

The website, a communications hub

How Construction News achieves digital engagement with our audience

www.constructionnews.co.uk



Digital engagement editor

Our audience

- Senior - have to be 'allowed' into their day
- Busy – time-poor, on the go, need filter
- What is happening, what is important about it, and what does it mean for the future

The website

- Outgrowing plus-size – now the heart of our product
- Available everywhere – responsive site, across devices
- Designed for work ‘lifestyle’- on the go, sit back and read, critical information and detailed info
- A product worth paying for – a content product, yes, but one that makes a difference to doing jobs better

How to reach them

- Social – value of users' community
- Search – still valuable behaviour
- Email – fitting into the working day
- Print... still – drive offline to online

What does it all look like?



Digital engagement works when

- Website is the product
- Has to create habit
- We have to market ourselves and demonstrate value – website is proof of concept