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Project Data: A Marketer’s Arsenal for Customer Engagement and Business Development

Digital transformation. Disruption. Innovation. As a professional in the A/E/C industries, you know these buzzwords all too well. Project teams are accustomed to adapting, testing new solutions on their project sites, and reaping the benefits of quicker workflows and access to data in real time. But what does it mean for marketers?

There’s a tremendous amount of transformation happening in today’s business landscape, particularly as it pertains to the evolving digital space. As builders, it should come as no surprise that in A/E/C we’re well poised for the quick adaptation required for businesses to function in the digital age.

The ability to implement new solutions is no longer an option, but an imminent necessity to meet evolving expectations. Software solutions make design-and-build workflows more efficient, but the most significant advantage is presented by the access to data captured by project teams. Most important, how is that data being used to proactively make improvements and predict project outcomes?

While this data is extremely important to the project teams, it holds just as much value for marketers. It feeds your marketing team with educated insights, enhanced consumer profiles, and measurable KPIs. The result is analytics that allow your firm to differentiate its offerings, thus improving your competitive advantage.

Based on findings, project teams can course-correct operations, reduce safety risk, and even improve profit margins. Data can play an equally significant role in developing marketing plans. It offers a direct link between the customer and the firm. The project team is the connector.

Wide adoption of technology solutions encourages a direct line of communication that has historically been lacking between marketing and field staff. How do we, as marketers, take advantage of this new opportunity and join forces with our technical peers to enhance our marketing efforts?

Tap Into Project Data for a Winning Marketing Campaign

Four benefits your firm can expect with its newly acquired technology solutions include:

1. Visibility into project data builds a connection between marketers and project teams. To a project manager, a data point might mean nothing more than being a week ahead of schedule or avoiding a lost time accident. That same data is a success factor a marketing manager can craft into a case study, webinar, article, award submission or competitive advantage highlighted during an interview. It just might be the differentiating factor that beats the competition.
2. Project successes in real time pack a bigger punch than a pretty picture of a finished building. A/E/C is a service industry. Technology allows marketing to highlight your

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team's unique differentiators and showcase results as they happen, proving how you exceed competition during the entire lifecycle of a project.

3. Data is an objective resource and the backbone to meaningful stories. Marketing is no longer anecdotal; it is backed up by undeniable statistics a customer can trust. This shift allows marketing teams to present strong case studies of your firm's much-deserved accomplishments.

4. Finally, data enables marketing and business development teams to collaborate with field and operations staff to win work. Data paints part of the picture for the marketing team. But now, they have access to the success metrics that will guide their dialogue with the project team. Team members are proud to share their role in reaching project success. The details you'll uncover will craft project statistics into an effective marketing piece or sales tool.

Marketing teams are in a unique position, as they interact with a wide range of stakeholders in an organization. Marketing connects the dots between external demands and the internal strategy created to remain competitive. A firm's execution must be aligned with the current market pressures and industry trends.

Let the Project Team Come to You

Build credibility with your technical peers. Don't add another meeting request to their already crammed calendars. Assess which meetings are best suited to fit marketing on the agenda and tap into that engaged audience with thoughtful questions. You'll gain insight you'd never have access to otherwise by sitting in on the team's schedule review or safety meeting.

Don't miss out on credible marketing opportunities. Go straight to the source of truth. Start to ask questions—what is the project data telling you? How did this happen and why should anyone care? Build stories on top of data and watch your marketing efforts gain the respect they deserve.

Marketing no longer has to wait for the ribbon cutting ceremony months away. Is the project ahead of schedule? Is it trending positive on diversity goals or under budget? Did the team catch a costly constructability issue early? Did they save the owner money during preconstruction? There are countless success stories tucked away in every phase of a project cycle. Now you have the tools to zoom in and explore the possibilities.

Technology promotes synergy among teams that otherwise work in silos. Informed employees from diverse functions are empowered to advocate for your brand and help propel company development. A shared technology platform facilitates distribution of knowledge and information that fosters cross-functional team engagement.

Access to key project data and insights empowers marketers to develop an integrated approach to marketing, storytelling, and differentiation. A unified vision that engages the entire organization will effectively drive financial performance and extend your reach to current and future customers.

AGC of America is committed to providing members with valuable resources and updates during these challenging times. To find the latest resources and information on impacts of COVID-19 on the construction industry, please visit <https://www.agc.org/coronavirus>.

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