

## ***Construction Marketing 2011 Outlook Survey Results***

Naperville, IL—October 21, 2010—The Construction Marketing Association (CMA) announces the results of a September survey of construction marketers that identifies marketing budget outlook, top marketing priorities, and tactical marketing plans for the upcoming fiscal year.

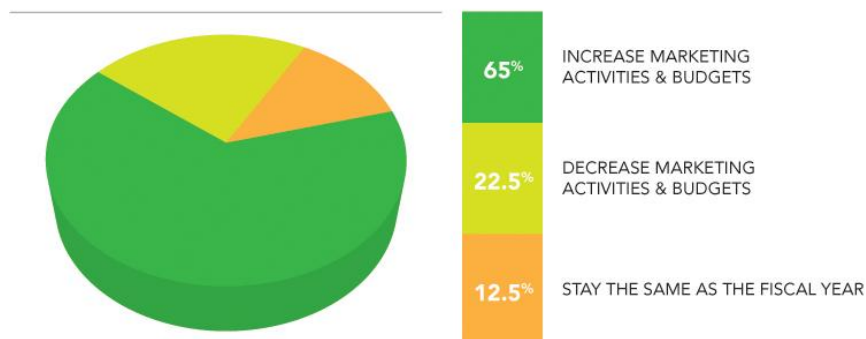
The anonymous survey was conducted via SurveyMonkey, a web-based tool, and posed four (4) questions:

- 1) For the coming fiscal year, do you intend to increase or decrease marketing activities and budgets?
- 2) What is your most important marketing priority for 2011?
- 3) Which marketing tactics will increase or decrease in 2011?
- 4) What type of (construction) company are you?

The answers to the first question regarding plans to increase or decrease marketing activities and budgets identified a resounding 65% majority of respondents planning to increase, with a minority 22.5% planning to decrease marketing activities or budgets, and 12.5% maintaining marketing activities and budgets.

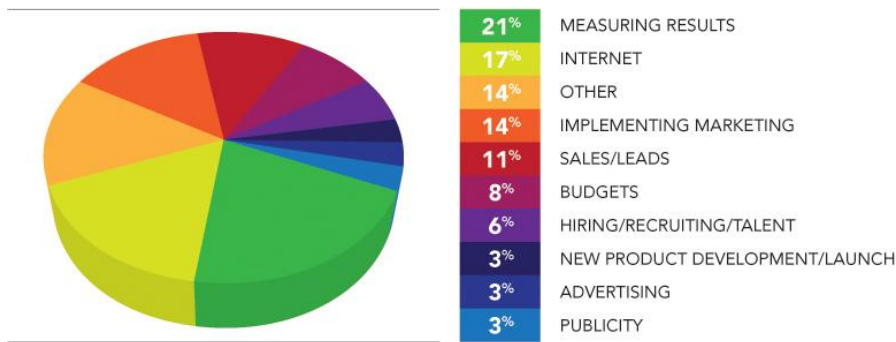
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### 2011 Marketing Budget Outlook



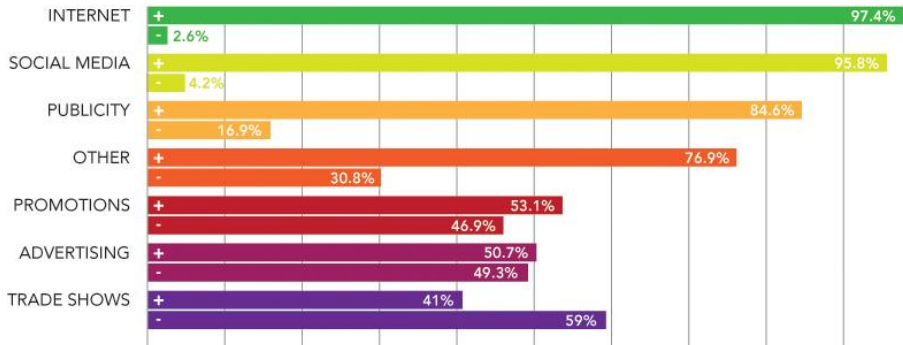
Regarding top marketing priorities for 2011, *Measuring Results* topped all at 21% of respondents, followed by *Internet Marketing* at 17%, which included websites, search engine optimization (SEO), and social media. *Implementing Marketing* ranked third at 14%, followed by *Sales Lead Generation* at 11%. *Marketing Budgets* and *Talent Recruitment* round out top priorities at 8% and 6%. While *Product Development*, *Advertising* and *Publicity/PR* ranked relatively low at 3% each.

## Top Marketing Priorities – 2011



Regarding marketing tactic increases/decreases, not surprisingly almost all respondents plan to increase *Internet*, *Social Media* and *PR* activities, with planned increases/decreases split for *Promotions* and *Advertising*. Reinforcing personal experience, a majority (59%) of respondents plan to decrease *Trade Show* activities/budgets.

## Marketing Tactic Increases/Decreases



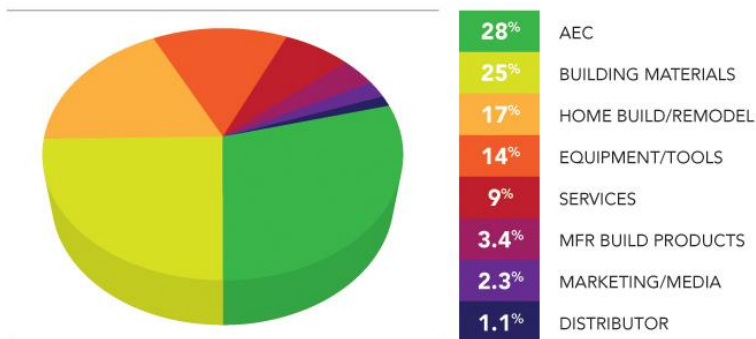
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The company classification question somewhat mirrors the overall industry make-up with 28% of respondents from architectural, engineering or construction firms (AEC), followed by 25% building materials, and 17% home builders or remodelers, which likely has some overlap with AEC. Equipment/Tools represented 14%, followed by services at 9%.

## Industry Classification



### A Benchmark for 2011 Planning

A survey of this sort can certainly help you understand marketing trends. Or where you might plan marketing initiatives for the coming year. This is a benchmark that can help you communicate with management why you need

marketing budgets, or why you need to dive into social media. We'll do this Marketing Plan and Outlook annually, so please participate!

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#### **ABOUT CMA**

*The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://www.ConstructionMarketingAssociation.org). The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.*

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