

# Integrated Communications



Chris Ashworth

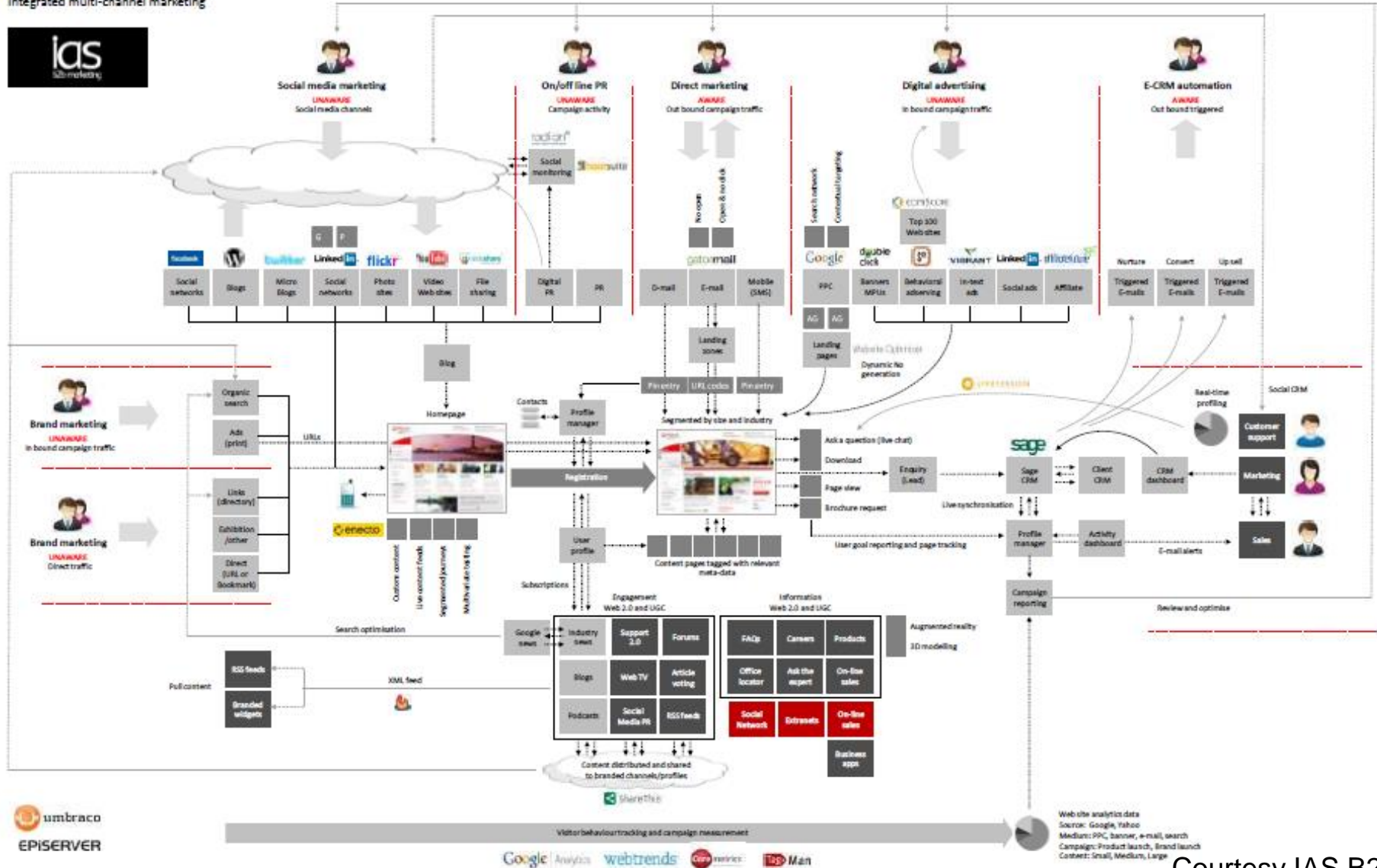
9<sup>th</sup> January 2007

# iPhone



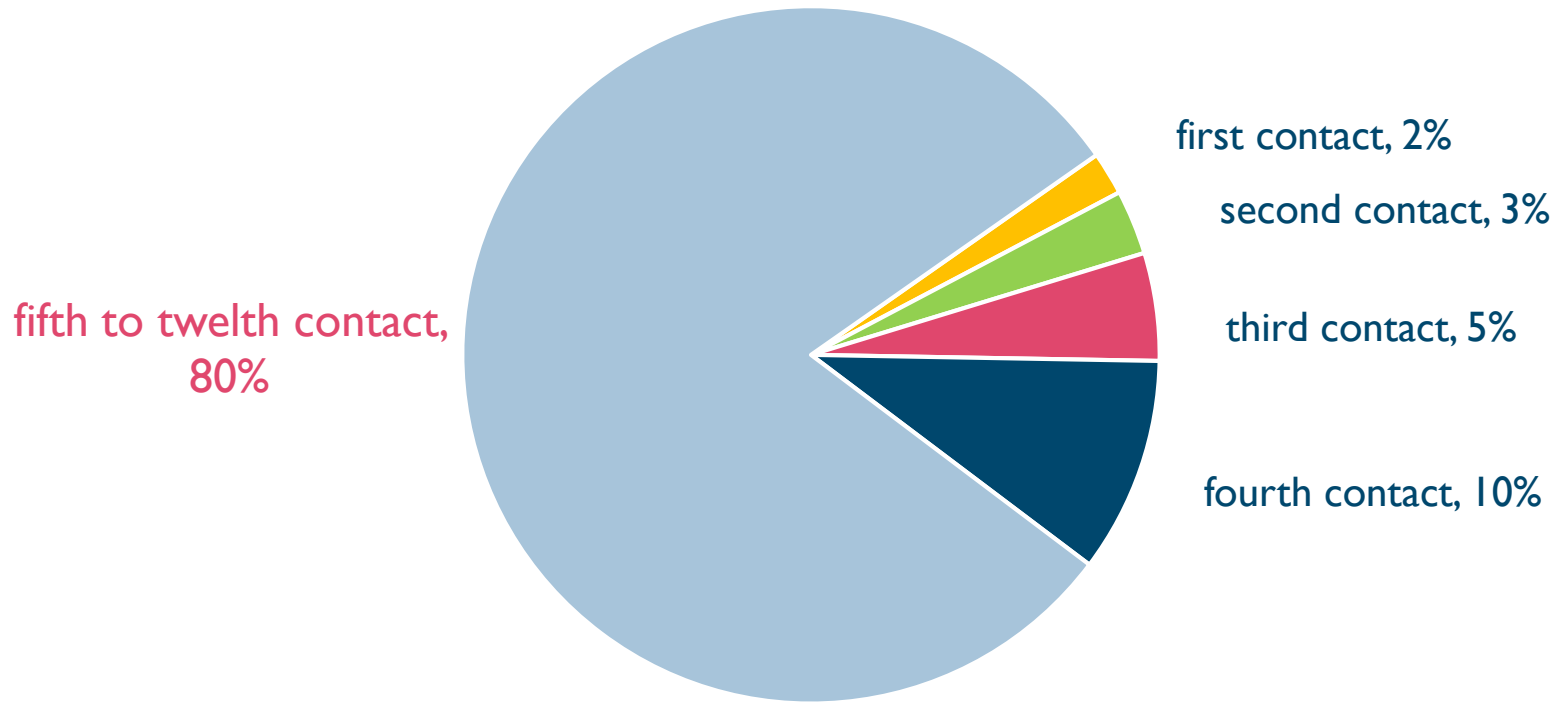
# An Array of Choices

Contact Strategy 2.0  
Integrated multi-channel marketing



Courtesy IAS B2B

# Typically the percentage of sales made



Source: The Marketing Donut



# Outbound v Inbound

## Outbound

- Direct mail, advertisements, spam, telemarketing

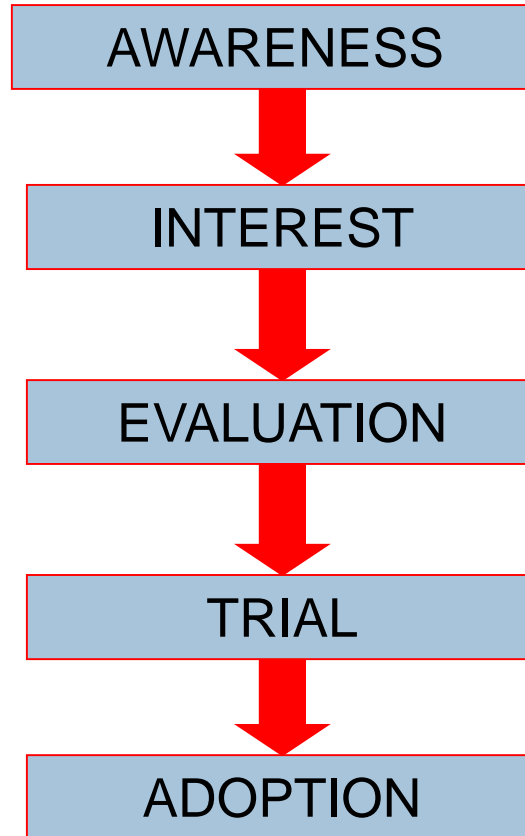


## Inbound - Content Marketing

- Blogs, podcasts, video, eBooks
- Technical articles, project stories, CPD

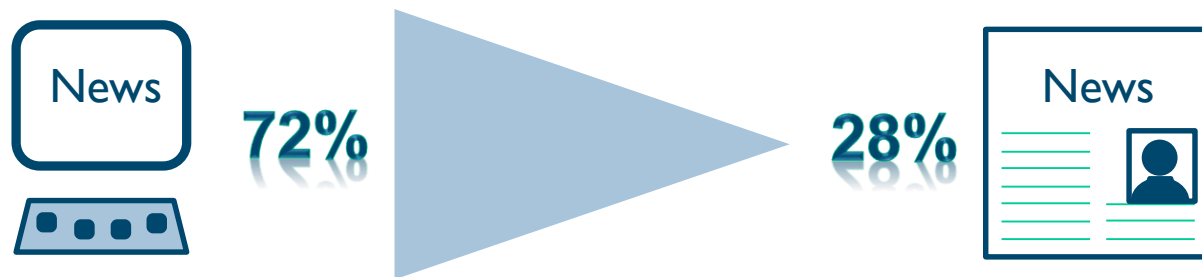


# Decision Making Process



# Construction Journal Readership

In construction more read online publications than hardcopy magazines & journals



Hardcopy journals are used more for browsing. Online used as a reference.

All age groups have similar reading habits, but there are variations across the professions.

# Role of the Website



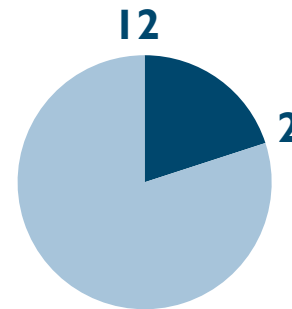


# Construction Industry and Social Networks

Those aged 36 - 55 are more active on social media for work than other age groups.

The most popular time of day to access social networks is between 12.00 and 2.00pm

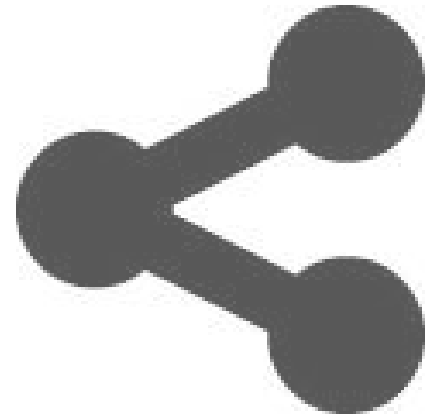
<b>GENERATION Y</b>	<b>31%</b>
<b>GENERATION X</b>	<b>54%</b>
<b>BABY BOOMERS</b>	<b>16%</b>



# Construction Industry and Social Networks

More than a half of construction decision makers use social networks for work.

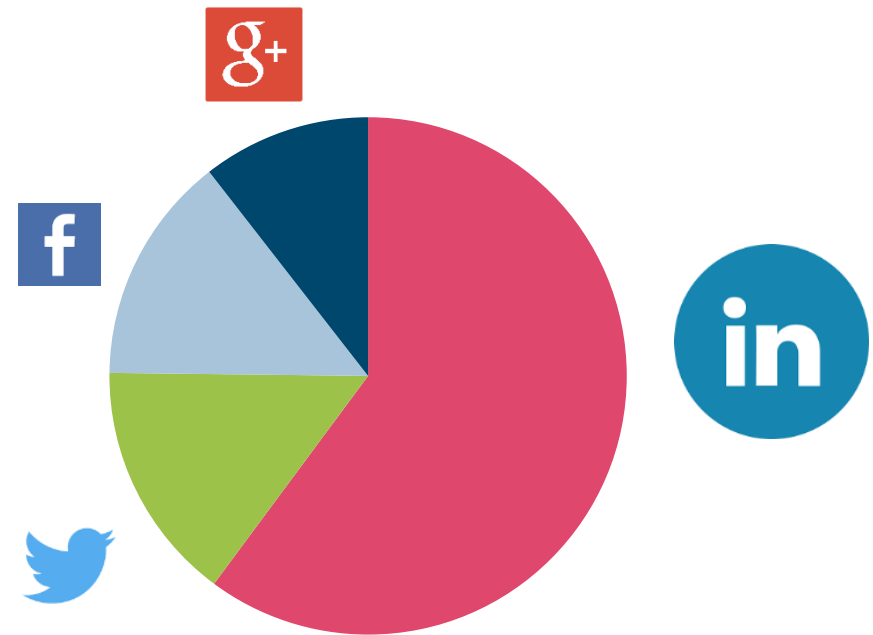
More than a third of construction decision makers anticipate increasing their social media usage for work in the next 12 months.



# Construction Industry and Social Networks

LinkedIn is the most used network.

Google+ is the most popular for finding product information.



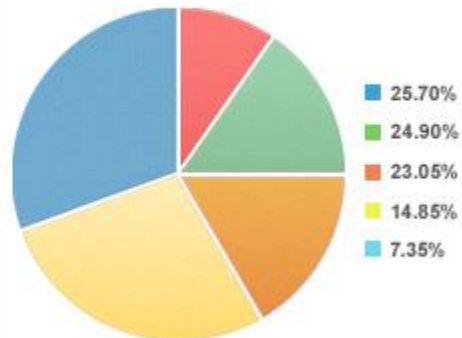
# How to proceed



Daily Visits



Traffic Types



# Construction Media Index



## Sponsors





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