

EMAIL MARKETING FOR

CONSTRUCTION

AND ENGINEERING



*Benchmark*  
EMAIL

EMAIL MARKETING FOR

# CONSTRUCTION AND ENGINEERING

## FOREWORD

*“You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.” - Walt Disney*

Construction and engineering businesses have long relied upon traditional forms of advertising - like radio, television, newspapers, magazines, billboards and Yellow Page listings - to drive traffic to their locations; however, the majority of savvy construction and engineering marketers are arriving at the firm conclusion that conventional media can only take them so far. They must move to new media if they are going to compete with the power, efficiency, immediacy and impact of innovative online communications.

Compared with traditional advertising costs, email and social network marketing is remarkably affordable, generating profits that truly set them apart from other forms of marketing. In 2009, the Direct Marketing Association conducted a wide ranging survey of email marketing return on investment (ROI) and concluded that for each dollar invested in the online marketing process, a total of \$43.62 was returned – a rate unmatched by other online or traditional media marketing strategy.

Many construction and engineering business clients are connected to their mobile devices every waking second, normalizing nonstop communication. Web enabled mobile device owning clients check their emails several times each hour: This newly developed reliance on mobile email necessitates email newsletter campaigns.

This tremendous power and reach is available to every construction and engineering owner or manager, yet only half of all the companies in this sector are currently engaging in email marketing campaigns. Although 28 percent report they anticipate future engagement in email marketing, one of every five construction and engineering managers and owners state they have no foreseeable plans to launch email marketing campaigns.

The results are clear: The most effective way to reach construction and engineering prospects is to utilize a professionally designed email and social media marketing campaign. Whether you own a single pickup truck contracting business or you build world-class skyscrapers, every type of construction and engineering business can benefit from engaging prospects through the remarkably cost-efficient medium of email and social media marketing. This guide is intended to help construction and engineering businesses currently enjoying the benefits of email marketing campaigns to further focus their strategies, as well as to convince businesses not currently utilizing email marketing that email and social media techniques are the necessary future of their promotional strategies.

- Curt Keller  
CEO  
Benchmark Email

## ► Introduction

This report, **Construction and Engineering: Building Profitability through Email Marketing**, was developed to further the understanding about the current state of email campaigns in the construction and engineering sector. The goal of this guide is to empower construction and engineering marketing managers with tools and knowledge so they may more accurately focus their online promotional strategies. The conclusions in this guide are devised to help optimize [email marketing](#) efforts by applying the following actions:

1. Learning to design and implement an email and social media marketing campaign that draws in new subscribers while maintaining the interest of current ones
2. Explaining Web and email marketing legislation that dictates how the construction and engineering industry can interact with online consumers
3. Reviewing key facts and figures about the strategies applied by other construction and engineering business promotional managers and proprietors
4. Launching a successful email marketing campaign specifically tailored to your construction and engineering company to garner and sustain maximum profitability

Construction and engineering promotional managers from the United States and Canada were surveyed on their email marketing practices and opinions. The statistics contained within this paper were derived from businesses of all sizes within the construction and engineering industry; these statistics have been aggregated in the Construction and Engineering Email Marketing Survey section. The primary goal of this report is to supply a series of queries to construction and engineering marketing directors in an effort to help them gain clearer perspective on the current state of their own online [email marketing campaigns](#).

## ► Background

The construction and engineering sector is comprised of a broad selection of business types, locations, consultants, products and services. The professionals in this sector range from individual neighborhood “small job” contractors to world-renowned engineering firms. While the services offered can range from installing a new garage door to building a corporate campus for a technology multinational, some aspects of the construction and engineering sector remain constant, like the need to generate new income while maintaining the loyalty and commitment of current customers. No matter what kind of service a construction and engineering organization provides, online communication is the most effective way to advance their promotional and marketing goals.



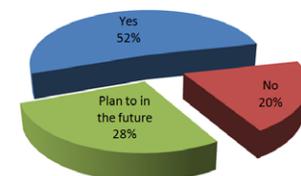
## ► Construction & Engineering Business Email Marketing Statistics

This statistical guide is based on recently published surveys and research from construction and engineering industry leaders. Data was obtained by interviewing construction and engineering business owners and managers across the United States and Canada.

### Construction & Engineering Businesses that Engage in Email Marketing

Fifty-two percent of all construction and engineering businesses are reported to be currently engaging their clientele through email marketing. Twenty-eight percent of companies who reported to not currently utilize email marketing stated an intention to do so in the future; the remaining 20 percent of the surveyed reported no intention to participate in email marketing.

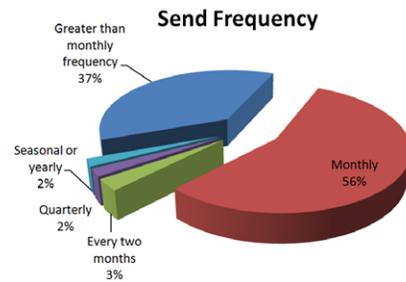
Engage In Email Campaigns



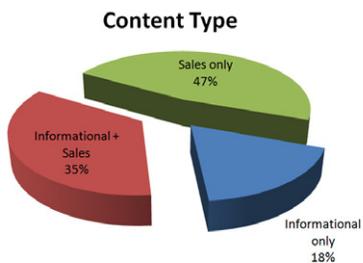
## Construction & Engineering Business Sending Frequency

Fifty-six percent of construction and engineering marketing managers and business owners stated they send out **email newsletters** on a monthly basis, while 37 percent opt for a greater than once per month frequency. The figures are as follows:

- 37 percent send newsletters more often than monthly
- 56 percent send monthly newsletters
- 3 percent send newsletters every two months
- 2 percent send quarterly newsletters
- 2 percent send seasonal or annual newsletters
- 5 percent send newsletters on a less than annual basis



## Construction & Engineering Business Content Type



In construction and engineering, only 18 percent of all emailed newsletters were primarily or exclusively informational in nature, while approaches that either blended sales with information or contained sales content alone accounted for the remaining 82 percent. The content type figures are as follows:

- 18 percent exclusively informational
- 35 percent Informational and sales inclusive
- 47 percent exclusively sales

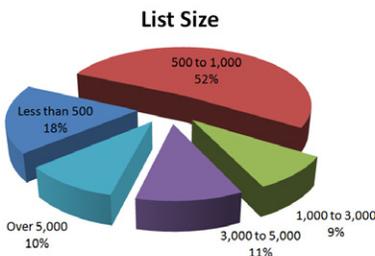
This data conveys that construction and engineering businesses rely on email marketing for primarily sales-oriented results.

## How Construction & Engineering Businesses Obtain Email Subscribers

The majority of subscriber sources – 77 percent – can be attributed to current clients, while 6 percent come from promotional result subscribers; 12 percent are Web derived subscribers; 2 percent are purchased and supplied leads; and 3 percent result from public promotional events. More than three of four subscribers are current clientele, demonstrating that construction and engineering business managers and proprietors have room to grow subscriber lists from untapped sources. At the time of the survey, only 11 percent of all construction and engineering subscribers originated from online promotions.



## Typical Construction & Engineering Business Email Subscriber List Size

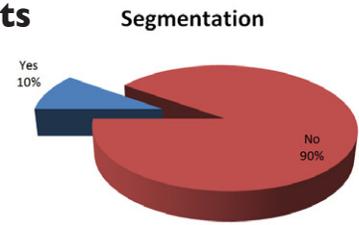


Construction and engineering businesses' list size is small compared with other major industries. The list size figures are as follows:

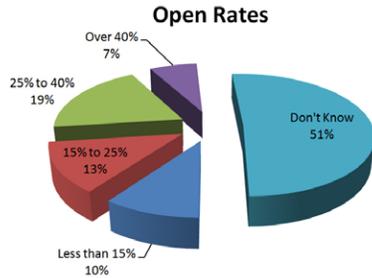
- 0 to 500 email addresses: 18 percent
- 500 to 1,000 email addresses: 52 percent
- 1,000 to 3,000 email addresses: 9 percent
- 3,000 to 5,000 email addresses: 11 percent
- More than 5,000 email addresses: 10 percent

## Construction & Engineering Business List Segments

Segmentation data in the construction and engineering business sector shows great opportunity for growth. Only 10 percent of all owners and managers segment their lists, while 90 percent do not and miss out on the advantages in their email marketing campaigns.



## Email Open Rates for Construction & Engineering Business Campaigns

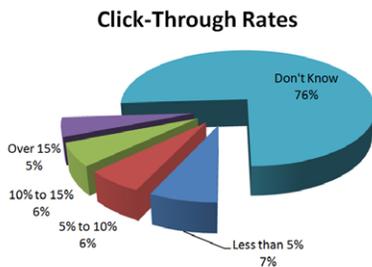
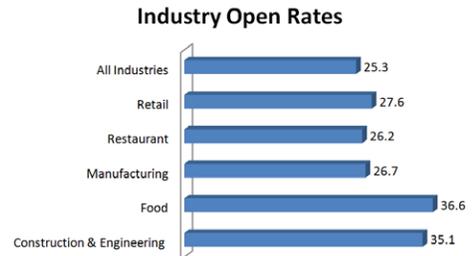


The open rate figures in the construction and engineering business industry are as follows:

- 51 percent of the surveyed did not know their open rates
- 19 percent of the surveyed reported rates between 25 and 40 percent
- 7 percent of the surveyed reported rates higher than 40 percent
- 13 percent of the surveyed reported rates between 15 and 25 percent
- 10 percent of the surveyed reported rates of less than 15 percent

## Versus Industry Open Rates

The open rates claimed by construction and engineering businesses are nearly one-third above other industry averages at 35.1 percent, beating overall industry open rates by nearly six percent.

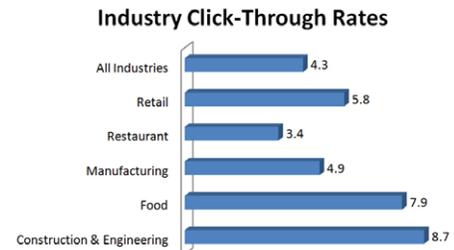


## Construction & Engineering Business Subscriber Click-Through Rates

Seventy-six percent of all construction and engineering business owners and managers reported to be unaware of their [click-through rate](#) during campaigns. Of the business owners who knew their click-through rates, six percent stated 5 to 7 percent, six percent stated 5 to 10 percent, six percent stated 10 to 15 percent, and 5 percent stated more than 15 percent.

## Versus Industry Click-Through Rates

The overall average industry click-through rates are 4.3 percent - less than half of the 8.7 reported by construction and engineering business owners and managers. Note: A small sampling could have a weighty impact on this statistic.



## ► Construction & Engineering Industry Discussion

The construction industry is divided between contractors who cater primarily to local homeowners and provide various structural services and large-scale contractors who specialize exclusively in commercial projects. Email and [social media](#) approaches for each faction can be defined by the profile of their primary customers. Contractors who primarily target

their local communities for generalized work must appeal to the general public: They are B2C email marketers. Larger contractors with a focus on commercial, industrial, institutional and retail building services are B2B email marketers. Some specialty contractors fall into either B2B or B2C categories, depending on the scale of the contractor's activities:

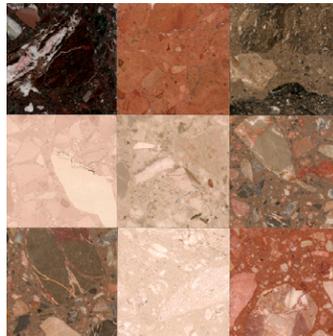
### **Construction B2B**

- Administration and Preconstruction
- Cabinetry
- Concrete
- Conveying Systems
- Doors and Windows
- Electrical
- Finishes & Coverings
- General Contractors
- Home Improvement
- Industry Information
- Masonry
- Materials and Supplies
- Mechanical
- Metals
- Sitework
- Special Construction
- Specialty Components
- Temporary Facilities and Equipment
- Thermal and Moisture Protection
- Wood and Plastics



### **Construction B2C**

- Automation Systems
- Building Materials and Equipment
- Ceramics and Tile
- Chimney Builders and Repairers
- Concrete, Cement and Paving
- Contractor Equipment and Services
- Design and Architecture
- Electrical Products and Services
- Floors, Ceilings and Roofs
- Foundations and Piling
- Hardware Supplies and Services
- Heavy Construction and Equipment
- Inspectors and Surveyors
- Painting and Plastering
- Plumbing and Piping



The engineering sector is exceptionally broad. Aerospace engineers, also known as aeronautical engineers, are in the business of analyzing, designing, simulating, modeling and testing objects intended to move through air, gases or liquids. While some aerospace engineers focus on commercial airliners or spacecrafts, others may be focused on designing an optimal golf ball, bullet or even a kite. Biomedical engineers develop products and procedures to address medical and health-related conditions by combining biology and medicine with engineering principles and procedures to advance human health and wellness. Even fields like computer engineering contain wide variety: Computer hardware engineers research, develop, design, test and direct the manufacturing and installation of computer hardware - such as chips, circuit boards, entire systems and related equipment - while computer software engineers (also known as programmers) apply the principles of computer science and mathematical analysis to develop, test and evaluate software applications and systems. From geological and geophysical engineers to nuclear engineers, every professional in the field must apply basic

tenets of science and mathematic principles to progress. Unlike contractors split between B2C and B2B in their [online marketing](#) approaches, engineering firms tend to be exclusively B2B focused. These forms of engineering include:

- Aerospace
- Agricultural
- Biochemical
- Bioengineering
- Biomedical
- Ceramic and Materials
- Chemical
- Civil
- Computer Hardware
- Computer Software
- Electrical
- Environmental
- Geological & Geophysical
- Health and Safety
- Industrial
- Manufacturing
- Mechanical
- Mining and Resources
- Nuclear



Due to the range of business units, the application strategies for email and social media marketing campaigns vary between organizations. Some multi-national operations commit massive resources to their online marketing communications budgets, while some smaller and local contractors or cottage industry engineering firms may not yet engage in email and social networking marketing at all. This factor is evidenced by the analysis of email newsletter subscription list sizes, which vary from just a few hundred in the case of the strictly local operators to the hundreds of thousands or millions for some international construction and engineering corporations.

Some construction and engineering businesses concentrate almost exclusively on B2B approaches, which have been proven to be just as functional for email marketing as any of the B2C forms. Twitter is used more regularly, and with the potential for corporate group utilization of [Google+](#) in conjunction with Google Docs Suite, social networking may cease to be an exclusive consumer tool and assert itself as a standard business practice platform. Construction and engineering businesses face compelling reasons to adopt the cost efficiencies and proven marketing power of online promotions whether their customer profile is B2B or B2C.

## ► Construction & Engineering Business Email Marketing Goals

Whether your construction and engineering business style and concept is directed on a B2B basis by offering services and products to corporations or your primary marketing approach is B2C, promoting your activities to the general public, your [email marketing strategy](#) must be expertly designed to provide a steady flow of motivated clients to your website and locations. From the corporate executive wishing to design a new headquarters campus to the homeowner who wants to expand their deck, each type of client must be specially targeted through your email marketing newsletter campaign to encourage their initial and repeated business.

## Implementation

Regulations on email marketing for construction and engineering businesses differ from those of traditional advertising. Legislation on usage for email marketing is strictly enforced in online communication. Federal law is clear on the procedures all construction and engineering business owners and managers must follow in their email marketing campaigns.

## Compliance

Traditionally, construction and engineering businesses gathered personal information from customers through business card drop boxes, at trade shows, on locations, via sign up sheets and other methods. However, federal law dictates that information about customers cannot be entered into your email subscription list until clear permission has been obtained from the customer.

### Federal Email CAN-SPAM Law Is Quite Severe

The federal [CAN-SPAM Act](#) legislates and oversees email marketing in the USA, and describes clear standards of business regarding online marketing. This form of legislation is called an “opt-out” because it requires immediate and complete compliance should any subscriber request to be taken off an email subscription list. The United States federal government considers violations of CAN-SPAM an extremely serious issue, and violators are subject to severe penalties including hefty fines and even incarceration.



### Unsubscription Facilitation

Your construction and engineering company must have an obvious, simple and effective way for subscribers to file a claim demanding the elimination of their complete informational record from your computer systems. All email marketing newsletter campaign messages are required by law to contain a prominent unsubscription link that must be swiftly enacted by your business upon receipt. Failure to comply with unsubscription solicitation goes against federal legislation and can lead to severe legal sanctions against your construction and engineering company, as well as its executives.

### Managing Bouncing Emails

Whenever any construction and engineering company email marketer sends a message, be it personal or within the business arena, one of these three results will occur:

1. The send is successful; email is delivered as intended
2. The delivery is delayed due to an inbox issue, i.e. a soft bounce
3. The send is not delivered because the email address is no longer in existence or has been blocked, i.e. a hard bounce



If email marketers continue to send media to addresses resulting in a hard bounce, ISPs will interpret campaigns as professional spamming practices (generally, spammers do not weed their lists of addresses, resulting in hard bounces). When an email marketer sends a missive to an address known to be unreceptive by the routing ISP - an address that Mailer Daemon has already recognized as undeliverable - you may find that your construction and engineering company develops a reputation for spamming, which can land your organization on an IP blacklist. When blacklisted, your business may be prevented from sending any email, including personal messages, business replies and of course your subscription campaign emails.

### Privacy Policy

Some construction and engineering business managers and owners simply visit the website of a primary competitor and copy their privacy policy. Not only does this activity create duplicate text content, an action penalized by search engine indexing functions that results in a drastic drop in your results listing position, it also creates legal liability. Your privacy policy should always be drafted specifically for your business unit by a construction and engineering business attorney who will ensure it precisely accounts for your online activities.

### Segment Your List

Segmentation is an critical procedure many construction and engineering business owners ignore. [Targeted list segmentation](#) takes into account many factors about subscribers, including demographics, geography or behavior patterns

in your audience subgroupings. Given the enormous range of service needs between types of clients, it is clear that meeting the individual needs of subscribers is a helpful business tool. By applying segmentation procedures and crafting your email newsletter content to those particular requirements, behaviors, geographic and demographic elements, your business will be able to appeal to individual needs and propose more exact types of equipment, services, programs, procedures and products for each client.



## Ongoing Content Testing

Email testing enables construction and engineering business owners and managers to tune marketing strategy to maximum effectiveness. The A/B split is one of the primary tests implemented by email marketers to determine how subscribers respond to changing a number of elements within an email. By varying just a single parameter, such as a link position or the [subject line](#) in the emails and reviewing the open and click-through rates, you can determine how customers react to the tested email elements. This information will allow you to refine your email elements and content and make the entire package as powerful as possible.

## Obtaining Personal Data from Your Customer

Understandably, customers of construction and engineering businesses would rather not reveal personal information. This client's preference for privacy must be balanced against your need to obtain demographic data and improve your segmentation efforts. Incentives such as discounts, special offers or free consultations in exchange for demographic information necessary for email segmentation information can incentivize consumers to provide critical data.

## Analyze Your Customer's Behavior

The primary methods of performance and efficiency analysis for online marketing campaigns can be arrived at through [email metrics](#) such as open and click-through rates. Any construction and engineering business manager or owner can easily understand the three types of subscribers on an email newsletter list:

1. Subscribers who do not open any email and should be deleted from your list.
2. Subscribers who regularly read email but do not act on marketing material or click through to your webpages. These subscribers are best left on your email list as they sometimes interact with your construction and engineering business in ways that may not involve a click-through, such as a phone call or a personal visit to your location.
3. Subscribers who both regularly open and click on your email messages; these customers are the most significant and readily quantifiable email prospects, and composing tailored content to suit this category of subscribers provides you with segmentation opportunities.



## Good Email Practices

Construction and engineering businesses should always use good email practices. Follow these principles to maximize the success of your campaign:

1. Craft [preheaders](#) and subject lines with meticulous consideration and care
2. Use modern email templates that can display video content across different browsers and devices
3. Provide multiple landing pages featuring particularly targeted content to synchronize segmentation procedures and A/B split testing efforts

## Email Metrics

Close to 76 percent of surveyed construction and engineering business managers and owners were not aware of their click-through rate; 51 percent were unable to state the open rates of their email newsletter campaigns. Without clear

knowledge of how a campaign is progressing it is impossible to obtain elevated levels of effectiveness.  
Benchmark as Your Construction & Engineering Business' Email Marketing Department

## Thoroughly Refresh Your Email Marketing Strategy

When your construction and engineering company puts faith in the business experts at Benchmark Email, rest assured that you will rapidly reach or exceed your online promotion targets. Benchmark Email is one of the world's primary [email marketing service providers](#), relied upon by more than 73,000 satisfied business and private customers. They are proud to have a golden reputation for providing exceptional service to the email marketing needs of construction and engineering companies. Extensive experience empowers Benchmark Email to offer a Construction & Engineering Email Marketing Solution that applies the most powerful plans in email marketing service, ensuring your email and social media goals are successfully incorporated into an effective promotional strategy.

### ► Choose to Have Benchmark Email's Renowned Marketing Pros Do It for You

The professional construction and engineering owner or manager knows when it's time to turn over the reigns to capable, trustworthy personnel. Opt for a hands-off approach to email marketing by subcontracting the entire job to the experienced messaging professionals at Benchmark Email. Your construction and engineering business can take the next important step in your online promotional strategy by participating in the [We Do It for You Full Service Email Marketing](#) process,



a package where top experts at Benchmark Email take on the responsibilities of your business' email and social media communications - all you need to do is to submit your subscriber list, along with a notation of the primary factors you prefer to publicize in your email marketing campaign, and the professional Benchmark Email experts will implement and activate your campaign swiftly and effectively. Benchmark Email's professional online communications and promotional experts will manage every aspect of up to two separate email marketing campaigns for your construction and engineering business; you may even opt to launch additional email newsletter campaigns at the same time for a nominal charge. Benchmark Email's team of experienced online promotional masters can cover every aspect of your construction and engineering business' email marketing campaign, including streamlining and segmenting your subscriber list to your specifications, developing advanced auto-responder functionalities and implementing client feedback channels. Through these means, the savvy pros at Benchmark Email can produce a thorough and comprehensive prospect survey to define your subscribers' features, allowing you to focus your marketing efforts.

### ► Industry Standard Features

Whether you select Benchmark Email's Do It Yourself or the We Do It for You service package, your construction and engineering company can benefit from the following tools:

**Advanced Message Scheduling** - Benchmark Email can manage your online communications and set up messaging to be sent at any time of your choosing. By implementing sophisticated autoresponding technologies, Benchmark Email allows you to create countdown timers for any particular time or day, including renewal date, an anniversary or your customer's birthday.

**Comprehensive Video Integration** - Benchmark Email provides a technologically advanced video process that allows your content to run for any duration of time, enhancing the promotion of your construction and engineering business' offers, activities, services, discounts and new or recently modified products while keeping multimedia file sizes small.

**Contact List Management** - Benchmark Email offers technologies that can facilitate the perspective of your overall contact list, allowing for segmentation processes to create accurately targeted customer categories based on demographic, geographic and behavioral characteristics.



**Creating & Focusing Campaigns** - In an extremely competitive area such as construction and engineering your company must market itself with the highest efficiency. Benchmark Email offers services of such advanced capability, flexibility and consistency that any type of email marketing campaign is now well within your reach.

**Delivery Assurance** - Benchmark Email has worked with major ISPs for years to provide an unparalleled delivery rate for its 73,000 satisfied clients. Your construction and engineering business will benefit from Benchmark Email's reliable delivery assurances and unwavering commitment to best practices in the email service provision industry, as well as the application of exhaustive anti-spam features.

**Expertise & Technology** - The technical infrastructure engineered and managed by Benchmark Email is unsurpassed and allows for any form of email - including plain text, HTML and video - to be promptly delivered to your customer's inbox.

**Full Tracking Reports Incorporating Visual Graphs** - Benchmark Email provides wide-ranging email tracking reports that feature easy to understand graphics and analyses so that comprehensive statistics can be grasped at a glance.



**High Volume Plans** - If your construction and engineering business subscription list exceeds 100,000 email addresses, Benchmark Email can develop a series of sophisticated delivery systems to make your large scale sending tasks fast and easy.

**Polls & Surveys** - Benchmark Email can apply a range of sophisticated polling and surveying methodologies in order to provide a custom set of subscriber participation forms. These state of the art, expertly designed forms allow your construction and engineering business to precisely target segmentation procedures according to personal data provided by your subscribers.

**Social Media Tools** - Benchmark Email can act as an advocate for your overall online communication strategies through primary social networking tools like Twitter and Facebook, generating more "Shares" and "Likes" for your business.

**Templates** - The experienced and top notch engineering, programming, content, graphics and marketing experts at Benchmark Email can offer you hundreds of HTML email templates designed to integrate any form of graphic or video. If you have particular needs in your construction and engineering business, the experts at Benchmark Email can create the perfect email template for your exclusive utilization.

## ► Discover How Your Construction & Engineering Business Can Profit from Benchmark Email's Services

Benchmark Email's Do It Yourself package allows you to choose the types of services you want to include in your email marketing campaign on an item-by-item basis. The thoroughly comprehensive We Do It for You package utilizes advanced online promotional strategies and integrates design and engineering directly from Benchmark Email's professional promotional concierges. Regardless of which package is the best for your construction and engineering business, the bottom line results cannot be matched by similar investments in other forms of media advertising. Successful construction and engineering businesses in the United States and around the world have unlocked their earnings potential through email marketing – a promotional method that belongs at the core of their marketing efforts. By following their example, your construction and engineering business can profit as well!



## ► About Benchmark Email

Take powerful features by the dozen, sophisticated list management, hundreds of email templates, ultra-precise reports and dazzling email and video email. Now, package all that together for an extremely affordable price. Sound appealing? That's us.

There's a reason – or 100 – that more than 73,000 users trust us with their email marketing campaigns. With a second-to-none feature set, headache-free tools that make every campaign a snap and extremely reasonable price plans, we're the email marketing service for businesses of all shapes and sizes.

At Benchmark, we're more than email marketing experts, we're innovators. Our main aim is to perfect our email marketing service, but we also follow social networking, search engine optimization (SEO) and Web 2.0 just so our 100% Web-based software is completely compatible with the ever-changing Internet world.

No other service gives you this robust, standard range of features for just \$9.95 a month to start. Find out for yourself by enrolling in our free, 30 day trial at [www.benchmarkemail.com/register](http://www.benchmarkemail.com/register).

## CONTACT US

### ► Contact Benchmark Email

We welcome your feedback and would love to talk with you about your email marketing needs. Please contact us at the addresses below.

**Website:** <http://www.benchmarkemail.com/>

**Call:** 800.430.4095

**Email:** [sales@benchmarkemail.com](mailto:sales@benchmarkemail.com)