticity, collaboration, and relationship building. Minimalism, strong visuals, and the strategic use of incentives are also playing a significant role.

Construction firms continuing to offer relatively slow response times are likely to get left behind.

# **8 SECOND**

attention span<sup>5</sup>



## CONCLUSION

As a growing digital-savvy audience takes up positions of seniority across the construction sector, inaction on the digital landscape is unthinkable.

For those who act early enough, digital can still provide significant growth opportunities. This white paper has outlined four key areas that can unlock any construction firm's hopes of digital success:

- **UI and UX**
- **Digital marketing**
- **SEO**
- **Response times**

Wherever you are in your journey, it's important to recognise that you can still get to where you want to be. Our free workshop is designed to help you avoid the mistakes that lead to lowering sales, declining growth – and potentially even the closure of a business that has simply been left behind as time has moved on.


Book a workshop today and get a tailored insight into both your specific issues and the most effective ways forward.

It's not too late to act. But it might be soon!

[BOOK A WORKSHOP](#)

“We're delighted with the outcome of this project. The team at Monitor Creative did an absolutely great job. It was a real pleasure working with them.”

DEAN ASHER, HEAD OF TECHNICAL AND CUSTOMER EXPERIENCE,  
POLYPIPE BUILDING PRODUCTS

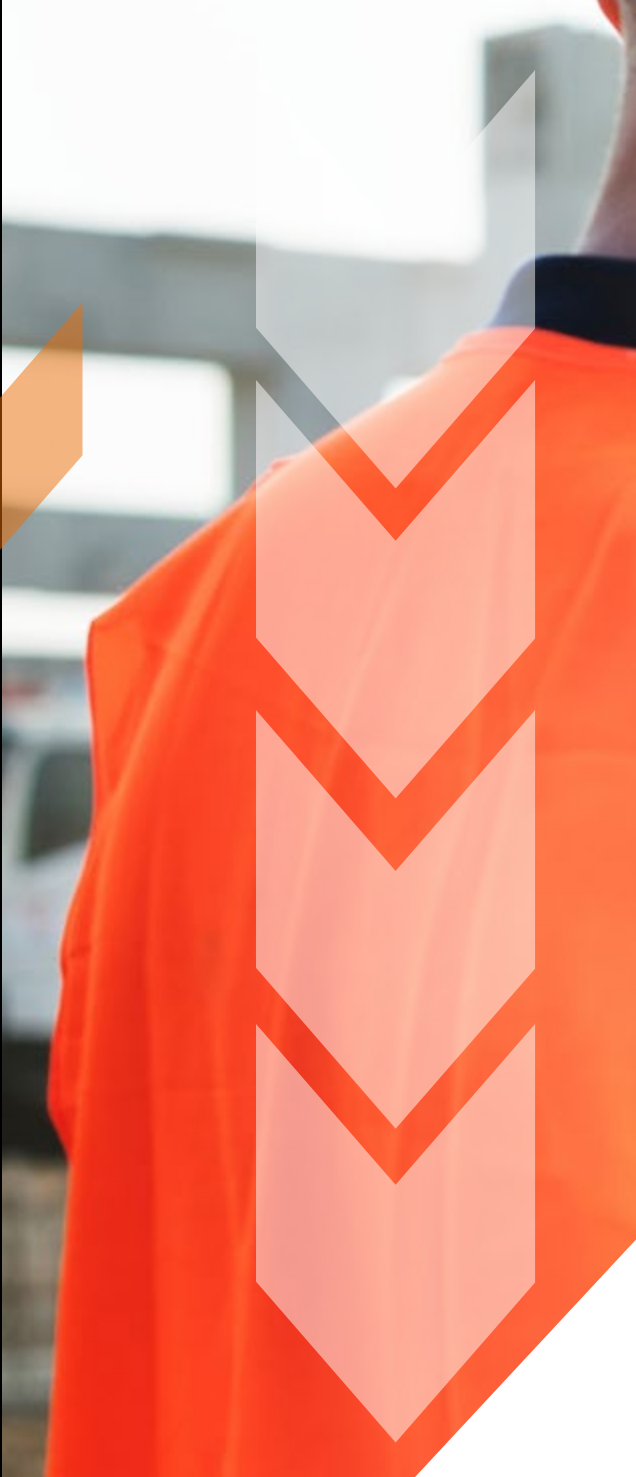


## GET TO WHERE YOU WANT TO BE

Our **workshop** is designed to help you avoid the mistakes that lead to lowering sales and declining growth.



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MARVELS**



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