Branding is largely misunderstood. It is often myopically
If this does not seem to hit the top of your priority list, you
If you are like many construction firms fiercely competing
Want a Strong Brand?
Get Your Story Straight
Business Development Best Practices Series

Influential Women in Commercial Real Estate.

As a marketing agency, we spend a lot of time gleaning the
Bring In a Professional

As companies grow, they evolve and change, but there are

What Matters Most
As companies grow, they evolve and change, but there are

Know Your Past
We work with so many construction companies who have a

Investing the time to build a powerful brand is well worth

The Litmus Test
In order for the brand to be effective, lasting and true, it has
to be unique to the firm and something that evokes a
response, both internally and externally. While many firms
decide to dust off their mission statement and core values,
by Googling the best mission statements ever written and
searching a thesaurus to replace overused terms like
Integrity, Trust and Relationships...this will only get them so
far. A brand worth investing in will look to a behavior that
the firm rewards, encourages, teaches and models
consistently by all employees. Clients love it and can
identify that behavior as unique to that company. A true
brand is not easily replicated by other firms, it is
operationally engrained in the culture and is valued by the
clients. Once the firm’s true brand story is identified,
everyone is so excited and convinced, they cannot wait to
share it.

Why Does It Matter?
Once your brand is defined, the clarity you and your firm
will have will be noticeable. Your internal conversations will
align, your recruiting efforts will be more effective and your
clients will have the vernacular to use to properly describe
your firm. Your marketing initiatives will be more
easier, because you have a distinct win strategy with roots
in who you are as a firm. You will likely ask yourself why you
haven’t done this a lot sooner!

Investing the time to build a powerful brand is well worth
the effort. Your clients and employees long for stories that
tap into their emotions, and give them a reason to relate.
Richly telling your company's story will evoke trust, belief
and buy-in from clients and employees.

About the Author: Danielle Feroleto, MA, CPSM, President, is a nationally recognized marketing and
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directly with general contractors on marketing strategies, innovative ideas to differentiate their firm and develop specific
marketing activities to give companies a distinct competitive advantage. Through these efforts, Danielle has been recognized as
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Interested in writing a future one-page article for the Business Development Best Practices Series and marketing yourself and your
company to thousands of readers? Contact Paige Packard at paige.packard@agc.org.

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