

CONTENT MARKETING WHITE PAPER

A Content Marketing Guide for the Construction Industry

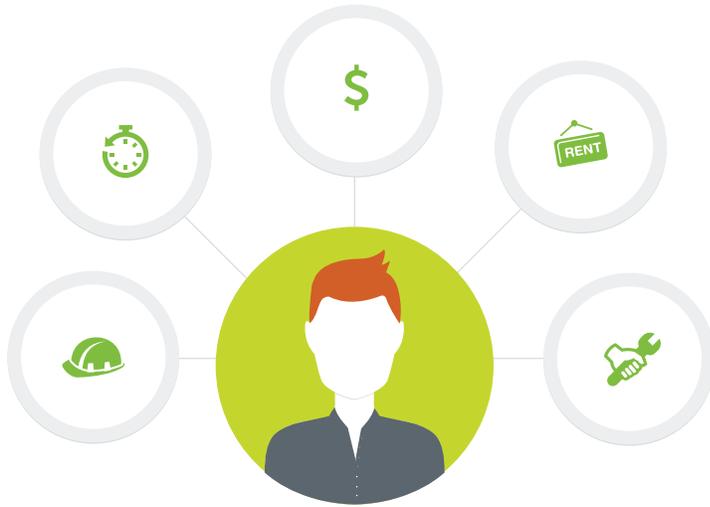
Randall Reilly | Construction

Meet Harold



Who is Harold?

Harold is a contractor that does around \$15 million a year in revenue. Harold hates delays on important projects because of equipment downtime. He spends way more money on renting replacements and fixing his equipment than he wants to.



Your prospects are busy and don't have a lot of time to spare.

HELPFUL HINT

Create a buyer's persona to discover the pain points of your audience.

Harold is Terry's Tractors perfect customer.

Harold buys equipment a few times a year, but unfortunately he has never heard of Terry's Tractors even though they have better financing options and fantastic customer service. Harold is also a busy guy. He has a lot to worry about and buying new equipment is one of them.



Your clients are busy and don't have a lot of attention to spare. That is why content marketing is so crucial. Content marketing makes engagement with your brand valuable. How do you provide value? Value is directly linked to the pain points of your audience. Harold's pain point is expensive equipment downtime.



Why is reaching Harold so difficult?

Harold sees thousands of advertisements every day. Signs along the road, TV commercials, YouTube InStream, and online banners are just part of his normal day. Some are for things he might actually want . . . but most, he ignores.



► DID YOU KNOW?

57%

of the purchase decision process is complete before a prospect talks to you in person.*

HELPFUL HINT

Use paid advertising to drive traffic to owned content rather than a sales pitch.

*SOURCE: [HTTP://RESOURCES.KAPOST.COM/HOW-TO-PLAN-YOUR-PRODUCT-LAUNCH-WEBINAR-RECORDING.HTM-L?ALIID=3076177](http://resources.kapost.com/how-to-plan-your-product-launch-webinar-recording.html?ALIID=3076177)



Content marketing allows you to cut through the barrage of ads and create an emotional connection.

The average prospects sees 300 - 3,000 marketing messages a day. Advertising is almost everywhere someone looks. But 57% of the purchase decision process is complete before a prospect talks to you in person. Add in that 70 - 90% of purchase decisions are emotional, and the burden of marketing becomes even greater. That's why content marketing allows you to cut through the barrages of ads and create an emotional connection.



Why would Terry's Tractors use content marketing?

Fortunately, Terry's Tractors decided to launch a lead generation campaign empowered by content marketing. Why did they decide to do this...?



3 Reasons Terry's Tractors decided to use content marketing:

- 1** Construction equipment is a competitive market. In order to stand out among the constant flow of advertisements that Harold sees, Terry's Tractors needed to establish themselves as viable experts and a potential partner for Harold.
- 2** Purchase decisions are emotional, especially in the B2B realm. Terry's Tractors wanted their clients to feel good about being their customers. For this to happen, they needed to build their brand and establish themselves as the construction equipment experts. Nothing accomplishes this better than content marketing.
- 3** Terry's Tractors knows that building a profitable relationship with their prospects and customers is about providing value, not constantly aggressively selling and talking about themselves. Terry's Tractors can provide value by helping Harold maintain the equipment he currently has. Content marketing always starts with providing value.

► DID YOU KNOW?

82%

of prospects say content targeted to their industry is more valuable.*

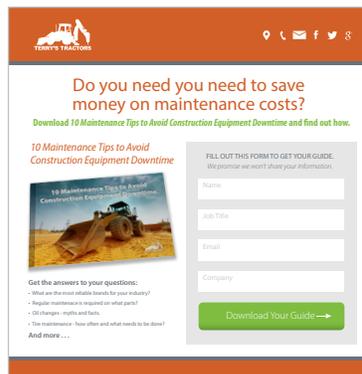
HELPFUL HINT

Find the niche within the niche when creating your content. Use content that appeals to your best prospects.



How did Harold find Terry's Tractors?

Harold was reading the news on his favorite website when he saw a banner for a free handbook entitled: "10 Maintenance Tips to Avoid Construction Equipment Downtime."



Why did Terry's Tractors choose to make that specific handbook? The content was specific to the pain point Terry's Tractors solves for their customers. The title also accurately described the value the content offered Harold. It gave Harold a really good reason to fill out a form in exchange for content.

Even though Harold probably didn't think about it this way, he was making an exchange with Terry's Tractors when he filled out the form. He was agreeing to give his contact information in exchange for valuable content. If Harold had downloaded this content but it didn't provide him with enough value, he would have felt cheated, and the content would have been counterproductive.

Harold clicked on the banner, filled out a form on the landing page, and read the handbook. He loved it! It was full of helpful information that would save him money right away.

But Harold wasn't ready to buy.

► DID YOU KNOW?

25%
of people that
download
content will never
engage with that
brand again if
the content isn't
helpful to them?*

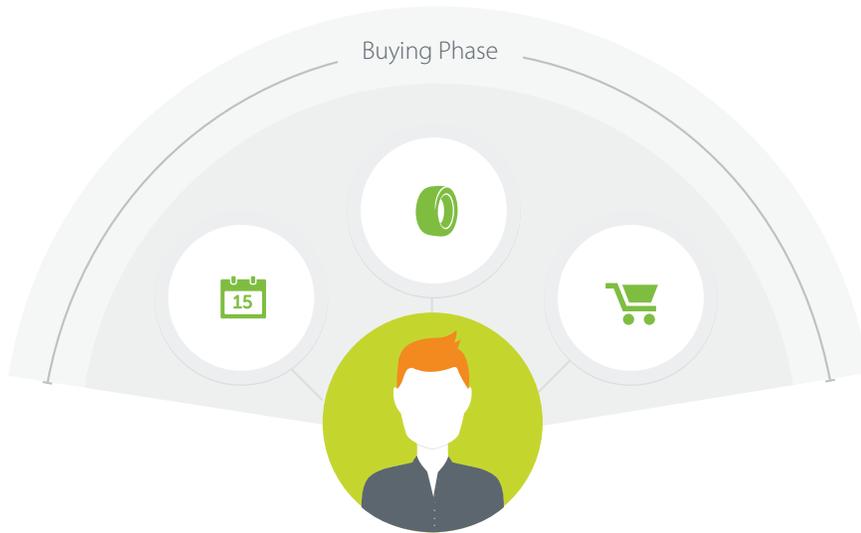
HELPFUL HINT

Sub par content isn't an option. It's worth your time and money to invest in truly great content.

*SOURCE: [HTTP://RESOURCES.KAPOST.COM/HOW-TO-PLAN-YOUR-PRODUCT-LAUNCH-WEBINAR-RECORDING.HTM-L?LIID=3076177](http://resources.kapost.com/how-to-plan-your-product-launch-webinar-recording.htm?LIID=3076177)



So, Harold wasn't ready to buy.



Prospects who aren't in the buying phase might ignore traditional advertising.

HELPFUL HINT

Provide education for your prospects during all phases of the buyer's journey.

Harold, for instance, only buys new equipment when he has to. He didn't want to take time out of his busy day to think about these expensive purchases, but he knew he was spending too much on equipment repair and replacement. When Harold first learned about Terry's Tractors, it was just a couple of weeks after he had purchased a new excavator, but because Terry's Tractors' content was valuable, Harold learned who they were, and Terry's Tractors had new lead.

Most of your prospects aren't ready to buy right now.



Even when prospects aren't ready to buy, you can still engage with them. When they need your product, you will be top-of-mind. At any given point, the vast majority of your prospects are simply not ready to make a buying decision. They may need to wait for their budget to be set for next year, or they may simply not need your product or service at this exact moment.



Why did Harold love the content?

Because Harold was able to use the tips in the guide and start saving money right away, Terry's Tractors was providing real value to Harold before he had even talked to a sales rep.



This content was successful because it was supported by the 3 pillars of content marketing.

The 3 Pillars of Content Marketing:

- 1 Value**
Your content needs to make your customer's life or job better. It can't be all about you.
- 2 Relevance**
Your content needs to be targeted toward your specific audience. It has to have authority and insight.
- 3 Frequency**
Your content needs to be fresh and up-to-date. Content programs need to be updated with new content frequently.

When you break from these crucial elements of content marketing, you fall back into traditional "blast" methods of marketing. Finding ways to provide value through information is key to successful content marketing. But you can't stop there. Value needs to be continually delivered through fresh content.

"Your customers don't care about you, your products, your services . . . they care about themselves, their wants and their needs. Content marketing is about creating interesting information your customers are passionate about so they actually pay attention to you."

- Joe Pulizzi, Founder of Content Marketing Institute

HELPFUL HINT

Continually ask yourself:
Why would my audience care?
Is this about my customer?
Is this providing value?



How did Terry's Tractors convert Harold into a customer?

Even though Harold had engaged with Terry's Tractors, he was not yet a customer. Obviously, Terry's Tires eventual goal was for Harold to buy construction equipment from them. Terry's Tractors did have Harold's contact information and could have tried to sell him right away. But Harold wasn't ready to buy. Instead, Terry's Tractors used a process called lead nurturing.



What is lead nurturing?

Lead nurturing is the process of marketing to prospects who are not ready to buy. When they are ready, your company is in the front of their minds as experts on the problem they need to solve. Lead nurturing places you back into the decision process.

Content marketing isn't just creating a white paper or a slideshow and hoping people like it.

If you want to generate more leads that close at a higher rate, you should be regularly publishing content that your audience will love. This doesn't mean you need to create a white paper every month to have something to send to your email list. A regularly updated blog isn't just great for SEO, it forces you to create articles that can be sent out in a regular newsletter or even repurposed into other forms of content.

▶ DID YOU KNOW?

B2B companies who blog generate **67%** more leads than non-blogging firms.*

HELPFUL HINT

Outsource your content: 62% of companies outsourced their content in 2014.

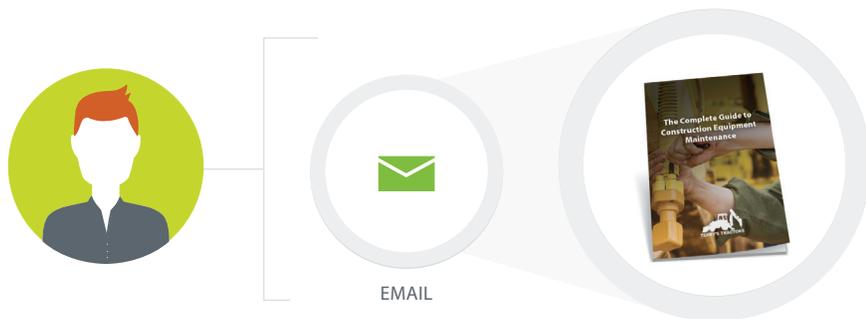
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Terry's Tractors used lead nurturing

A week later, Harold received an email offering him "The Complete Guide to Construction Equipment Maintenance." Harold loved this guide so much that he printed it out and kept it pinned above his desk at work.

The guide didn't really mention Terry's Tractors at all (other than the logo on each page and contact info for Terry's Tractors at the end of the guide). But Harold had once again engaged with their brand and saw them as the construction equipment experts.



Harold becomes a customer.

Once Harold was ready to buy construction equipment again, he visited Terry's Tractors' website and saw an offer for low interest financing on your first purchase.

Harold was thrilled to have an opportunity to get better equipment at a lower price from a company that he knew were experts in the product they sell. Harold became a loyal customer of Terry's Tractors and whenever anyone asks him about how to maintain their equipment, he sends them "The Complete Guide to Construction Equipment Maintenance" that impressed him so much.

Harold was now more than a customer; he was a fan.
Keep reading to find out why it worked.

► DID YOU KNOW?

Content marketers see on average a **200%** increase in email open rates.*

HELPFUL HINT

Make sure your emails are mobile-friendly. 60% of fleet executives use smartphones to access their emails.

*SOURCE: [HTTP://KAIPOST.COM/RESOURCES-LIBRARY/](http://kaipost.com/resources-library/)



Why did this campaign work?

1 The content was created using the 3 pillars of content marketing:

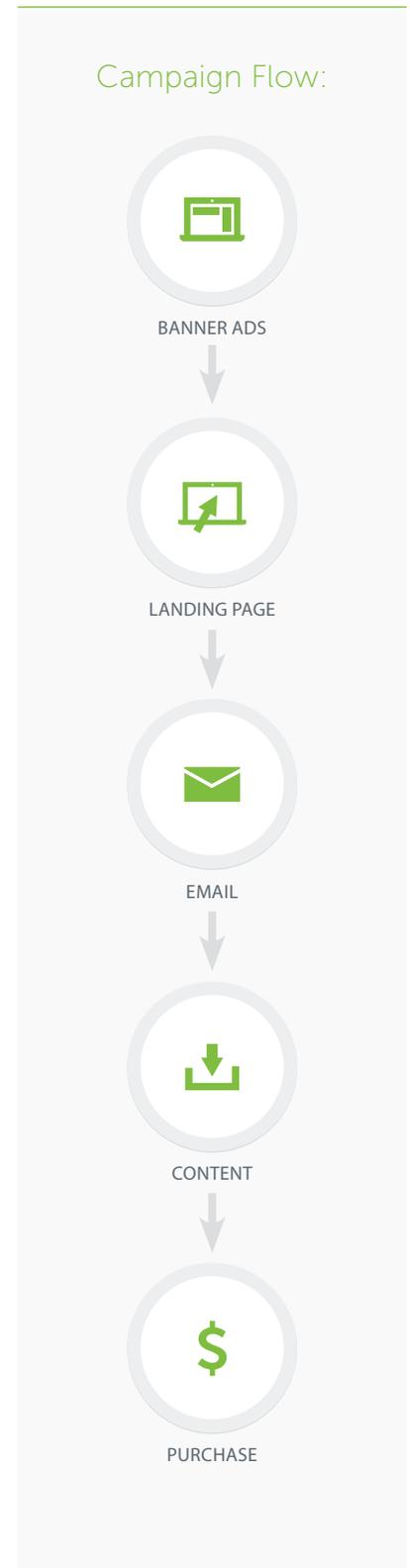
Terry's Tractors created valuable content that was helpful to their target audience but did NOT attempt to "sell" these prospects. No one wants to be "sold." Each piece of content that Harold received followed the 3 pillars of content marketing - value, relevance, and frequency.

2 The content was distributed through multiple channels:

The content was distributed through multiple channels targeted at the same audience. Most researchers agree that a prospect will need around 5-10 touchpoints before they convert into a lead. This means that a simple print or banner campaign probably won't cut it. Proper distribution of content means leveraging channels appropriate to your content.

3 Lead nurturing allowed Harold to complete each phase of the buyer's journey.

Even after Harold engaged with the campaign, Terry's Tractors didn't attempt to sell him. They just followed up with more helpful, valuable content.



The campaign was structured to reach each stage of the buyer's journey.



AWARENESS

Awareness

The initial content was easily digested and didn't ask for a big commitment from the reader.



CONSIDERATION

Consideration

Rather than try to sell the prospect after he engaged, lead nurturing was used to nudge him further into the decision process.



DECISION

Decision

Once the prospect was in the buying phase, he was given incentives to become a customer.



Not convinced content marketing works?

Click below to read a case study about how the a construction industry brand effectively used content marketing to drive highly qualified leads.

[Click to Read Case Study →](#)

Need some help getting started?

Randall-Reilly has years of journalistic experience specific to the trucking industry. We can leverage this expertise to create great content. But the help doesn't stop there. You can utilize our unique audience delivery to ensure your content is being found by the right prospects.

