
CONSTRUCTION INBOUND MARKETING STRATEGY 101



START



“Thanks to the Internet, gone are the days that the salesperson controls the entire buyer's journey and decision making process. Today's decision makers are informed, influenced and ultimately won by companies that cater to their buying needs, first. Businesses that are the best educators, are the most successful”

Todd Laire

MANAGING PARTNER

WHAT IS INBOUND MARKETING?

A business methodology that attracts customers by creating valuable content and experiences tailored to them. While outbound marketing interrupts your audience with content they don't always want, inbound marketing forms connections they are looking for and solves problems they already have.

— ABOUT LAIRE DIGITAL

We exist to help companies grow through comprehensive digital marketing strategies. We generate consistent, high-quality leads and reliable revenue streams through content, intuitive design, paid media, sales enablement, and marketing automation.

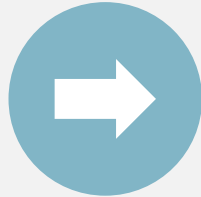


*B2B Industries: manufacturing,
build/design, construction, financial
services/technology, software,
professional services*



STATE OF THE INDUSTRY

The demand for quality construction has never been greater among consumers... yet even the best in the business can struggle to keep up with the influx of new project requests. With higher internet activity in 2022, more buyers went online to research experts in their respective fields.



DECISION MAKERS WENT FROM REQUESTING 2-3 ESTIMATES IN 2019, TO REQUESTING 4-6 ON AVERAGE IN 2021

[Source](#)

STATE OF THE INDUSTRY

Construction professionals are **FEELING THE SQUEEZE**

71%
OF PROJECTS

Go to the first
contractor who
contacts a lead

78%
OF
CONTRACTORS

Have trouble
following up on
unsold leads

8.5%
INCREASE IN
CLOSE RATE

With automated
follow-up to
unsold leads

[Source](#)

DIGITAL MARKETING NON-NEGOTIABLES

Absolute must haves for a successful presence on the web.

DIGITAL MUST HAVES

It is more about having a complete presence on the Internet, than a singular point of influence.



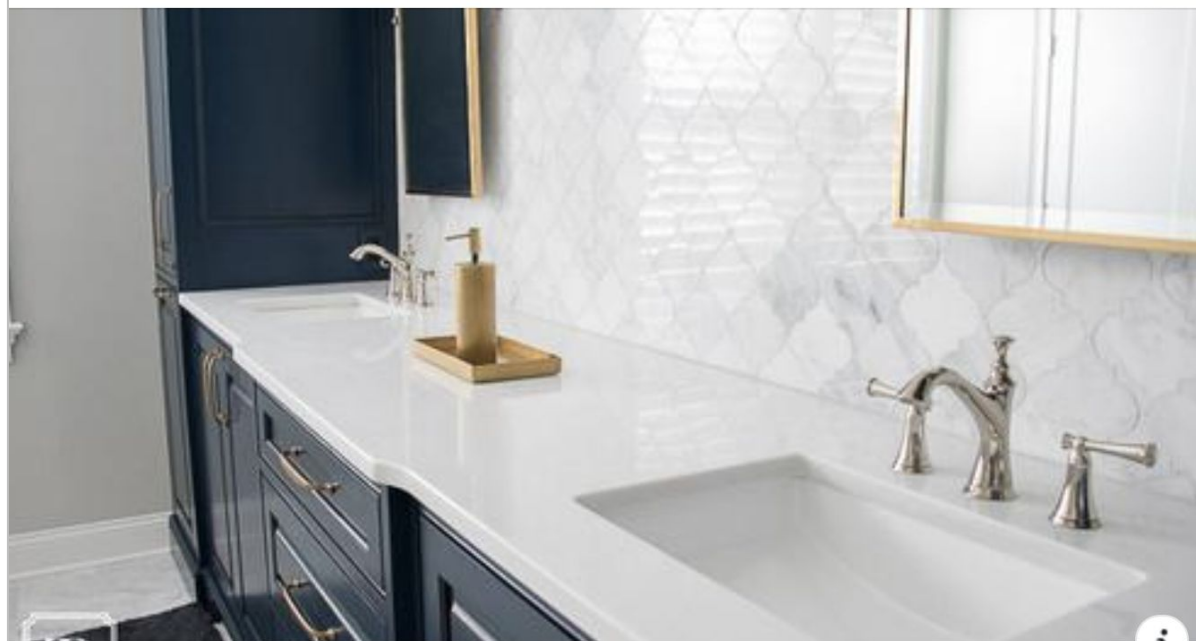


Tilghman Builders

March 6 at 3:52 PM · 🌐



Choosing the perfect vanity for your bathroom can be difficult when there are so many colors, styles, and materials to pick from. Not to mention, you have to get the size just right to make it the perfect addition to your washroom. In our latest blog, learn what to consider before choosing a bathroom vanity:



TILGHMANBUILDERS.COM

How to Choose a Bathroom Vanity: 5 Top Considerations

Choosing the perfect vanity is an easy way to freshen up your guest powder room or prima...



Tilghman Builders

5h · 🌐



Want to elevate your home's curb appeal — but not sure where to start? We've got you covered! Our FREE Design Guide for Exterior Remodeling has everything you need to know about choosing products, materials, colors, and finishes for your exterior details, like windows, doors, siding, and roofing. Download the guide for free here:

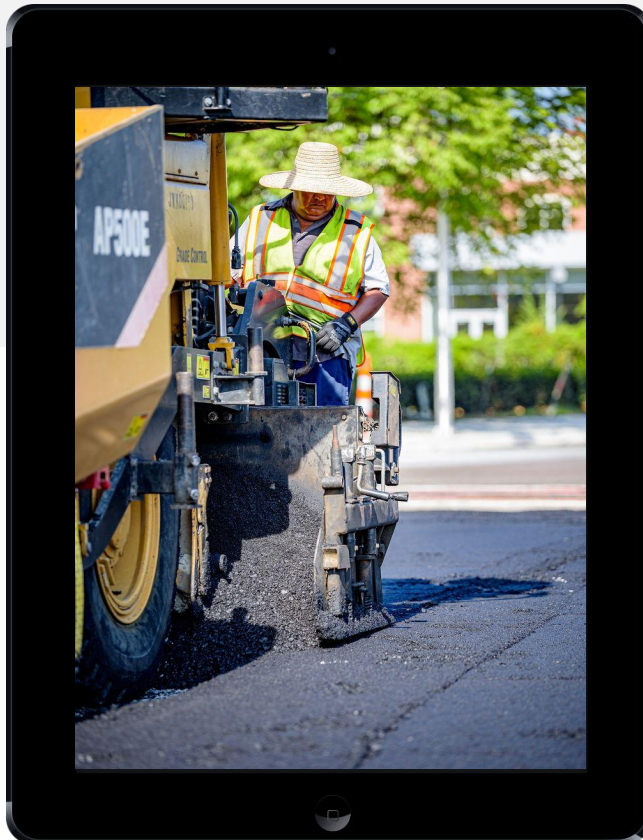
<https://hubs.li/Q01FtVjy0>

Free Download:
Design Guide for
Exterior Remodeling

DESIGN GUIDE FOR
**EXTERIOR
REMODELING**

TILGHMAN
BUILDERS
Exteriors

RESOURCE: BLOG



CONSTRUCTION DIGITAL MARKETING TIPS TO
INCREASE LEADS AND GROW REVENUE



READ NOW

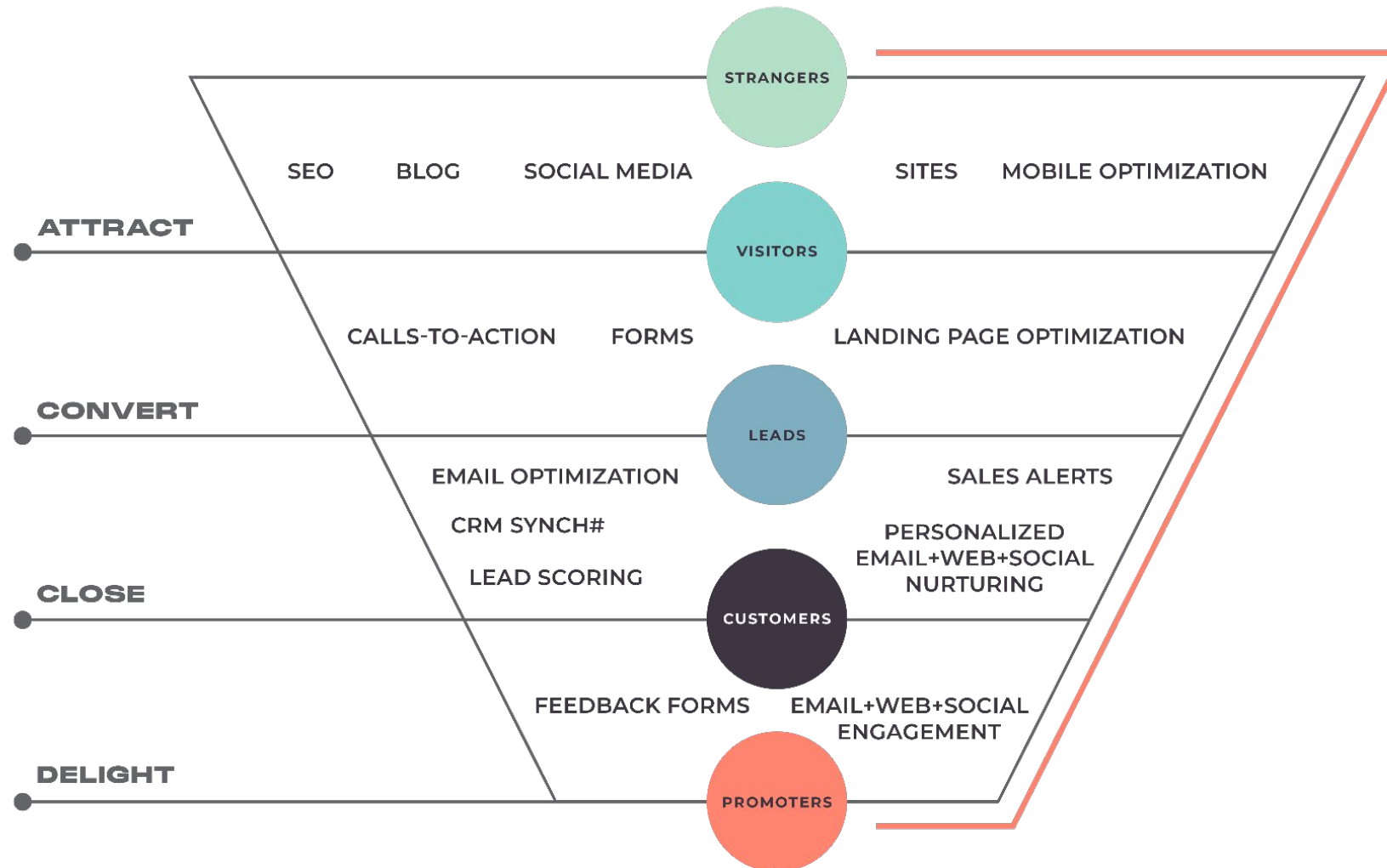
[lairedigital.com/blog/construction-marketing-tips-to-increase-leads
-and-grow-revenue-part1](https://lairedigital.com/blog/construction-marketing-tips-to-increase-leads-and-grow-revenue-part1)

Today's top performing businesses
remember this golden rule:

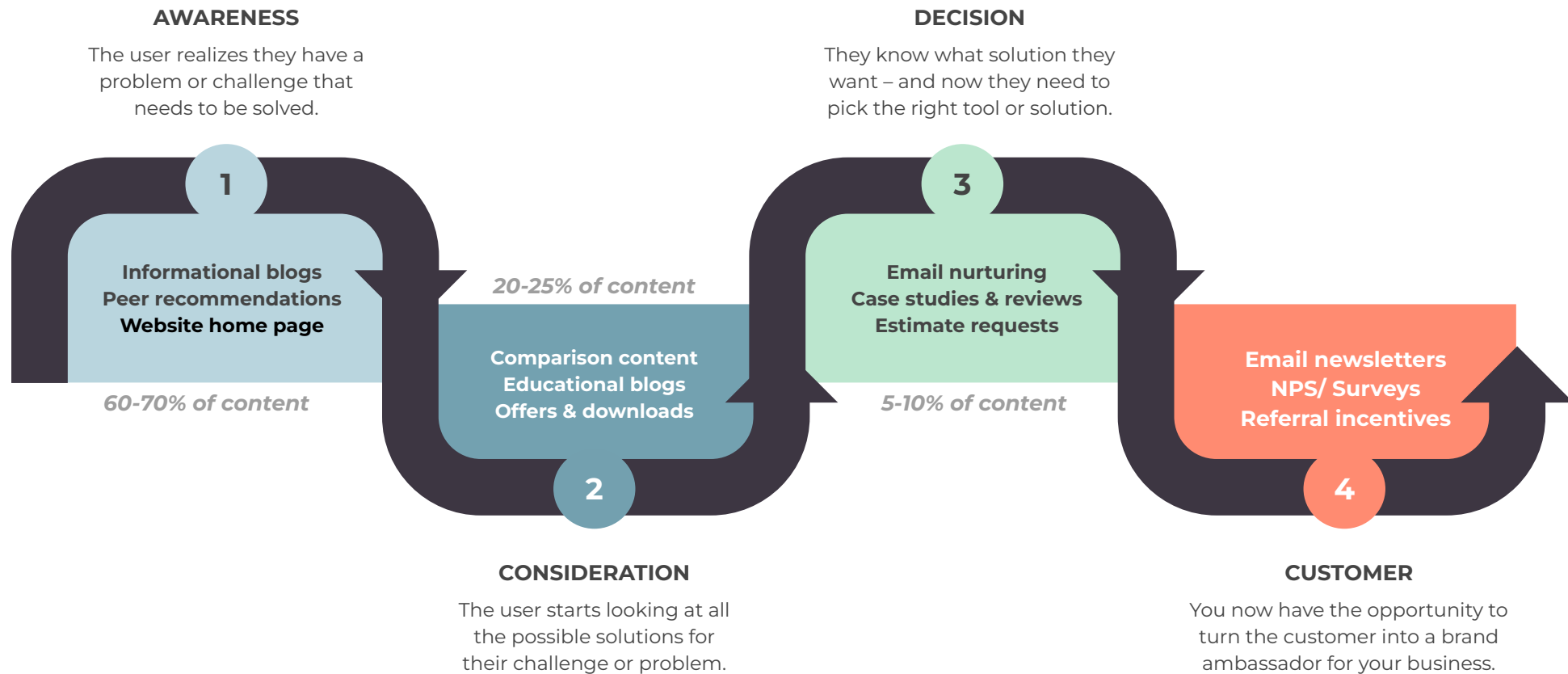
CONTENT IS KING.

Content is at the heart of **inbound marketing** - a highly focused approach using your website and online presence to attract, qualify, and GROW website visitors

THE INBOUND FUNNEL



CONTENT AT EVERY STAGE



CONTENT OPTIMIZATION

Companies identified as best-in-class are winning on customer service by:



Answering popular questions about price and comparisons on their websites and blogs



Using Live Chat and chatbots on their websites to capture leads who want to talk now



Leveraging email marketing to stay connected with their customers and prospects



Asking for reviews once a job is complete by sending short surveys or pointing them to review sites



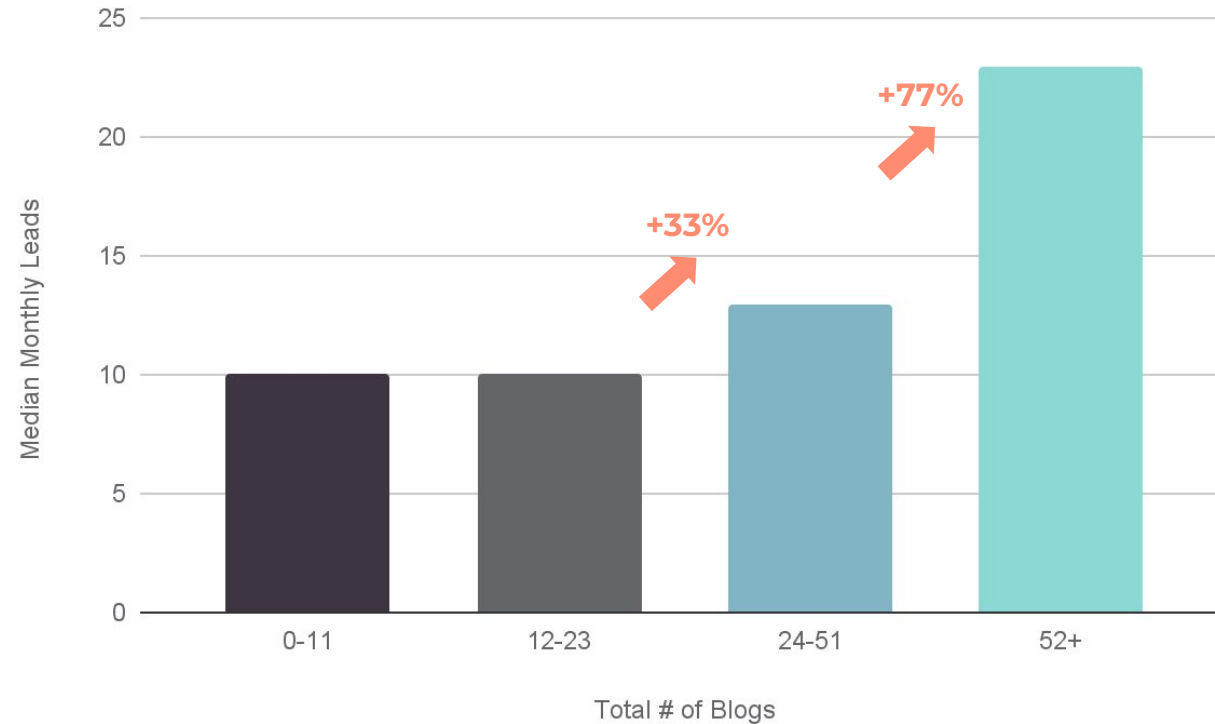
Showing before and after pictures on their websites and social media profiles to build trust with future customers



Offering educational content like inspirational Lookbooks and budget planning eBooks to further engage an interested prospects

THE TIPPING POINT

Studies show a strong correlation between online lead volume and a high number of quality blogs posted at frequent intervals.



B2B COMPANIES WHO BLOG:

- Generate 67% more leads than those who don't
 - Blogs with 24 or more posts saw an additional 33% more leads
 - Blogs with more than 51 posts saw 77% more leads
- Index 434% more website pages
- Have 97% more inbound links

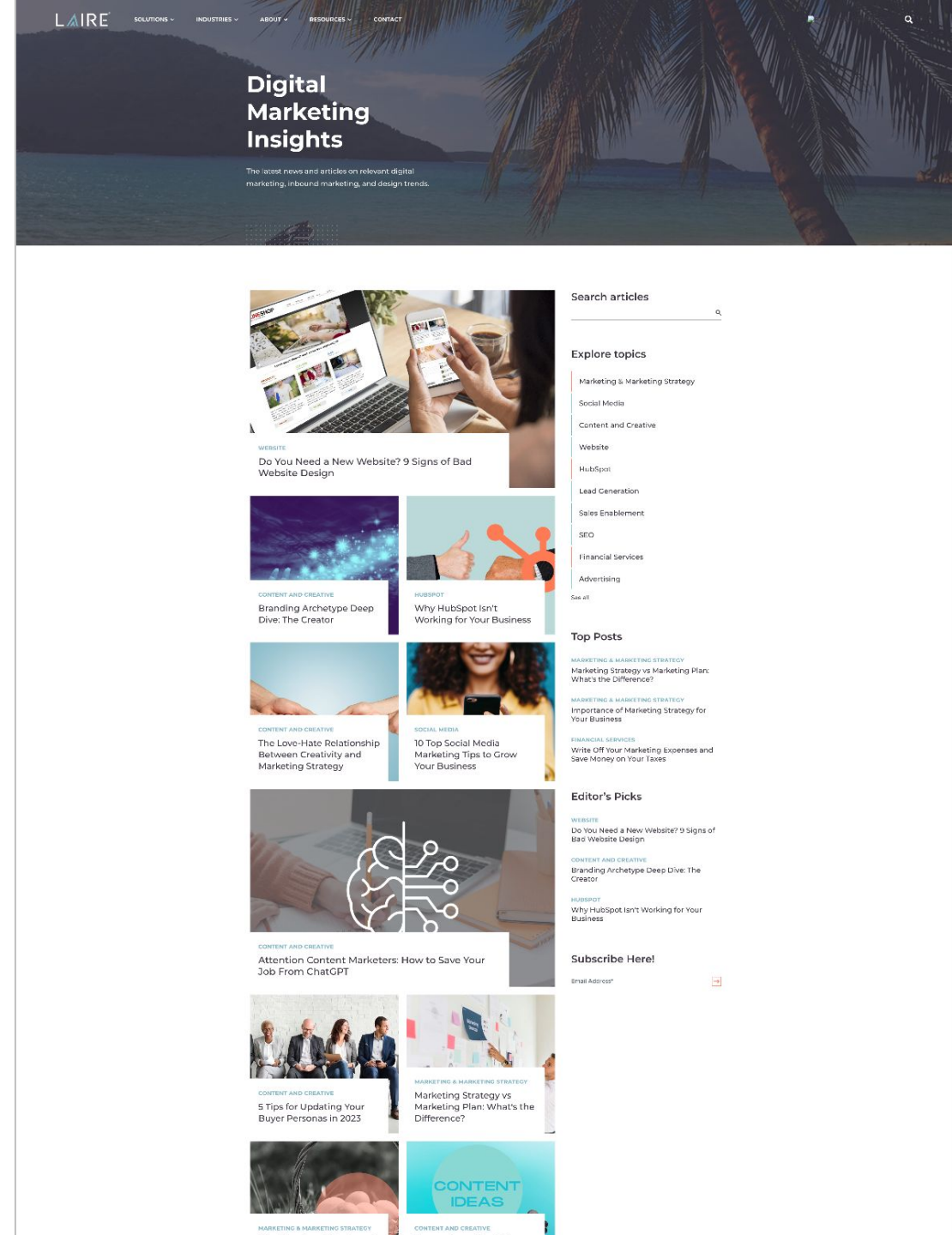
(HubSpot)

BLOG PAGE

A central hub for all information, easy to find that answers your buyer or decision maker's most important, pressing questions.



Searchable, listings by category, most popular and a subscribe option



HERE'S A BIG SECRET:

Even if you think your prospects won't read a blog,
search engines will.

CONTENT OPTIMIZATION

Think of search engines as traffic cops for the internet.
Your website is a potential destination, and search engine users are the drivers.

/01

Millions of bots crawl the internet daily, scouring the content of each website to find the best destinations.

/02

The search engines use this information to direct traffic to the most relevant and useful destinations.

/03

Drivers use key terms or phrases to tell the traffic cops what they want to find at their destination.

/04

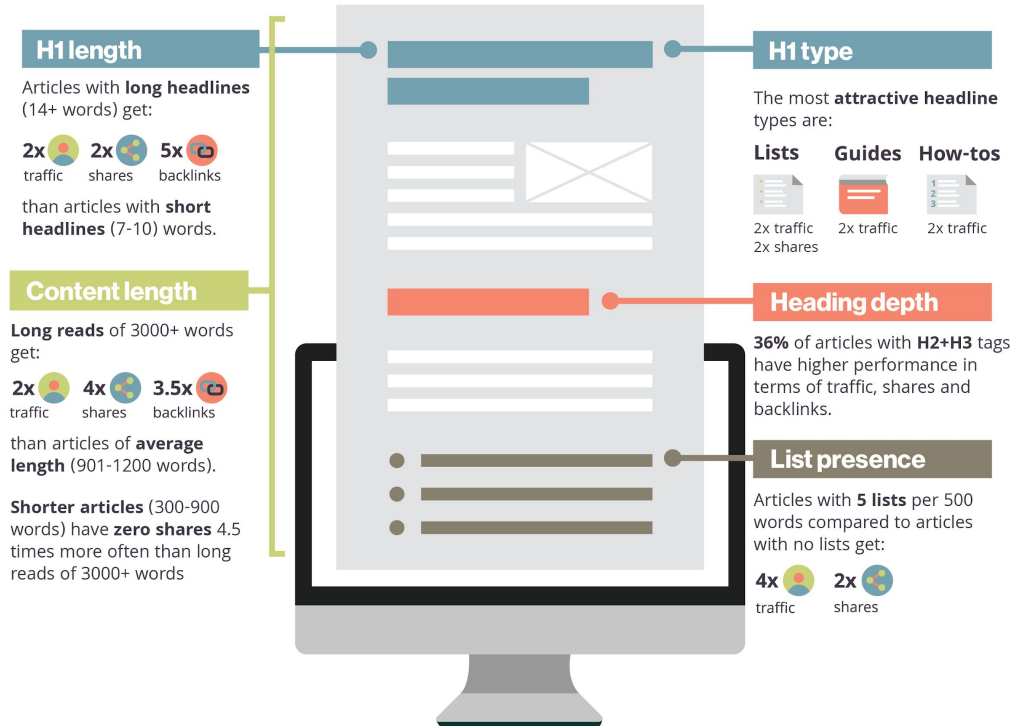
The search engine returns a report of possible destinations that are most relevant to the driver's search.

/05

The driver chooses their destination from the traffic cop's list. If your website isn't on it, users won't find you.

ANATOMY OF A GREAT BLOG

Our guidelines for high-quality content



1

CONTENT LENGTH

Minimum 1,200 words; 2,000 words on average; at least one 3,000+ word blog per quarter

2

HEADLINE LENGTH

Minimum 10+ words whenever possible; speak to unique needs and use cases to differentiate

3

HEADLINE TYPE

At least 1 list-style blog and headline per month; this tells the user they can quickly consume the info

4

HEADING DEPTH

Always structure for both human and bot readability with H2 and H3 tags



YOUR GOAL

As a business owner, you need to communicate your value to 3 distinct groups:

- **The drivers:** Your target audience and potential website visitors
- **The bots:** Crawlers that report back to search engines on how relevant your site is to your target audiences
- **The traffic cops:** Search engines that deliver the destination options to target audiences

SEO is the **ONLY** way you can communicate with members of all three of these groups.

SEARCH ENGINES BY MARKET SHARE

There are more than 200 factors in Google's algorithm used to determine if and where your website will appear in search results

1. Google	91.88%
2. Bing	3.19%
3. Yandex	1.52%
4. Yahoo	1.33%
5. Baidu	0.76%
6. DuckDuckGo	0.64%

STRATEGIES FOR SEO SUCCESS



Website optimizations add key terms and structured content to attract the bots that scour the Internet.

By providing consistent, high quality content, your website will speak to your target audience and demonstrate your value.

Link building demonstrates your website's authority with external links back to your website from other trusted destinations.



SEO STRATEGY 1

Website Optimizations

OPTIMIZE YOUR COMPANY WEBSITE TO INCLUDE:

- Keywords & research (generally consisting of branded or unbranded client case studies)
- The expertise, authority, and trustworthiness of Your Company in the construction industry

CREATE LONG-FORM “PILLAR PAGES” THAT ARE:

- At least 3,000 words long
- Well-researched
- Keyword-focused
- Cover broad topics in-depth
- Designed for hyper-specific blog posts to link back to
- Easy for users to navigate





SEO STRATEGY 2

Regular Content Posting

CREATE WEEKLY BLOG POSTS containing industry keywords that can be published on your company website, promoted through social media channels, and emailed to subscribers

CREATE AN EDITORIAL CALENDAR THAT INCLUDES:

- Publication dates
- Blog topics
- Blog titles and descriptions
- Social media posts and dates of promotional posts

CREATE A LIBRARY OF BLOGS based on pillar page topics to take advantage of opportunities in industry keyword trends





SEO STRATEGY 3

Link Building

IDENTIFY AUTHORITATIVE AND NON-COMPETITIVE SOURCES for potential backlink and referring domain opportunities

WRITE GREAT CONTENT that other websites will want to link to

PERFORM A COMPETITIVE ANALYSIS of your top five competitors based on market share by URL and physical proximity to your company in order to replicate backlinks

BUILD LINKS with images that link back to a pillar page or blog landing page (not an image directory)



TOP METRICS FOR SEO SUCCESS

- | | | | | | |
|------------|----------------------------------|------------|--------------------------|------------|-----------------------------|
| /01 | Organic Traffic Volume | /02 | Keyword Rankings | /03 | Impressions |
| /04 | Average CTR (Click Through Rate) | /05 | Domain Authority | /06 | Number of Referring Domains |
| /07 | Bounce Rate | /08 | Average Session Duration | /09 | Lead Conversion Rate |

Traffic is good but lead generation
is

GREAT.


All content is designed to drive traffic but you need
a hook to convert traffic into LEADS to continue to
market and eventually sell to.

— LANDING PAGE

A web page that's only purpose is to convert website visitors into leads



Important info that explains the “offer”, bullet points, website form, a graphic of the offer (eBook, Checklist, Case Study etc). No other navigation.




FREE HOME EXTERIORS GUIDE

Are you ready to update your home's exterior?
Download "A Guide to Exterior Renovations"

This free guide will help walk you through the varieties of exterior replacements and renovations that Tilghman Builders offers. We are known for our remarkable service in home renovations and we are bringing the same quality to home exteriors. In this guide, you will find information about:

- > Window replacements
- > Roof repairs and installation
- > Siding improvements
- > Gutter updates

We are excited to help you create the home of your dreams, inside and out. In downloading this free guide, you will have access to before and after photos, information about Tilghman exterior services, and some of the processes associated with each service.



GET YOUR FREE COPY:

First Name*

Last Name*

Email*

[DOWNLOAD YOUR GUIDE NOW!](#)

— THANK YOU PAGE

A web page that's only purpose is to serve the offer and promote other content offers or offer a contact opportunity



Links to other offers or related/popular blogs, and brings back site navigation



YOUR GUIDE IS READY TO DOWNLOAD!

Here's your copy of *Design Guide for Exterior Remodeling*

Click below to download. For your convenience, we've also sent this link to your email. You're all set!

 [DOWNLOAD NOW](#)

Looking for more exterior resources? Check out these blogs:

- 5 Signs It's Time to Replace Your Gutters
- Why Spring is the Perfect Time to Update Your Windows and Doors
- Best Siding Materials to Improve Your Curb Appeal and Protect Your Home
- Home Exterior Trends in 2021: Transforming Your Outdoor Space

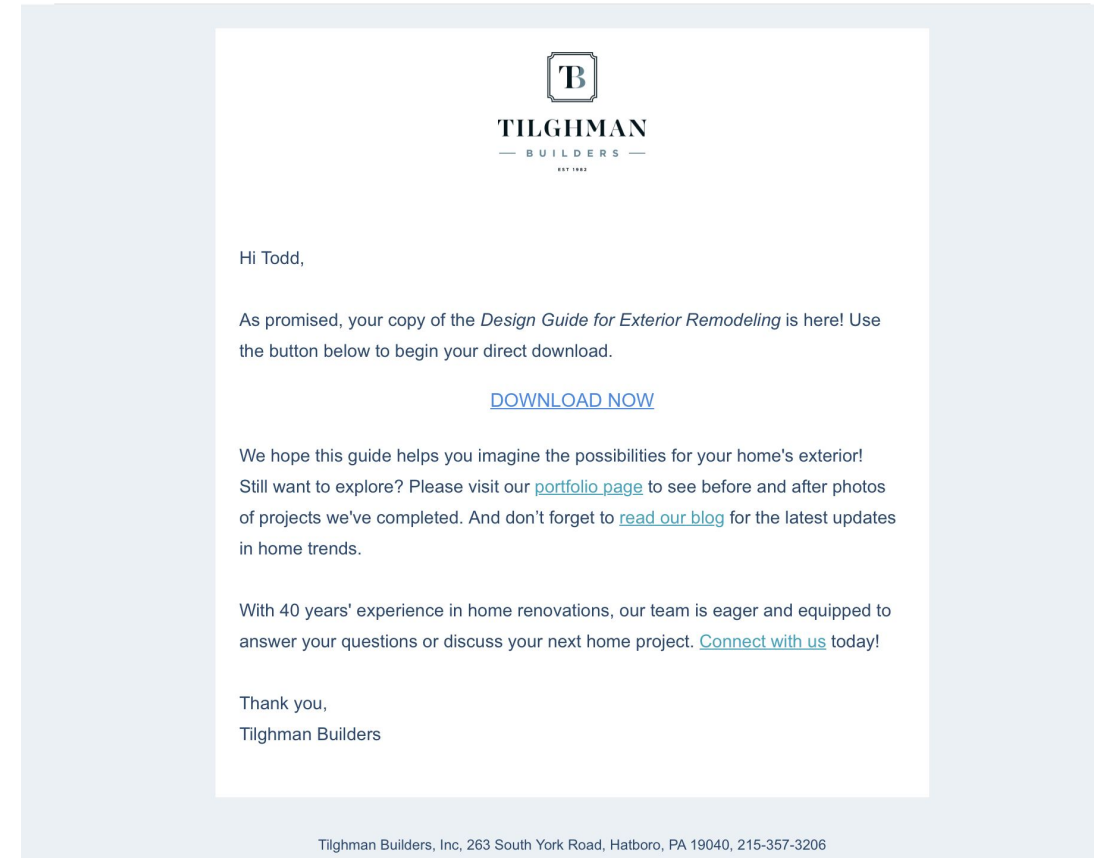


— THANK YOU EMAIL

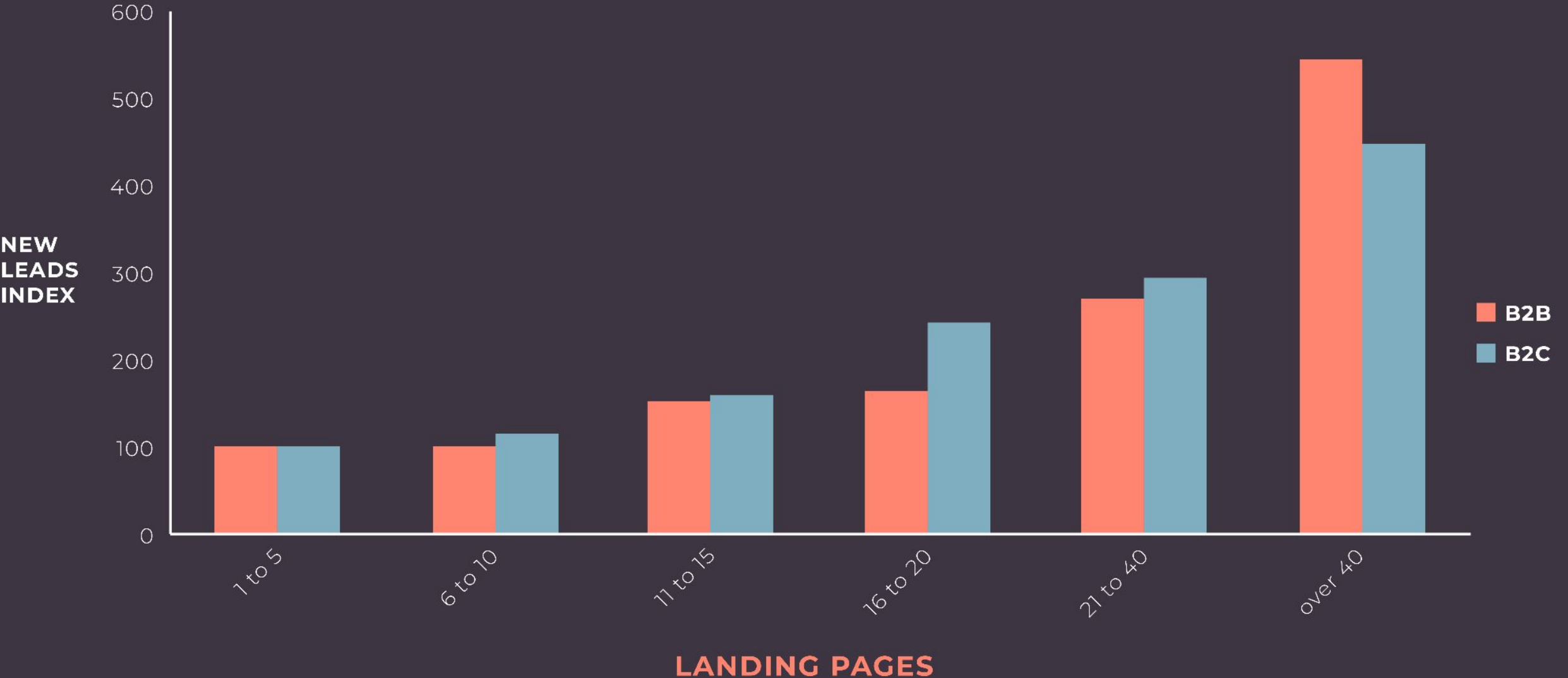
A informative email with a friendly hello message, the content offer download link, links to other resources and an offer to contact the sender



This email is important because it also sets the recipient up to receive future emails from sender (marketing!)



IMPACT OF NUMBER OF LANDING PAGES ON LEAD GENERATION FOR B2B & B2C COMPANIES



CAREERS PAGE

A web page that explains your needs for hiring, either temporary or permanent positions your company has open. Promote this page everywhere: social media, email, events etc.



Important info that explains the “culture”, core values, team pictures in action, open positions w/ links to JDs, website form with position they are interested in with resume upload option.

A screenshot of a careers page for a company named LAIRE. The page has a dark header with navigation links: SOLUTIONS, INDUSTRIES, ABOUT, RESOURCES, and CONTACT. The main content area features a large image of a team meeting with a woman standing and presenting to a group of seated colleagues. Overlaid on this image is a white text box with the heading "WE'RE ALWAYS HIRING" and the question "Are you the next team member to join LAIRE?". Below this, a paragraph describes the company's culture and hiring needs. To the right of the image is a white sidebar containing a form titled "Tell us about yourself:". The form includes fields for First Name, Last Name, Email, Phone Number, City, State/Region, LinkedIn Profile, Website URL, and What role are you seeking? It also has a section for Preferred job type with checkboxes for Full-time, Freelance/Contract, and Internship. At the bottom of the form is an "Upload Your Resume" section with a "Choose File" button and a "Message" section with a text area for additional information.

SOLUTIONS ▾ INDUSTRIES ▾ ABOUT ▾ RESOURCES ▾ CONTACT

WE'RE ALWAYS HIRING

Are you the next team member to join LAIRE?

If you have a "can-do" attitude, are laser-focused on details, and have an unshakable passion for all things digital strategy and marketing, then you might be who we're looking for next. We offer full-time, freelance, and internship opportunities. Send us your resume and we will be in touch.

Tell us about yourself:

First Name* Last Name*

Email* Phone Number*

City*

State/Region

LinkedIn Profile*

Website URL (if applicable)

What role are you seeking?*

Preferred job type:

☐ Full-time

☐ Freelance/Contract

☐ Internship

Upload Your Resume

Choose File No file chosen

Message

Tell us more about yourself and experience

RESOURCE: EBOOK



CONSTRUCTION DIGITAL MARKETING CHECKLIST



DOWNLOAD NOW

lairedigital.com/construction-marketing-checklist

CLIENT CASE STUDY

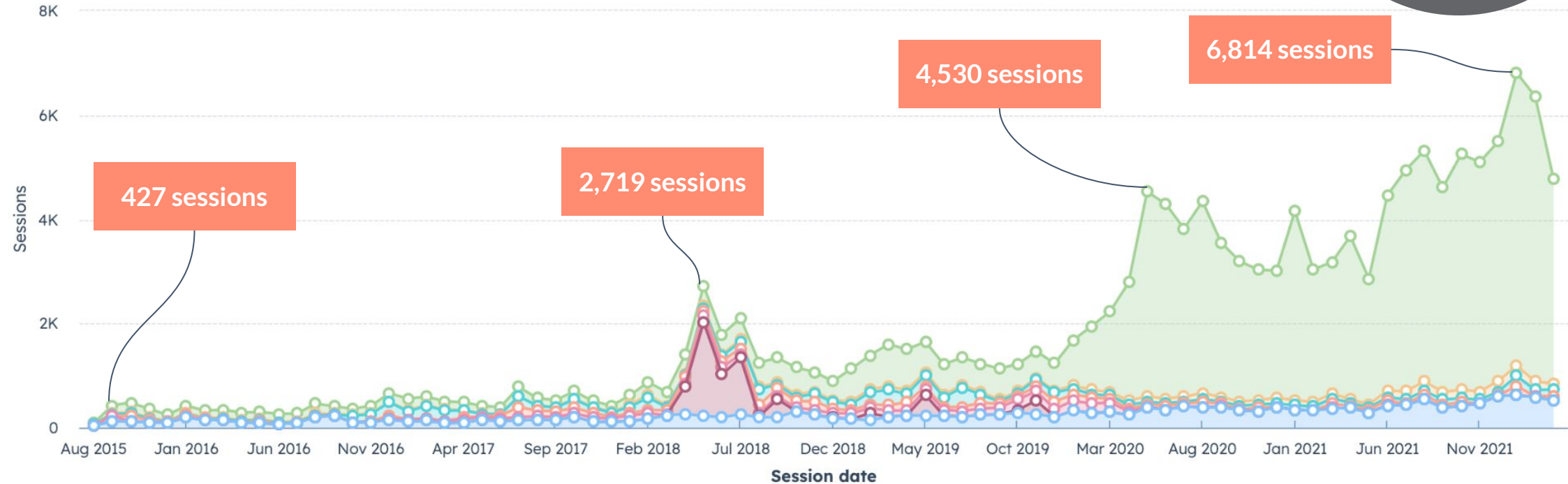
Tilghman Builders - Traffic Growth

Traffic grew
1,496%
in 6.5 years!

Sessions ▾

Date range: From 8/1/2015 to 3/31/2022 | Frequency: Monthly

Organic search Referrals Organic social Email marketing Paid search Paid social Direct traffic



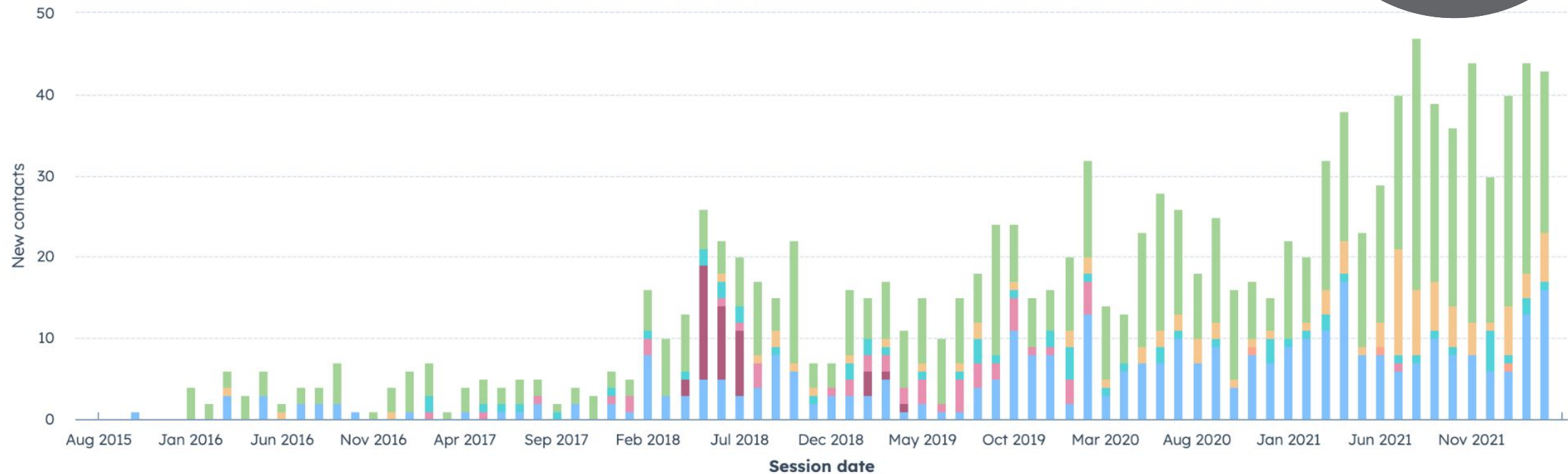
CLIENT CASE STUDY

Tilghman Builders - Traffic Growth

New contacts ▾

Date range: From 8/1/2015 to 3/31/2022 | Frequency: Monthly

Organic search Referrals Organic social Email marketing Paid search Paid social Direct traffic



Now average
40
new leads
per month

CLIENT CASE STUDY

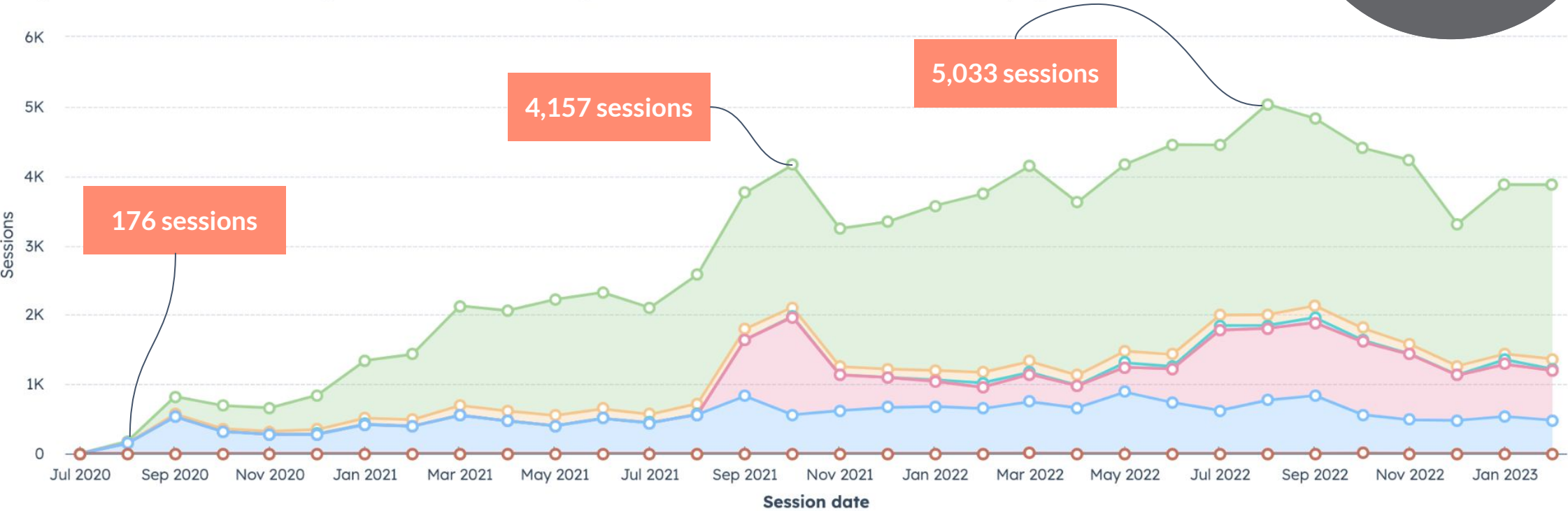
Southern Packaging - Traffic Growth

Traffic
has grown
2,759%
in 2 years!

Sessions ▾

Date range: From 7/1/2020 to 2/28/2023 | Frequency: Monthly

Organic search Referrals Organic social Email marketing Paid search Direct traffic Other campaigns



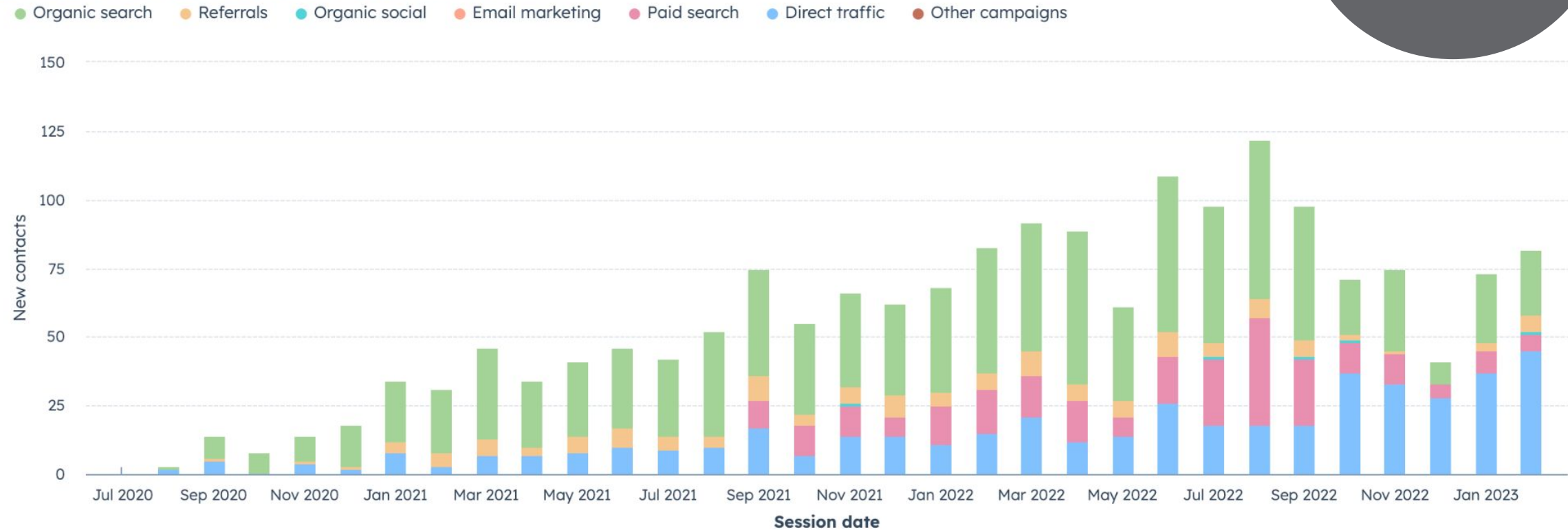
CLIENT CASE STUDY

Southern Packaging - Lead Growth

Now average
75
new leads
per month

New contacts ▾

Date range: From 7/1/2020 to 2/28/2023 | Frequency: Monthly



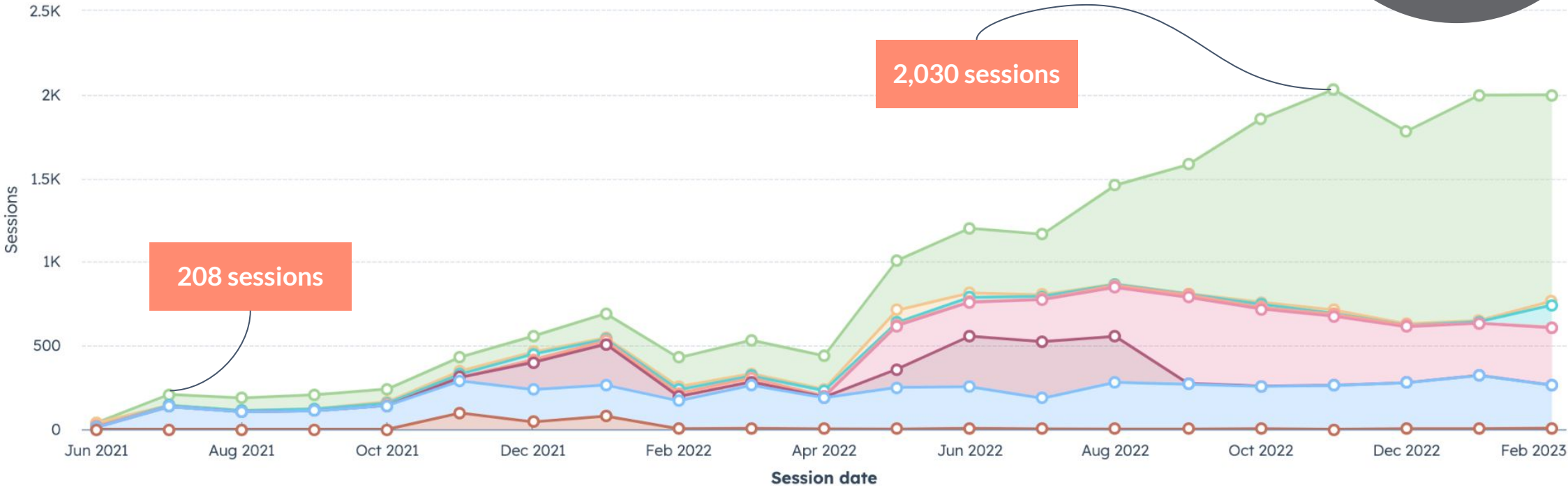
CLIENT CASE STUDY

The Dental CFO - Traffic Growth

Sessions ▾

Date range: From 6/1/2021 to 2/28/2023 | Frequency: Monthly

Organic search Referrals Organic social Email marketing Paid search Paid social Direct traffic Other campaigns



Traffic has grown

876%

in 1.5 years!

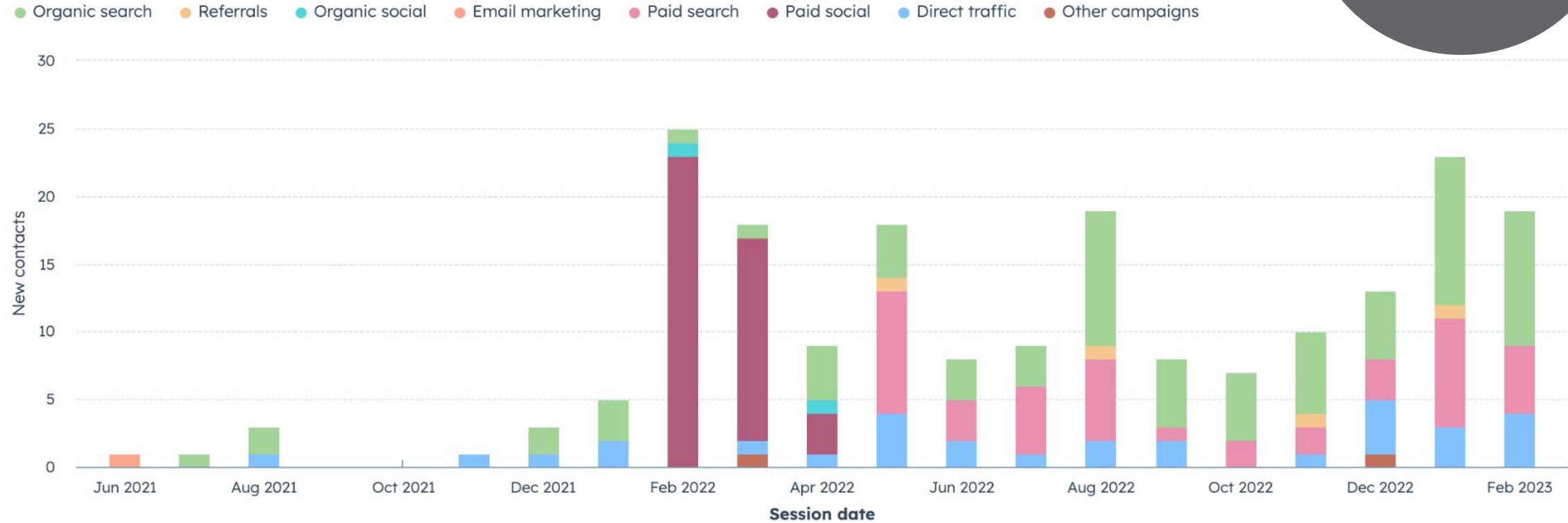
CLIENT CASE STUDY

The Dental CFO - Lead Growth

Now average
15
new leads
per month

New contacts ▾

Date range: From 6/1/2021 to 2/28/2023 | Frequency: Monthly



CLIENT CASE STUDY

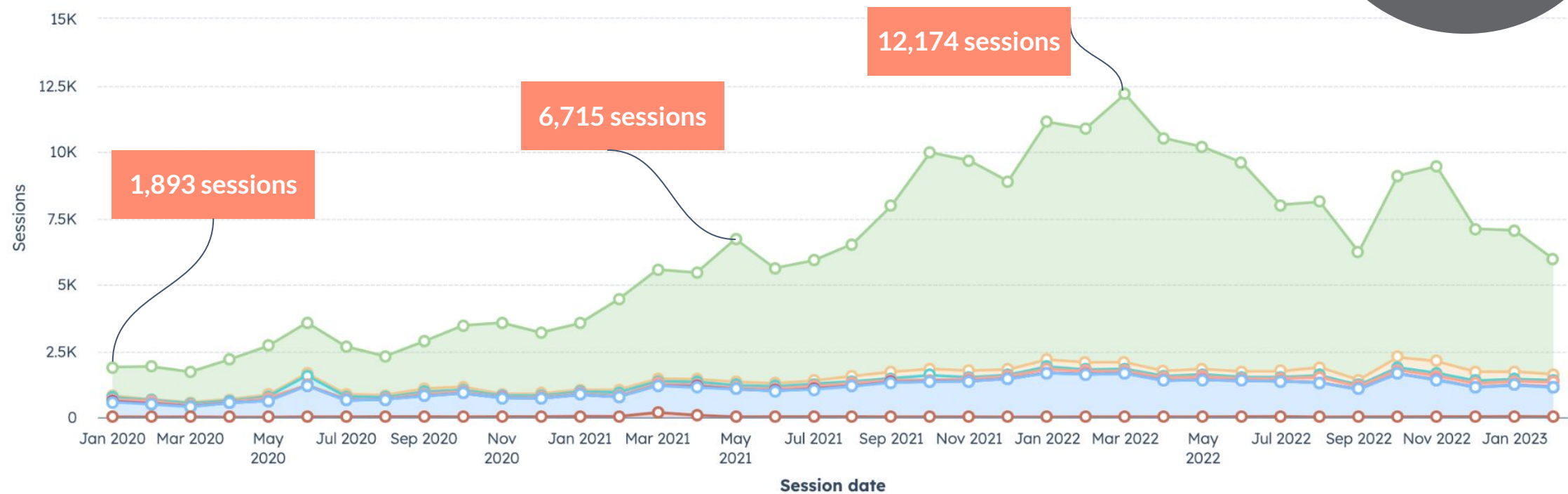
LAIRE - Traffic Growth

Traffic
grew
543%
in 2.25 years!

Sessions ▾

Date range: From 1/1/2020 to 2/28/2023 | Frequency: Monthly

Organic search Referrals Organic social Email marketing Paid search Paid social Direct traffic Other campaigns



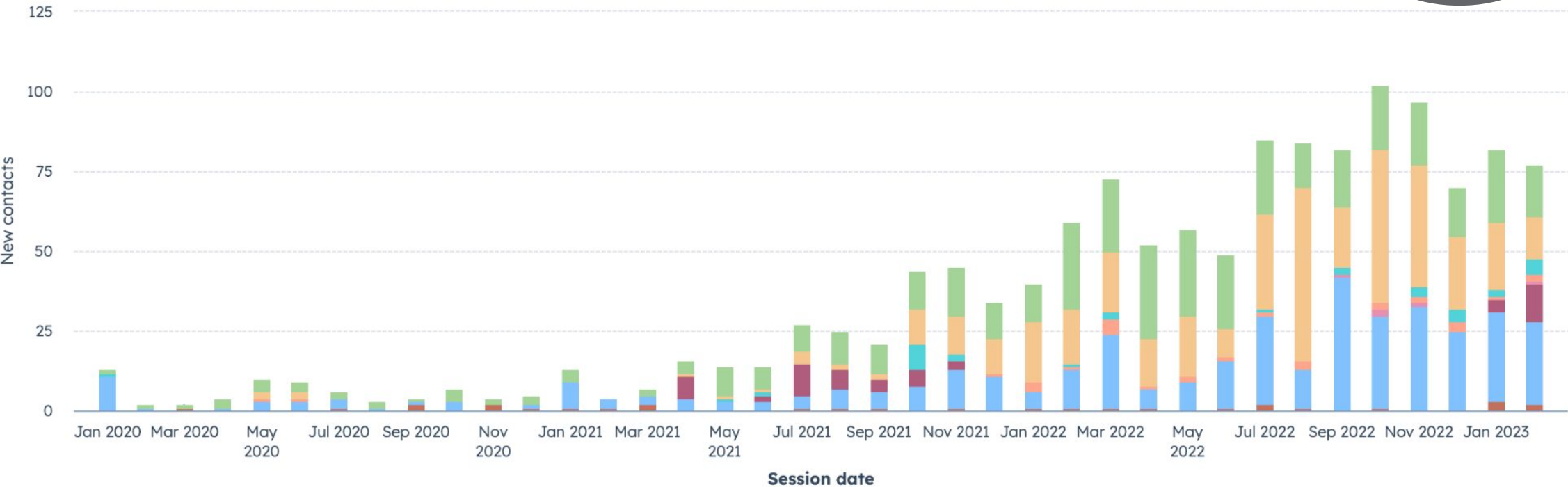
CLIENT CASE STUDY

LAIRE - Lead Growth

New contacts ▾

Date range: From 1/1/2020 to 2/28/2023 | Frequency: Monthly

Organic search Referrals Organic social Email marketing Paid search Paid social Direct traffic Other campaigns



Now average
85
new leads
per month



MONTHLY BREAKDOWN

Month	QTY
Client-Written Blog Optimization/Rewrite	2
Email Update	4
New TOFU/MOFU Blog	4
New Content Offer	1
New Social or Google Search Campaign	1
Monthly SEO Progress Report	1
24 Social Media Posts	1
Marketing and Sales All Hands	1



THANK YOU



Use the QR code to get
your copy of the slides



LEADS TO GROWTH