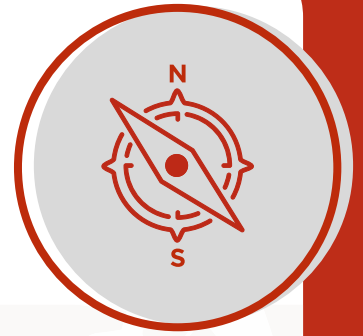


Is your marketing on the right path?



Even the best marketing teams can get lost in the weeds sometimes - so it's important to step back and take a clear-eyed look at your core marketing principles.

Harris Creative's 36 years in built environment marketing means we know that any successful strategy needs to stand on firm foundations, and sometimes that means getting the little things right first.

So here's what our teams think you should ask yourself when it comes to your construction marketing:

Social media



Are your social media headers seamless across mobile and desktop?

Watch out for text and images that your profile picture may be obstructing, or different sizes needed to avoid blank areas.

Are you making the most of all the new features?

It can be hard to keep up, but LinkedIn articles, newsletters, and even polls in your Instagram caption are all ways to drive reach and engagement.

Are your social platforms set up correctly?

Each platform has its unique way of setting up a page, and some can be quite tricky. If not done correctly, it may also cause issues down the line. Having your Meta accounts set up and linked correctly can also help with cross-posting.

Find more of our free social media top tips and 2024 trends in our two-part blog.

PR & Content

Do you know who your ideal customer is, and better still, where you can reach them both on and offline?

There is still a place for traditional media, especially in the construction sector, but it's important to ensure you are partnering with the most relevant and well-read publications and websites.

Does your PR strategy utilise a mix of different types of communication channels to generate a mix of coverage?

And do you understand the difference and benefits of owned, earned and paid content? It's important to cover all bases to build on and amplify your key messages.

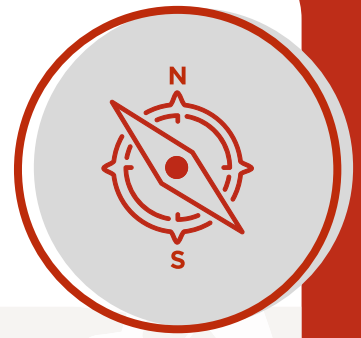
If things go wrong, do you and your team know what to do?

Do you have an up-to-date crisis and issues communications plan in place and more importantly, do you know how to action it swiftly?



Find out how to maximise the reach of your content here or take a look at the PR support we can offer here.

Lost your way with your marketing?



PPC

Who is your target audience?

Is this clearly defined, and does it match the goals for your campaign? Your target audience can be based on their interests, their geographic location, how they interact with your business and what they search online.

What keywords/products/services are you looking to push?

Selecting high quality, relevant keywords can help you reach your target audience when you want.

What is your goal? Website clicks, leads, phone calls or something else?

The first thing to consider when creating an ad, it's important to know what you want to gain from your campaign and how you're going to measure your success. Do you want to increase website traffic? Or increase sales, conversions, or ROI? Or do you want to raise brand awareness? Choose your goal wisely.

[Read the benefits of PPC in our PPC blog.](#)



SEO

Do you have any potential keywords that you'd like to target?

Keywords help search engines understand what your content is about and rank it accordingly. Choosing the right keywords and phrases for your target audience and niche is crucial for SEO.

What are your primary objectives and KPIs when it comes to SEO?

Some of the most common SEO KPIs include organic traffic, rankings, conversions, revenue, and CTR. These are the metrics that reflect the impact of your SEO efforts on your business goals.

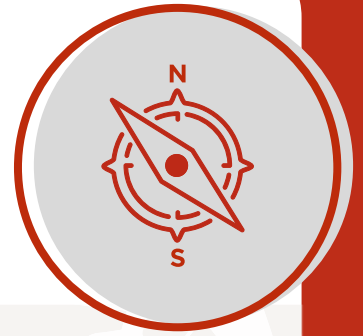
Do you know the difference between SEO and PPC?

The main between search engine optimization (SEO) and pay-per-click (PPC) is that SEO focuses on achieving organic traffic from organic search, whereas PPC focuses on receiving traffic from paid search.

[Our guide to SEO will help you understand why SEO is so important and how to get started.](#)



Have you explored all areas?



E-marketing

Do you have a content strategy in place?

Having a clearly-defined strategy allows you to work ahead, and will enable you to grow your audience, and increase engagement while allowing you to track performance against your objectives.

Are you putting your audience first?

If the content you are providing isn't valuable, then your audience won't engage - is this central to your content creation? Are you giving your audience something useful, such as a solution to a challenge you know they are facing, or educating them on an important issue?

What is your goal? Does your design bring the content to life?

It's no secret that any piece of marketing collateral that's eye-catching and well-designed will be more engaging for your customer. Are you currently putting a priority on design and considering how it will be read by your audiences?

Read our blog: a direct line to your customers

Photography

Are you commissioning professional photography or capturing images another way?

Smartphone pictures can be quick and easy and save time - and with some guidance from your agency, they may even do the job for collateral like social media and e-marketing. For printed collateral, you will need to invest in professional help or equipment - otherwise the quality will be too low.

When shooting a particular project or location, do you plan and group these together to reduce travel and budget?

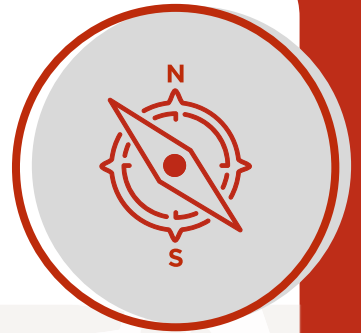
You can save yourself time and money by ensuring you maximise your photographer's time on location. Do you have two projects that are a mile apart, that you could shoot together? And are there any people shots you can capture while there - such as a project manager who needs a new corporate headshot?

Do you plan to shoot your projects in the best light and when the weather is most favourable?

Projects and sites need to look their best - that's why the spring and early summer months are the busiest time for our architectural photographers. Try to plan project photography and other outdoor shoots for when it is a clear, sunny day.

Read our blog: Why spring is the right time for architectural photography

All roads lead to Harris...



Website development

Do you have a clear purpose?

Is the aim to drive enquiries, be an information or resource hub, or to sell online? Clarify the main purpose of your site and ensure this is central to all development decisions.

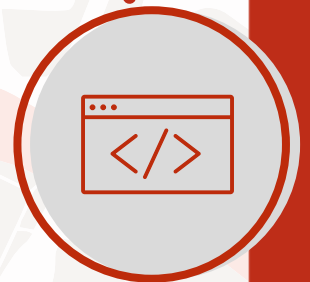
See examples of our case studies.

Do you add high-quality, relevant and targeted content?

Both your visitors and Google will reward you for good quality and relevant content. Keep your visitors returning by regularly adding new blogs, news stories, and case studies. Google also looks to websites that consistently add targeted content and will, in time, start to move your search results up the list.

Does your website have a simple and intuitive UX and UI?

Once your visitor is on your website you need the experience to be simple and intuitive and for the journeys to lead to your desired outcomes - contact page, download section, sign-up, etc.



Design

Are you embracing your company culture in how you present yourself externally?

Consider your company values and examine whether your company's design collateral matches this. If your culture and values are to be friendly and approachable, but your design themes are super corporate, you're not giving the right impression!

Does your marketing stand out against your competitors?

Are you doing something different with your design, or fading into the background? If all your competitors are going with bright and colourful adverts, there's a lot to be said for bucking the trend with something sleeker and darker.

Are you consistent with your design direction, and elements such as application of logo and other brand assets?

Your brand architecture will need revisiting as your business grows. Is it clear to your customers what you offer and how many business divisions you have? If not, you may need to clarify - and on the flipside, don't overcomplicate matters with too many different logos and taglines.


See examples of our case studies.




OUR MISSION STATEMENT

Creative construction marketing built on mutual trust, collaboration, and integrity.

For an informal chat get in touch:

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