

Construction Marketing Media

The CMM Marketing Audit

For Architects, Surveyors, Engineers, Builders and any other construction related firm.



CONSTRUCTION MARKETING MEDIA

Thank you for downloading the first in our series of articles by CMM to help small construction firms understand the basic principles of marketing.

CMM has set out a sample of questions below in order to help you work through our marketing audit. These questions will help to emphasise any changes or adjustments that need to be made in your current marketing plans.

Marketing

1. Do you use standard Marketing letters?
2. Do you have a Company Profile?
3. Do you have an up to date Database?
4. Do you use a Tender Register?
5. Do you currently use a Projection List for future projects?
6. Do you follow up your tender submissions to ascertain the result?
7. Do you set regular appointments to meet with potential or existing clients?
8. How do you follow up on your appointments?
9. Do you use business cards effectively?
10. Are you involved in networking [on line or otherwise]?
11. Do you have a dedicated Business Development/Marketing Manager?

Company Website

1. Do you have a current website?
2. Are you able to evaluate the number of visitors to your website?
3. Do you have a CMS [content management system] website?
4. How are you driving traffic to your website?
5. Do you use a Contact page?
6. Do you have a page to introduce your staff to your website visitors?
7. How do visitors connect with your business on line?
8. Do you use Testimonials on your website?
9. Do you use Case Studies on your website?
10. Do you use Video on your website?
11. Do you use a company logo that stands out and represents your brand?
12. Do you put your prices on your website?
13. Would you describe your website as interactive?

Email

1. Do you as a company use Email Marketing software?
2. Do you make regular contact with your customers?
3. Do you use email campaigns?
4. Are you able to measure the success of your email campaign?
5. Do you know who reads your emails?
6. Do you include your branding on your emails?
7. Do you use social media on your emails?



Blogging

1. Do you use a blog on your website?
2. How often do you blog?
3. Do you have a subscription form on your website or blog?
4. Do you receive any comments on your blog posts?
5. Who looks at your blog?
6. Do you receive any leads from your blogging?

Social Media

1. Are you using social media in your marketing mix?
2. Which social media platforms are you using?
3. Do you promote your social media throughout your marketing tools?
4. Do you have a strategy for your marketing?
5. What return are you achieving from your use of social media?

“**NOTE: If you have said NO to 25% of these questions you may need some help with your marketing. Or, said YES to most of them yet feel the return on your investment is not what it should be. PLEASE give us a call on 0782 515 5165 for a no obligation discussion.**

The CMM Marketing Audit for construction companies

Marketing – NOUN “the action or business of promoting and selling products or services, including market research and advertising” Oxford Dictionary.

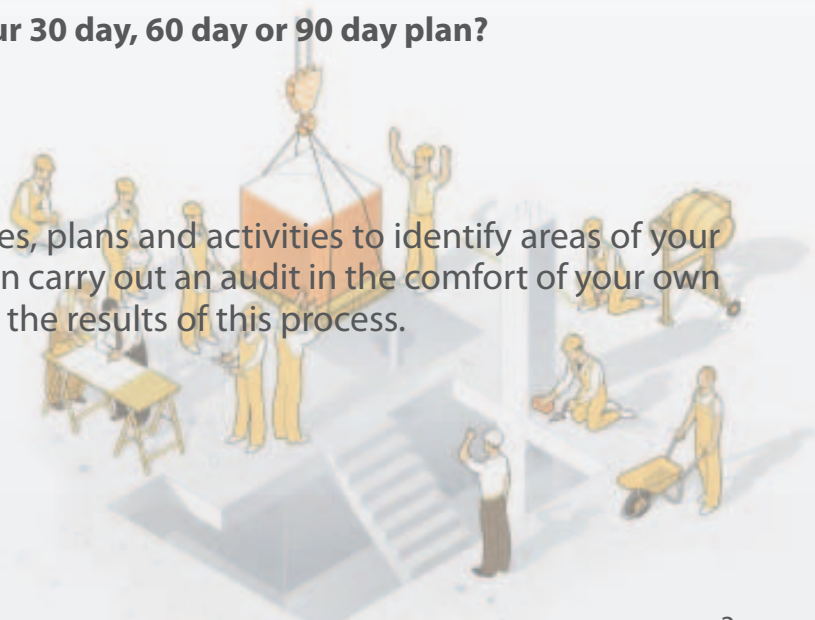
Audit – NOUN “a systematic review or assessment of something: a complete audit of flora and fauna at the site” Oxford Dictionary

Therefore, CMMs marketing audit, is a systematic review of your marketing activity. What is the purpose of having a marketing audit? In a nutshell, our audit will tell you 3 basic things;

1. **Where is your business now?**
2. **Where do you want to be within your 30 day, 60 day or 90 day plan?**
3. **How you will achieve this change?**

Identify and Improve

CMM will review your marketing objectives, plans and activities to identify areas of your business that need to be improved. We can carry out an audit in the comfort of your own office and then help you to work through the results of this process.



Our aim is to keep this exercise as simple as possible without losing the benefits of such an important process.

In order to improve your marketing a CMM audit will enable you as an architect, engineer, surveyor, builder or specialist contractor in construction to identify your businesses strengths and weaknesses. As a result you will then be able to make clear decisions about where to invest your resources in the future. We can help you to target your audience by developing lasting and profitable relationships!

Your company is Unique

You will want to invest wisely in your marketing and the CMM audit will help you to focus on the right kind of activity as well as act as a compass to check that you are on the right track. We believe that each company is different and so our aim is to tailor-make a marketing solution for you.

When carrying out an audit we will consider the external factors such as the economy, your competition and your own circle of marketing influence. The internal factors include your own business situation, industry, success levels and current marketing activities.

What are the benefits of a CMM Marketing audit?

All construction companies should invest in the kind of marketing that brings them a return. In order to know the best way forward in your marketing campaign we will help you to identify that market by carrying out this exercise. A CMM marketing audit will give you;

- **A clear view and analysis report of your current marketing activity**
- **A plan of action showing you where to invest for future marketing**
- **Weaknesses and strengths of your current and future marketing**
- **A point of reference to benchmark your marketing activity**

The CMM marketing audit will help to pinpoint your marketing goals and check to see if you have the necessary resources to achieve these goals. The key aspect of our audit is to set your business on the right path with the right tools going in the right direction.

Realistic Evaluation of your Marketing

During the review of your marketing goals we will help you to evaluate whether your future plans and goals are realistic. If you feel they are realistic and this decision often comes about by testing each activity, then, the marketing carried out will support these goals. It is not magic, but hard work and time that brings clarity as you build your business!

Other things to consider while carrying out this key audit are changes to your business and the marketplace. Knowing who your competitors are and what they are doing to attract the attention of the same customer base.



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“A market is never saturated with a good product, but it is very quickly saturated with a bad one.” Henry Ford

The CMM Marketing audit can be adapted to work for you, whether you are a large or small construction company. Let's start with the necessary tools that will help build the right kind of plan for your marketing.

Audit Tools

There are three well used tools for carrying out a comprehensive audit and they include SWOT analysis, PEST analysis and Five Forces Analyses which focus on the external environment. We will focus solely on the SWOT analysis.

SWOT

Strengths – What are you good at?

Weaknesses – What are those areas you are not so good at?

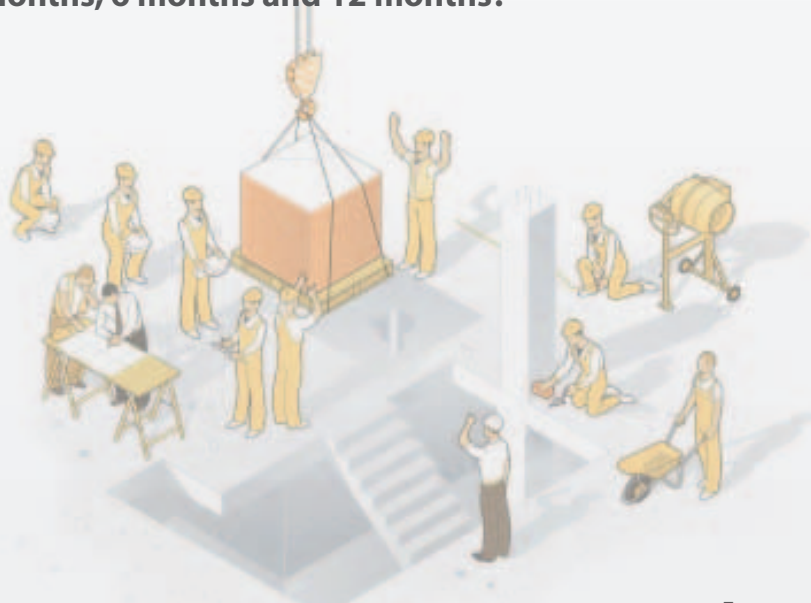
Opportunities - Looking at the gaps in the market place where competition is weak or where fresh demand is seen.

Threats – Who and what is your competition?

We will help you to assess your business objectives as well as the strengths and weaknesses of your construction firm; and this is where CMM comes in.

The diagram over the page in Block 1 is a typical example of issues you may want to review while completing the CMM Marketing Audit.

1. **Where is your business now?**
2. **Where do you want to be within 3 months, 6 months and 12 months?**
3. **How you will achieve this change?**



STRENGTHS

- Friendly and approachable
- Motivated staff
- Small and personal
- Experienced and knowledgeable
- Competitive – low overheads
- Good web presence
- Relaxed management style

OPPORTUNITIES

- Follow up on appointments
- Database of contacts
- New staff with sector experience
- Better use of technology

WEAKNESSES

- Lack of business strategy
- Rural location
- Unfamiliar with web marketing
- Dependence upon referrals
- Relaxed management style
- Poor communication

THREATS

- Competitors with more resources
- Reduced budgets in Public sector
- Framework Agreements
- New competitor in the area

There are other aspects you may want to add to the audit but these points will help you to carry out your own SWOT analysis. Be totally honest to get the right picture.

Make a list of your company's strengths, weaknesses, opportunities and threats below.

STRENGTHS:



WEAKNESSES:

OPPORTUNITIES:



THREATS:

What now?

Now you have all this valuable information what is the next step?

- Carefully review your SWOT analysis
- What are the KEY issues you need to address as a company?
- How will you do this?
- Write down your OBJECTIVES for the coming year. In order to help you with this exercise an acronym has been used for years in business.

Here are some practical examples for using the SMART model.

SMART

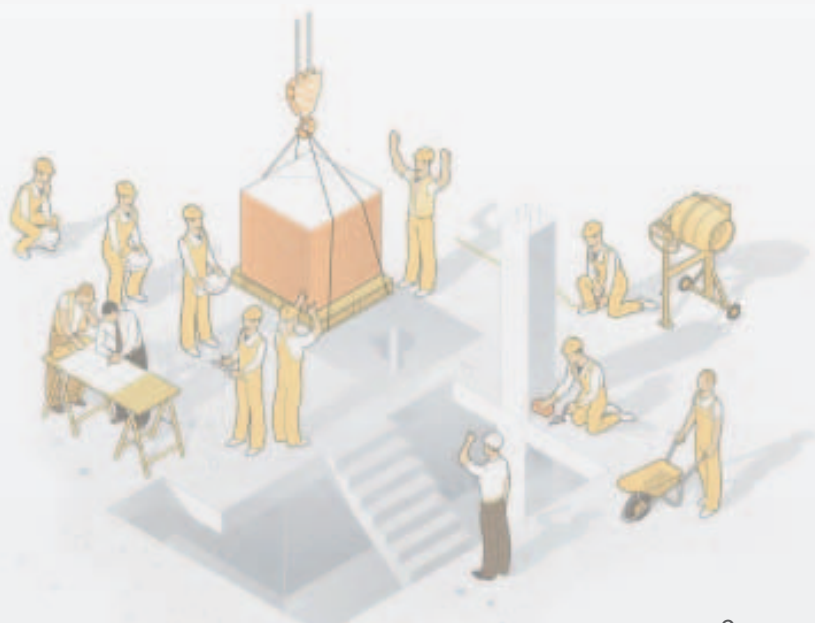
- Specific (We will make 2 telephone calls to new prospects every week).
- Measurable (At the end of the week we can look back to confirm this has been done).
- Achievable (Is this goal attainable within 5 day periods?)
- Realistic (Do we have the resources to achieve this goal?)
- Time-limited (When will we accomplish this desired goal?)

We hope this simple marketing audit has been helpful in highlighting your goals for the future. A more in depth analysis can be carried out if desired and can be reviewed at www.cim.co.uk

However, our hope is that this exercise might act as a springboard for you to take your construction business forward.

If you work through this audit carefully you should be able to answer some of the following questions.

1. **What are our marketing goals for the business?**
2. **Are these goals realistic with our current resources?**
3. **Do your marketing activities support your goals?**
4. **When will you start your new marketing activity?**





Hopefully, this exercise will go a long way in providing you with the best way forward for your business.
If you require further help or information please contact us at:

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