

Using Social Media to Build Your Construction Business

Social media



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Using Social Media to Build Your Construction Business

A construction business can easily soar to success with the right marketing strategy. In the past, a construction business may have been able to succeed by posting a few fliers around the community and featuring ads in the local newspaper. In today's Internet era, this type of basic marketing is no longer enough. Social media statistics show that construction companies can greatly expand their businesses by taking advantage of social media marketing.

Consider the fact that 67 percent of companies secure more leads by updating a daily blog than those that do not use a blog. Over 44 percent of online shoppers use a search engine to locate a product or service. Out of these online shoppers, 75 percent of shoppers will never scroll past the first page of search results. Customer testimonials have an 89 percent rate of success in increasing the effectiveness of a social media campaign. Your construction business can begin to thrive by formulating a great social media marketing strategy.

Building a Brand Online

To build your brand online, you will need to create a focused message. Your company should have a catchy motto or create a label for its audience. Many celebrities have led the way in social media marketing by creating a community for their fans. Even though Lady Gaga may appear to only be a stylish and funky singer, she is actually a great businesswoman and also uses excellent social media marketing tactics. She refers to her fans as her “little monsters” on Twitter and Facebook. By consistently referring to her audience in this manner, Lady Gaga continues to engage her fans and keep them interested in her business of making music.

Also, a construction company should consider the type of associations that it wants to create with its brand. A local construction company may want to show the community that it is a stable company. Local investors and contractors may be willing to work with a construction company if they can see that it has stable operations. A construction company may want to create a blog that features photos of its projects and discusses the work with other contractors in the community.

Construction companies can also create a stable image by featuring posts about past projects and future projects. A construction company may want to discuss famous or prestigious projects that it has completed in the past.

Currently, construction companies are not taking full advantage of social media marketing. If your company can begin to consistently create blog posts, it may be able to develop a following and stand out from the crowd of other construction companies.

Create a Relevant Message for Your Audience

Whether your construction company chooses to create blog posts or Facebook status updates, it should remember to create an authentic connection with audience members. Audience members respond to a personal and authentic connection.

Your construction company may want to appoint a marketing manager to communicate back and forth with clients, investors and others who take an interest in your company. A social media expert may have a tactical approach to communicating with audience members but your company can still benefit from hiring an intern to maintain social media websites. If your construction company is tight on funds, it may want to hire a college student who is majoring in English, Communications or Social Media Marketing. If a construction owner has the time, he or she can also participate in updating Twitter and other social media sites.

By communicating back and forth with individuals, your construction company may be able to get to know individuals as more than acquaintances. An individual may grow to trust your company and become a client in the future. Also, your construction company establishes a personal connection with individuals when it engages them on sites like Twitter. Customers feel as though their needs are cared for, and you may be able to improve your customer retention rate.

Listen to Your Audience to Develop Your Social Media Presence

Listening to the needs of your audience is vital as you update Facebook, Google+ and other social media websites. If your audience has questions about pricing for construction projects, you may want to create a blog post that lists your rates. You should always pay attention to questions that customers post on a Facebook page or Twitter account. When a customer asks a question, this may indicate that he or she was unable to find the answer located on your construction company's website. You may want to update your website's FAQ page to include content that relates to common questions of your social media followers.

Focus Your Efforts on Social Media Sites

Another of the important aspects of developing a social media strategy is figuring out which social media websites to use. If your construction business does not currently use any social media websites, it should try using basic ones like Facebook, Twitter, Flickr and Google+. Your construction company should also focus on consistently creating posts for a blog. Blogger and WordPress are great sites to use if you are a first-time blogger. After your construction company becomes comfortable updating these social media accounts, you can expand and use newer social media websites.

If your company tries to update too many social media websites before creating a strategy, it may become overwhelmed. Your company may forget to post on certain websites. Instead, you should make an effort to master a few websites at a time. Your company may also be interested in software that enables you to update multiple social media accounts at once. You may also be able to adjust settings on sites like Instagram so that you can automatically create updates on Facebook at the same time.

Become a Respected Information Center

You may also build your construction business by establishing your reputation on the Internet. Numerous businesses are now making an effort to becoming leading information centers on the Internet. Companies like Sears have established information centers that attract consumers. Law firms also establish information centers that build trust with potential clients. If your construction company can establish an information center on construction regulations, equipment and project types, your company may be able to build trust with customers. Customers may have greater respect for your construction business if it regularly posts informative articles on construction topics.

Share Infographics Relating to the Construction Industry

Creating quality content will make your construction business stand out as well. Customers will only visit your social media websites if they can derive value from the content that you post. Your company should take advantage of the opportunity to create infographics that can engage customers. Infographics are a great way to create valuable content that is easily accessible for your audience.

You can use an infographic to post statistics about the construction industry. One example of a great infographic would be to discuss the dangers of asbestos for business owners who operate office space within old buildings. The purpose of posting this infographic could be to encourage business owners to tear down an existing structure and build a new office space. Another example of a great infographic could be to discuss the costs associated with materials used to create buildings. This type of infographic could be useful for individuals who are new to the construction industry and have never hired a company to complete a project.

Incorporate Social Media as Part of a Broader Strategy

Social media should not take the place of your existing marketing strategy. Your company should still use its print newsletters, fliers and promotional products. Social media should only be incorporated as part of a broader marketing strategy. You should view social media as a complement to your existing strategy.

Social media marketing may complement your existing marketing strategy by creating the “buzz” factor about your company. You may create a funny YouTube video that instantly garners the attention of thousands of customers in the area. Perhaps you host a charity auction every year in which members of the community can bid on items. You may want to use social media websites to promote the auction and also increase the visibility of your company.

Use Analytical Tools to Assess Your Success

Once your company begins using social media websites, it should continually assess the success of the tools. Google Analytics is a great site to use to determine the number of visitors that your website receives as a result of using social media tools. Once you begin using social media websites, you may see that your website has a spike in the number of visitors that it receives. An experienced social media strategist may also know of other analytical tools that can be used to assess your company’s success on social media.

Your construction company can weather difficult economic times by taking advantage of social media marketing. Social media marketing is a cost-effective way to build your client base and retain your existing customers. Your company can also build its brand as an established company in the community.

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