



**MARKETING
PROFESSIONAL
SERVICES**

THE BIG SCRAMBLE:

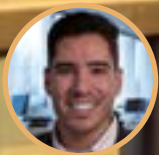
*Attracting a New Generation
of Decision Makers*

The Big Scramble:

Attracting a New Generation of Decision Makers

| Architecture & Planning Services

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INTRODUCTION

The architecture industry is currently undergoing one of the largest transitions that it has ever experienced. Even if they are not fully aware of the causes, **leadership at architecture firms** have felt the symptoms of this changing industry

The symptoms of this shift are a sharp decrease in repeat, referral, and new contracts for architecture firms. For most architects, these symptoms are confusing and frightening.

While the underlying problem is not new, it is becoming more noticeable as the symptoms grow in potency and architects struggle to secure work.

- We call this shift:
The Big Scramble.



In this eBook,
we will describe the causes of the Big Scramble, how this is affecting your firm, and what you can do to steadily raise visibility and drive better project opportunities to your firm.



AN INDUSTRY IN TRANSITION

The Big Scramble is caused by the alignment of three massive, connected events.



1

The retirement of Baby Boomers from the work force.

2

The rise of Generation X in decision making positions.

3

The change in business practices triggered by the information age.





Your competition is just as

competent as your firm is to
accomplish the same project, and has
the ability to work remotely.

You clients are retiring and being replaced by a younger generation of decision makers who search and engage architecture firms using different communication and information channels.

In addition to this, architecture & planning services firm's location is no longer as important to new decision makers as relevance to their goals and thought leadership.



THE EFFECT OF THE BIG SCRAMBLE

According to a 2014 study by Alvarez and Marsal called The NEO Age, **the average decision maker in your industry is 56 years old.**

By the year 2020,
the decision makers who were 56 in 2014

will be 62

By 2025,
they will be 67



The bulk of Baby Boomers
– **your longstanding clients** –
will retire within five years.

**They are being replaced by
Gen-Xers**



Gen-Xers are
the first generation to adopt
technology as their primary
source of information and
communication

*As accounts change hands,
Gen-Xers are seeking out
architecture firms that resonate
with their beliefs and standards,
and with whom to align
themselves using these
new channels.*

TRADITIONAL VS. CURRENT CLIENTS

Most **architecture and planning services firms** still use the same methods to market themselves and get contracts that they have always used. You might still be using the same methods as well, and you're probably noticing that those traditional methods are no longer as effective.

The reason why the traditional marketing methods are no longer effective is because as **Baby Boomers retire**, so does **an entire practice of doing business**.

The new channel for people to inform themselves about products and services is the Internet.



Whether you like it or not, this absolutely applies to the **architectural industry**.

Your future clients

have adopted technology, and you need to meet them on their level in order to capture their attention and engage them as leads.



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THE SOLUTION

In order to survive the leadership transition, you need to learn how to leverage your online presence to attract the new wave of decision makers.



The solution to the Big Scramble is to shift your marketing strategy to match your clients' methods of searching and engaging with professional training and to position your firm as the best choice for your desired client's projects.



Social media marketing and content marketing are just two of the more common methods used to raise visibility and drive better project opportunities. These tools work in tandem with a number of other marketing strategies in order to get you results.



You want to lead your desired clients to your website and to your firm by

attracting Gen-X decision makers as a trusted source of valuable information.

PROVING THE STRATEGY

The strategy is to leverage your online presence and publish content to reach your prospective clients over social media and Google search.



Content marketing is the front line of your new strategy. The role of content marketing is to attract, engage, and nurture high value clients. In order to attract decision makers to your firm, you need to create relevant content that they find valuable and then connect with them over their channels of information and communication.

And unless your firm is operating out of Antarctica, your prospective clients are absolutely on social media, and they are reading your content.



Your firm needs

to attract its future clients with the channels that they use every day.





COMMON MISTAKES

The three most common mistakes when navigating **the Big Scramble** are:

- **Hiring junior marketers:** Hiring an in-house team is expensive, time consuming, and ineffective until you understand exactly what you need to do in order to navigate **the Big Scramble**. You need to understand the causes and solution to **the Big Scramble** in order to effectively lead your team, and even big national firms outsource to train their existing marketing teams.
- **Not adopting technology:** You have access to the most powerful marketing tools in existence, use them to your advantage!



There is absolutely no reason not to enhance your online presence and capture leads over the channels of information and communication that your prospects prefer to use.

- **Doing nothing:** Regardless of the reason, not reacting to **the Big Scramble** means that your firm will steadily lose its clients base until it is too late.



Outlined on the next page is your firm's solution to thrive through **the Big Scramble**: a marketing strategy focused on attracting existing and prospective high value clients directly to your business by way of modern online practices, including content marketing and social media.

NAVIGATING THE BIG SCRAMBLE

In order to navigate the Big Scramble and drive growth to your firm, you want to implement a long-term and sustainable marketing strategy that is proven to raise firm visibility and drive high-value opportunities.

You want to implement an effective marketing strategy tailored to architectural and planning services firms.

We offer *an online course that teaches you exactly what you need to do in order to position your firm as a leader in your market sector and drive project opportunities, leverage the transitioning market, and expand your client base – this is an opportunity for you to grow your firm.*



- this is an opportunity for you to grow your firm.

START COURSE



START COURSE NOW 



FRAMEWORKS • WORKBOOKS • TEMPLATES





**MARKETING
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Marketing Professional Services ONLINE COURSE

A paradigm-shifting framework tailored to help professional services firms attract new high-value clients and drive more contract opportunities.

The course is delivered on-demand through our online platform, so that you can navigate the contents as fast as you like and re-watch them as many times as you need to.

In this course you will learn:

- ▶ A framework to raise firm visibility and gravitate prospects around the firm
- ▶ A process to develop articles, videos and publications
- ▶ How to build a sustainable and modern marketing infrastructure
- ▶ A framework to generate more and better opportunities
- ▶ The tools, workbooks and templates to execute this strategy

START COURSE NOW ▶

8 Modules • 32CH • 64 Lessons



Ivan Lares

"I designed this course to help you grow your professional services firm by raising visibility, attracting better clients and driving qualified leads for business development -that is what this framework does"



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