

# The Essential Guide To Content Marketing

FOR THE CONSTRUCTION &  
BUILDING PRODUCTS INDUSTRY





**Great Content Is The Best Sales  
Tool In The World**

**– Marcus Sheridan**

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# Introduction

More and more businesses are producing content to drive traffic and generate leads.

Why?

The more structured content you have, the more likely you are to rank highly in Google's search results. This increases the number of visitors (traffic) you'll receive on your website.

When a visitor arrives on your website, is there enough quality content and relevant calls-to-action to keep them engaged and interested about your products?

If so, you'll have more of an opportunity to turn those visitors into leads, and those leads into customers... before they even engage with a sales rep!

Adopting content marketing in the building products and construction sectors is a great way to talk about your products, your services, and your company; to share industry insights and become a thought leader in your field.

## **Content equals business growth.**

Despite this, we find many building products and construction businesses are still in their infancy when it comes to content marketing. Some rely heavily on word-of-mouth; some rely on traditional sales and marketing approaches to gain business, such as trade shows, advertising and cold calling.

By incorporating modern marketing methods, aimed at the modern searching habits of people today, you're on your way to gaining the specifiers and customers you really want and growing your business in a sustainable and consistent way.

The following is a comprehensive guide to planning and implementing a content marketing strategy from Rich Newsome, a Digital Content Marketer for Insynth.

Rich works alongside a range of building products and construction companies, developing quality content and improving overall online presence through SEO, Social Media, and Analytics to help businesses grow.

# Who Is This Guide For?

You'll find this guide useful if you are:

- A marketer working for a building products and construction company
- An Entrepreneur, wearing many different hats within your building products and construction company
- In any of the front-facing departments within your company

This guide is essentially written for anyone responsible for business growth who works within the building products and construction industry. If you're interested in driving sales in a long term, sustainable manner but not sure where to begin, look no further.

This guide will take you on a journey from the fundamentals of content marketing, to how you can analyse and measure your content marketing efforts to prove Return On Investment (ROI).

**70% Of Consumers  
Stop To Learn About A  
Company Through  
An Article Rather  
Than Ads**

# What Is Content Marketing?



Content marketing is a strategic business and marketing process that focusses on distributing valuable, reliable and relevant information to your target audience. Content marketing doesn't set out to explicitly promote a brand, but it is intended to stimulate interest in its products or services, educating your customers and driving them towards profitable action.

The primary aim of content is to **attract, engage, acquire and retain** specifiers and customers which will lead to profitable customer action.

Content conveys a story placed in a contextually relevant manner. It can be expressed in a variety of different ways. They could be:

## Awareness 'Aha' Moment

- Press Releases
- Infographics
- Podcasts
- Blog Posts
- Travel Advertising
- Email Marketing
- Pay Per Click
- Search Engine
- Optimisation
- Trade Shows
- Technical Calculations

## Consideration 'Let's find out more...'

- Interviews
- Webinars
- Presentations
- White Papers
- eBooks
- Blog Posts
- Email Marketing
- Newsletters
- CPD
- Product Samples
- Case Studies
- Review

## Decision Due Diligence/ Checking Out Technical Data

- Factory Tours
- Product Demos
- CAD Drawings
- User Guides
- BIM Objects
- Specification Clauses

# Generating Content Ideas

You can't (and shouldn't be expected to) pluck ideas out of thin air. This expectation would be both unobtainable and unrealistic. That's why you need to consider a way to generate ideas that work for the benefit of you and your company.

## How Do You Generate Ideas For Content Creation?

The easiest and most straight forward way to generate ideas for content is by answering your customers' questions.

For example if you have a query you get asked regularly, then use the question as your blog title and create the content for you blog with the answer.

Also, consider the phrases and keywords that your potential customers are using online to find solutions like yours, and the words you use to discover your competitors. This approach will dictate your SEO strategy.

## Getting Your Keyword Research Right

Keyword research tells you what topics people care about and how popular these topics are among your audience. This information can be found with an effective SEO tool.

Using a tool will inform you of what keywords are getting a high volume of searches per month. This valuable information can then be used to inform your content strategy.

Through keyword research, you're beginning to tackle the questions that the most people in your space want answers to. It's a great way to find out word popularity, search volume and general intent.

**Talk To Insynth About Your  
Keyword Research Project**

# Topic Clusters & Content Plan

Once you've completed your keyword research and have an idea on the topic that you want to base your content on, organise a meeting with your team and include as many people as possible.

During this meeting, decide upon your topic cluster and base your blog titles around that topic cluster.



Your blogs should be centred around a '**pillar post**', which is normally a 2000+ word blog based on all the blogs from your series.

You should always aim to produce an eBook off the back of your blog series, too. This could be made available through an offer on your site. Visitors could download it in exchange for their email address. These contact details could then be forwarded onto your sales team.

From here, you can refine your blog titles and put them into an Excel spreadsheet. Include publish dates to ensure that you stay focussed on your end goal.

# Planning A Framework For Content Creation In 2 Steps

Having a repeatable, organised and agile framework will make this process of creating content smooth and rewarding.

We understand the need for creating content on a large scale and you simply don't have the time to constantly reinvent the wheel. That's why having a clear and repeatable process in place that allows you to produce blogs, case studies, interviews, etc will make your job much more efficient.

The key message here is the importance of organisation and having your sights firmly set on that end goal.

**1**

## **Set Timelines To Building A Framework**

Once you have generated some ideas, start planning your timeline. When and how often will your content be distributed? We recommend not planning more than three months ahead. That's because things change over time, hence the importance of having an agile and adaptable framework.

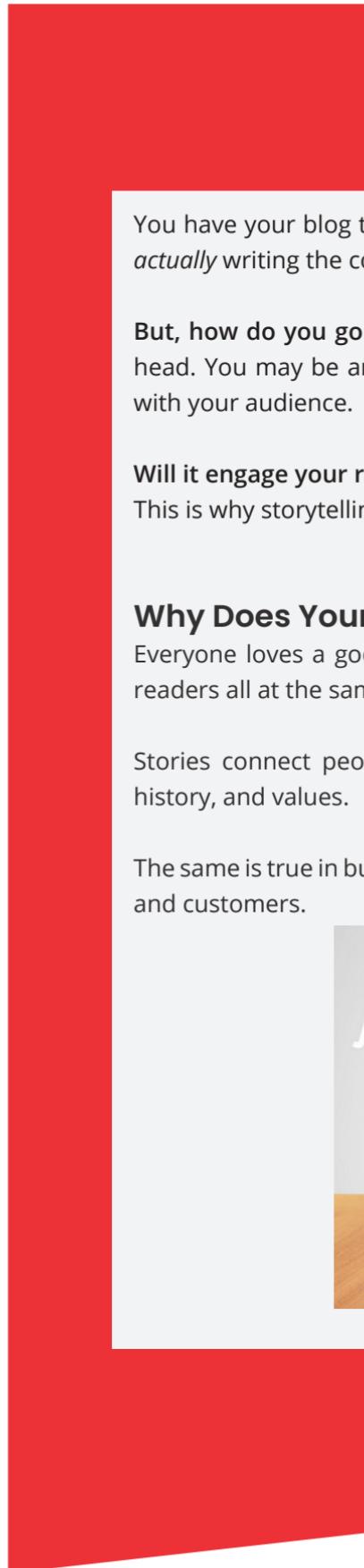
**2**

## **Create A Workflow**

A workflow will clearly outline who's going to be doing what tasks. This will ensure that work is evenly distributed, and insights are taken from a range of people from different departments. We recommend a workflow with all our clients as it clearly highlights our role in your content process, too.

# 60%

of consumers view a  
company more  
positively after  
reading custom  
content on its site.



You have your blog to  
*actually* writing the co

**But, how do you go**  
head. You may be an  
with your audience.

**Will it engage your r**  
This is why storytelling

**Why Does Your**  
Everyone loves a good  
readers all at the same

Stories connect people  
history, and values.

The same is true in busi  
and customers.



An open book lies flat on a wooden surface. The left page features a black-and-white illustration of a pirate wearing a skull-patterned bandana and a striped shirt, carrying a large sack over his shoulder and holding a pistol. He stands next to a treasure chest and a tall palm tree. The right page shows a detailed drawing of a three-masted sailing ship with its sails partially set, navigating through stylized waves. Numerous lowercase letters from the alphabet are scattered across the background above the book's pages, appearing as if they are floating or falling.

# Structuring Your Story: What Can We Learn From Little Red Riding Hood?

Regardless of the story you're trying to tell and the message you're trying to convey, storytelling has three main elements:

## 1. Character(s)

## 2. Conflict

## 3. Resolution

You may think that this is the case for children's stories, but the same strategy can be applied for your building products company.

### 1 Characters

Any good story involves a character or set of characters. In your building products company, the character is the reader.

Ideally, you'll have a good understanding of your customer, whether it is an architect, contractor or individual requiring your services.

### 2 Conflict

The conflict is the problem your reader faces; the whole reason they came across your article in the first place.

Your primary aim here is to provide answers, relieve stress and make lives easier.

### 3 Resolution

This ties in nicely with the conflict element of your story. Where there is a problem, there has to be a solution. At this stage, you should be asking yourself 'How did the characters change?' and 'What happens next?'

You should be providing your readers with a 'next step'. This could be a 'call to action' to some additional content on your website, or even a form to fill in which allows readers to download an offer.

**The revenue you'll gain from this will be a well-structured business plan and customers who believe in what you do.**

## Two Top Tips To Take You Further

Whilst bearing in mind the three elements that make a good story, there are also some useful tips to keep in mind.

### 1 Create An Emotional Appeal

Emotions are what make your story powerful. Always consider the emotional response you're aiming to gain from your reader.

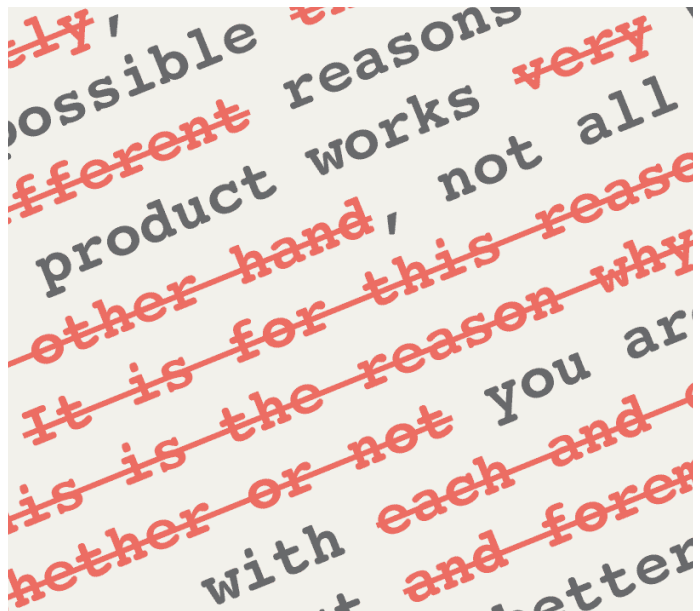
Is it empowerment, fear, guilt, amusement, excitement or hope?



### 2 Be Clear

Always aim to keep your purpose straightforward and neat. Always ask yourself: Could I cut this story down? Could I shorten my sentences so that they are easier for the reader to digest?

Often, readers are put off by sentences that are too lengthy. Make it easy for them to fully engage with your writing.



# 66%

**Of B2B Marketers Who  
Use Blogs Generate  
More Leads Than  
Those Who Don't**

# Becoming An Effective Writer

Words are the currency of the web. The words that people see are what prompts a decision. An action. With that being said, your content is what will make or break a decision to buy into your brand.

## 8 Headline Formats For Your Building Products Brand

### 1 The '*How To*' Format

These blogs are the ones that tend to tell the reader how to do something. For example, '[How To Clean Behind A Radiator](#)'. The purpose here is to give the reader practical tips in order to achieve an end result.

### 2 The List Format

This usually follows the structure of 'X Ways To Soundproof Your Room', for example.

### 3 The Question Format

This usually piques the interest of a reader and promises to answer a question. For example, 'What Are The Construction Industry's Biggest Secrets?'

### 4 The Negative - Angle Format

This accuses the reader of failing to do something or doing something incorrectly. An example of this could be, 'Why You Should Never...'

### 5 The Secret- Of Format

This provokes curiosity. An example might be 'The Secrets Architects Aren't telling you'.

## 6

### The Little-Known Advice Format

This format is based around tips and tricks that tell the reader that this advice is different and unique from what's already published online. An example could be, '12 Little Known Tricks Architects Use...'

## 7

### The You Should – Know This Format

This reminds the reader that there is still information they don't know. An example could be, 'Thinking Of Purchasing A Swimming Pool? Here are 12 Things You Should Know'.

## 8

### The 'Interesting Data' Format

This format uses statistics to prove the value of the article. For example, 'Only 3% Of Architects Consider X As A Priority...'

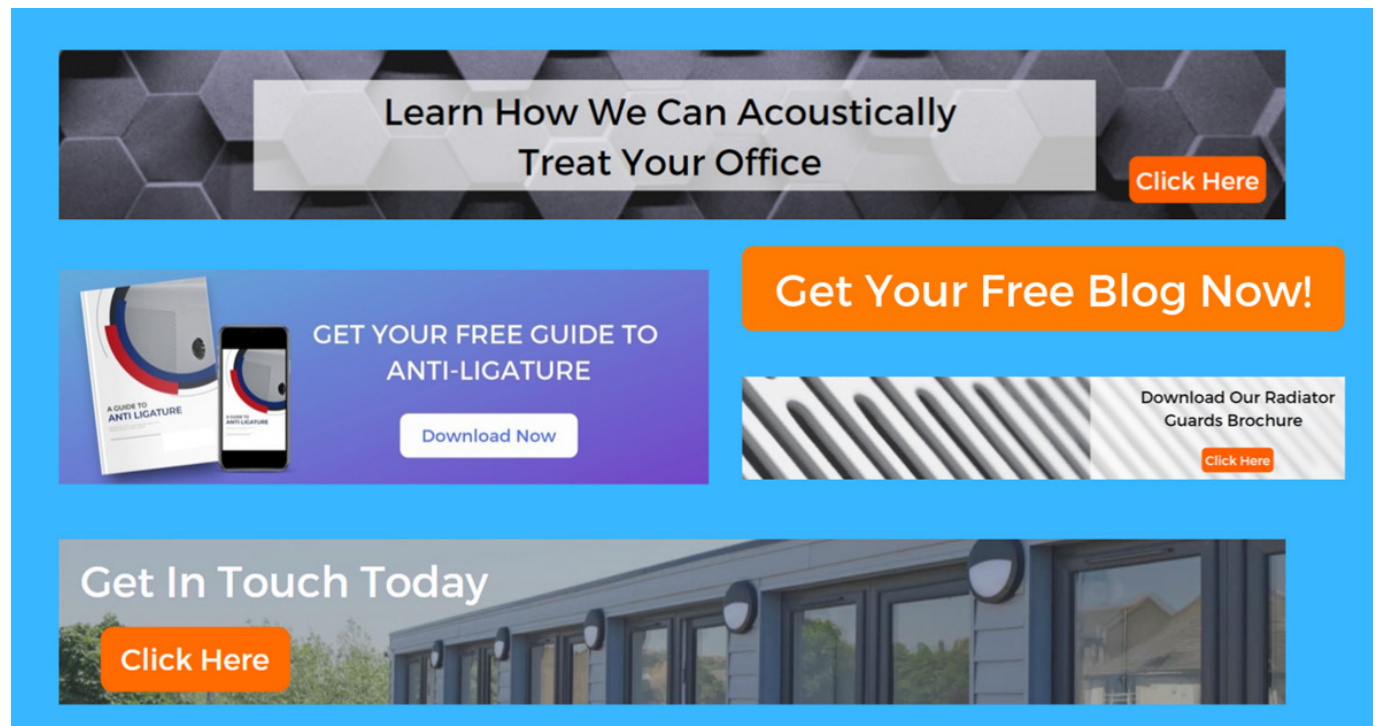
**77% Of People  
Online Read  
Blogs**

# Calls-To-Action (CTAs)

## Your Reader Has Read Your Blog. They're Impressed By It, What Next?

This is where a relevant call-to-action is required. You want to tell them what to do next. This could take on many forms, for example, ask the reader to like/comment/share, subscribe to your newsletter or download a piece of related content to take away with them.

Here are a few examples:



CTAs can take on many forms. Above, I have just given a few examples. Notice how the button on each CTA is clear to see?

Your blog should always direct the reader towards a 'next step'. It's your opportunity to:

- Impress them further with a free offer
- Encourage readers to engage with your brand further
- Drive them towards a profitable action

## How Many CTA's Do I Need In My Blog?

We recommend that you post a CTA twice throughout your blog. If you're blogging around a 'topic cluster', use the same CTA on all of your blogs.

## CTA Best Practice

When you've completed your topic cluster of around 8-12 blogs, you'll start your pillar post, and eventually an eBook. When your eBook is complete, we advise you to create a CTA to download the free eBook. You'll then want to update your blogs with this new CTA.

**Blogs Increase  
Website  
Traffic By  
Up To  
6x**

# How To Improve Your Writing

Getting words down on the page is step one. Getting your work published is a different matter.

Quite often, your first draft will look largely different to your final piece.

During the editing and improving phase, you'll be using it as an opportunity to cut out any unnecessary and irrelevant points that don't support your core ideas and refine your language to be stronger and more action orientated.



## 10 Common Grammar And Style Points

### 1 Contractions

Contractions are when you join two words together with an apostrophe, for example, do not = don't, have not = haven't, etc.

Your aim is to connect with your reader on a human level.

By using contractions, you are adding to a conversational tone, allowing yourself to be approachable and friendly.

## 2

### Simple Language

No one likes to slug through overly complex writing full of unfamiliar words. By simplifying your language, it makes it easier for the reader to process.

This doesn't mean dumbing down your writing. You can write smart by using simple words. To take a famous quote by Albert Einstein: "If you can't explain it simply, then you don't understand it well enough."

## 3

### Clear And Concise

By keeping your writing clear and concise, there's little chance for confusion or misinterpretation. Focusing on too many topics or keywords at once could work against you as Google will struggle to decide which content is relevant for which keywords.

## 4

### Short Sentences And Paragraphs

Break up your long, dense sentences and paragraphs to make your content easier to read and comprehend.

Not only are shorter sentences easier for your audience to read, but they're preferred by Google when it comes to SEO.

## 5

### Use White Space

Properly using whitespace between paragraphs and in the left and right margins can increase comprehension up to 20%. Don't say something for the sake of it, say it because it adds value.

You should embrace white space rather than try to fill it. White space can be vital in controlling where your audience look next and how to draw focus in on important points.

## 6

### Cut Out Fluffy Words

When I talk about 'fluffy words', I am referring to words such as:

*really, actually, just, incredibly*

These words can make sentences and phrases bloated, which is unnecessary.

Too many adverbs (words ending in 'ly') or adjectives also make sentences overly long and complex.

## 7

### Use You And Your

When writing your blog, you want to make sure that it comes across as though you've written it especially for your reader. By using 'you' and 'your' you make it more relatable to the reader, making the message easier to convey.

## 8

### Avoid Jargon And Use Acronyms Sparingly

As a building products and construction company, it will be necessary, at times, to use technical language, particularly if your target reader is an architect or specifier.

When used in an appropriate context, technical language helps you to communicate precisely with other specialists who possess the same level of expertise as your own.

Used inappropriately, however, jargon will make it harder for readers to perceive information.

# JAR·GON

n. special words or expressions that are used by a particular profession or group and are difficult for others to understand

## 9

### Don't Be Snarky

Critical and sarcastic writing might have its place in the world of content marketing, but for most building products and construction companies, this will come off negatively.

## 10

### Use A Grammar Tool

Even the smallest error can have a negative effect on your readers' perception of your brand. As a rule, I always do two things before I publish a blog article online:

1. I use the 'read aloud' tool installed on Microsoft word.
2. I run it through the Grammarly Google Chrome extension.

**Companies Who  
Blog Receive  
97% More Links  
To Their Website**

# Should You Re-Use Old Content?

Consistently Creating content takes time. In fact, most building products and construction companies attribute the fall in progress with content creation to lack of time.

Repurposing content allows you to extend the life and value of your content by changing it to serve a different purpose. For example, you could change a blog into a video.

The message might be the same, but the channel or format through which it is consumed will be different.

## 7 Top tips For Republishing Content

- 1 Only partner with reputable sites
- 2 Don't republish all your content, just the top performing pieces
- 3 Update the headline of each republished piece of content
- 4 Wait at least two weeks before you republish your content
- 5 Make sure your content is a good fit for the site it's being published to
- 6 Include internal links throughout the post
- 7 Include a call-to-action within each post

# Promote Via Online Directories

Many building product companies turn to product directories to help promote their products. [A building product directory is an online resource for building specifiers, such as architects and engineers.](#)

Directories are used in up to 76% of product research in the UK so they should be used as important components of any marketing strategy.

There are many building product directories out there, so it's important to sift through and find the ones that are A) appropriate to your offering, and B) reputable.

Many market themselves as product directories, but in reality, are trade listing or business listing sites. Whilst these sites provide a backlink to your website, increasing potential referral traffic, they don't offer much in the way of assistance to specifiers who are looking for solutions.

Below is a list of product directories that are widely used by specifiers.

- [RIBA Product Selector](#)
- [Barbour Product Search](#)
- [Building Product Index](#)
- [SpecifiedBy](#)
- [Specifinder](#)

Whilst building product directories are an important consideration for content promotion, Google will always be the primary choice for search, which is why it's important that your website is optimised for search and delivers the right content for your audience.

## Promotion Via The Trade Press

Trade magazines are widely used by architects and specifiers and are another way to share your content on a different platform. It's a sure-fire way to ensure that your content is seen by the right people. Whether it's a press release or a featured article, content promotion via trade press is an excellent way to acquire backlinks, which boosts your domain authority.

When speaking with magazine sales reps, always aim to get the best deal possible. What else could be included in the price? Try and get some social promotion thrown in, for example.

[Download Your Free Guide To The Leading Architectural Magazines in 2019](#)

# Measuring And Analysing Construction Content

Managers want facts and figures. They want measurable and profitable results.

What evidence do you have that your content marketing efforts are successful? This information will allow you to see if the content you've invested so much time on producing is actually working, and most importantly, whether it's driving sales.

## Collecting And Interpreting Data:

### Brand Awareness

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There are different ways that you can track brand awareness. You could measure reach on various channels such as [social media](#) followers.

You could also measure conversations about your brand, such as media and press coverage, or reviews online.

### Engagement

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This will help you discover not only who's seeing your content, but who's interacting with it.

You can also measure engagement on your website. For example, who's commenting on your blog and how many comments did it receive?

### Lead Generation

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Things you may consider measuring here are how many [leads you generated](#), whether they're blog subscribers or whether they downloaded a content offer.

From this, you can measure what activities led to someone becoming a lead. Was it a specific piece of content, campaign or source?

### Customer Conversion & Sales

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You can track the quality of sales influenced by content marketing and compare it to cold sales to help prove the ROI.

Do marketing qualified leads have a faster time to close than cold leads? Do they purchase more, and more often?

### Customer Loyalty & Retention

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Can you compare the lifetime value of a customer originally sourced by marketing to that of a sales-sourced customer?

How often do your customers buy from you?  
Are they recommending your business to friends or peers in their field?







### Website Performance

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If your website isn't optimised for user experience, your content strategy will be pointless.

At Insynth, we use SEMRush, Moz, and Google Analytics to track your website performance metrics like the ones listed above.

# Google Analytics Traffic Acquisition

	Acquisition			Behavior		
	Sessions ↓	% New Sessions ↓	New Users ↓	Bounce Rate ↓	Pages / Session ↓	Avg. Session Duration ↓
	2,696	84.61%	2,281	70.07%	1.62	00:00:54
1  Organic Search	1,728	<div><div></div></div>		73.32%	<div><div></div></div>	
2  Direct	446	<div><div></div></div>		82.96%	<div><div></div></div>	
3  Email	385	<div><div></div></div>		43.12%	<div><div></div></div>	
4  Referral	85	<div><div></div></div>		63.53%	<div><div></div></div>	
5  Social	49	<div><div></div></div>		63.27%	<div><div></div></div>	
6  (Other)	3	<div><div></div></div>		33.33%	<div><div></div></div>	

The picture above demonstrates how Google Analytics breaks down traffic acquisition into organic, direct, referral, email, and so on. This provides us with the data needed to analyse our content marketing efforts and the specific areas we need to focus on.

## What Do You Do With Data Once You've Collected It?

Review and share it with key stakeholders in your building products and construction company. This may include your management team, all the way up to your managing director. If you've followed these steps, you're sure to see results.

**Companies That  
Blog Have 55% More  
Visitors To Their  
Website**

# Conclusion

I hope you've enjoyed this essential guide to content marketing. The chapters within this eBook should be used as a guide to drive your content marketing efforts.

Always aim to blog around a topic. We also recommend that you work towards a downloadable piece of content. This could be in the form of an eBook or whitepaper. Visitors should be able to download this content in exchange for their contact details.

The three main aims of content are:

- To educate, inform or inspire your audience
- Generate more leads
- To drive traffic towards a profitable action

Always keep these three goals in mind.

If you would like any more information on how you can create a workable content strategy for your building

## About Insynth

Insynth Marketing is a leading UK construction marketing consultancy based in Shifnal in the West Midlands.

Insynth employ the latest inbound marketing techniques such as construction inbound marketing, to help building product manufacturers grow their businesses by aggressively driving sales lead generation activity.

As the only HubSpot certified agency to major on construction marketing, we bring together construction marketing strategy, digital strategy, website design, SEO, content marketing, email marketing, sales automation, marketing automation and HubSpot CRM implementation to produce successful campaigns and great results for our clients.

# 57%

**Of Marketers Say**

**They've Gained**

**Customers**

**Specifically Through**

**Blogging**

# Case Study

## Blogging Increases Quotations From Organic Search By 556%

Kicking off a data-driven inbound marketing campaign, Insynth delivered impressive results for our client, including **23% rise in website traffic**, **22% increase in quoted value** and a massive **556% increase in the value of quotes** directly from being found on Google!

### The Client

Contour Heating Products Ltd are a specialist manufacturer of innovative low surface temperature radiators and covers.

### The Situation

Contour's Commercial director, Robin Mansell, had just been set a tough challenge: to grow revenue by 10% in the next financial year.

He approached Insynth to talk through what the best options could be to achieve his new target.

### The Solution

In-depth keyword research was carried out to identify the exact words and terms people were using to search online.

A 12-month plan was then produced, with a demanding content calendar, publishing a minimum of 2 blog posts per week, supported with in depth feature articles – called pillar posts, and downloadable guides and e-books.

Our expert technical writers then set about producing well over 100 long form articles for the Contour blog, communicating complex technical topics in a fashion that was informative and enjoyable to read, yet highly effective from an SEO perspective, ensuring that Google and other search engines ranked the content in prominent search positions.

### The Results

As a direct result of focussing on Blogging and SEO, their website has now generated 7.6% of total enquiries, resulting in £445,000 of quotations.

Overall, enquires have risen by 22% and orders have increased by 15% in 2019, resulting in record revenues and profitability for the business.

Compared to the previous year, website traffic was up by over 23%, with their blog viewed over 6,000 times per month.

# Getting The Right Start

To help businesses to trial Insynth's data driven content marketing approach, we've launched the Write Start Plan: an introduction to Content Marketing For Construction.

Based around your goals, Insynth will research the topics, issues and keywords that are affecting your sector.

We will then deliver a set of articles along with an in-depth pillar post, to position your brand as thought leaders in your field, which also helps to rank you prominently on search engine.

Content will promote a downloadable e-book or guide, which will become your lead magnet for the campaign.

Once downloaded, you will be notified of the lead, which can then be nurtured or followed up by your team.



# Further Reading

For more eBooks and downloadable content specifically for the building products industry, check out our [resources page](#). You'll find a report revealing real stats on The State Of Building Product Digital Marketing. A printable case study cheat sheet for your on-site personnel to fill out, giving you the content to create great testimonials.

Click below to download yours now for free:



## Guide To Writing A Case Study

- 1. What's The Problem?**

Describe the clients problem

  - New design challenge?
  - Has a previous supplier let them down?
  - Has there been new regulations?
  - Is it causing difficulty for the customer at the moment?
  - Humanise the problem as much as possible
- 2. How Did You Approach The Challenge?**

Describe the approach

  - What challenges were there?
  - What other options did you explore?
  - Did you address another problem at the same time?
  - Did you partner with any specialists?
  - Did you build in contingency time?
- 3. Delivering The Solution**

Discuss the delivery

  - Did you have any challenges you had to address?
  - Was access to the site difficult?
  - Did you have to change your design throughout the job?
  - Did bad weather cause issues?
  - Any unexpected issues?
  - Describe the logistics
  - How did you solve the issues?
- 4. How Did Your Client Win?**

Describe the results

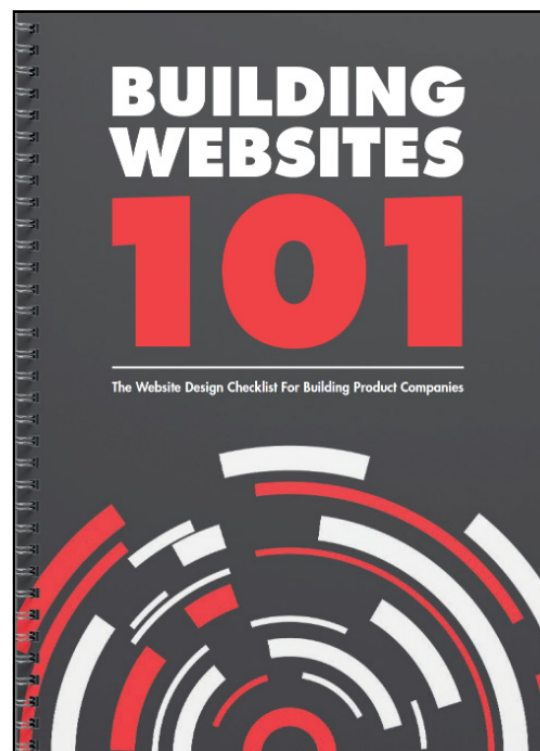
  - Did the job get finished earlier than expected? Under budget?
  - How many people did it take?
  - How does the quality compare to the previous condition?
  - Does it have unique features that make you the best?
  - Lower energy costs?
  - What is the benefit to the client?
- 5. Include A Testimonial**

Quote from the client

  - Was everything communicated all the way through the job?
  - Were you great to deal with?
  - Did you exceed their expectations?

Write this and get the client to approve or modify.

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The next eBooks to be released will be focusing on Social Media, Email Marketing, SEO and Marketing Strategy. The next Media Grader Reports will also follow including Construction, Health & Education and Interior Design.

# The Essential Guide to Content Marketing In The Building And Construction Industry



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