

Are You Doing Enough to Get the Word Out About Your Firm?

Today in this competitive marketplace, it is more important than ever for a company to stand out from the crowd and increase your visibility with current, past and prospective customers and others who impact your company's success. Getting the word out about your company, your people, your services and capabilities, your accomplishments and what differentiates you from your competitors is critical.

With this in mind, one of the most important components of a company's marketing/business development plan is how you are going to promote your firm and keep your name front and center. There are many ways to go about doing this, and selecting the right combination of tactics that fit a particular audience you are targeting is important. For example, if you are promoting your firm with a special mailer to healthcare organizations, one of the

most effective ways to maximize the impact of this piece is to showcase the photos of completed projects and include a couple of short testimonial quotes from extremely satisfied customers. Buyers of your services are heavily influenced by other satisfied buyers.

There are some obvious ways to go about promoting our firms and organizations that most of us do – company websites and newsletters to make sure we are communicating with some of our target audiences. Also, the marketing collaterals and brochures we have on hand to use as “leave behinds” when our business development representatives call on someone or a request comes in over the phone for company information.

Today, we are each challenged to find new, more proactive ways to promote ourselves and create what is called “positive noise” in the marketplace to call increased attention to who we are and what we do. This can only enhance the success and growth of our respective organizations.





Shumate Mechanical specializes in Commercial HVAC installation, service and preventative maintenance for projects that include office buildings, schools, retail centers, medical office buildings, data centers, production & manufacturing plants and warehouse & distribution facilities.

- New Construction & Tenant Finish
- Renovations & Replacements

In house Engineering
- Project Management
- Piping & Insulation
- Building Automation Systems
- Equipment Commissioning
- LEED & Green Advantage
- Certified Professionals

2805 Premiere Parkway
Duluth, GA 30097

ShumateMechanical.com

Phone: 1-800-840-3816
:678-584-0880
Fax: 678-584-0880

Felt Anthony
Painting & Wallcovering, Inc.
feltanthonyptng@yahoo.com

•Painting • Drywall Finishing • Texture Coatings • Knockdown
• Stipple Ceilings • Specialty Coatings • Faux Finishes

- *Commercial & Industrial* -

EPOXY COATINGS (FLOORS) • PARKING LOT STRIPING

Phone: (770) 562-4410 Cell: (770) 597-3327
Fax: (770) 562-9779

Georgia Branch, AGC appreciates the support of this publication's advertisers.

Today, we are each challenged to find new, more proactive ways to promote ourselves and create what is called "positive noise" in the marketplace to call increased attention to who we are and what we do. This can only enhance the success and growth of our respective organizations.

Below are additional ways to effectively promote your firm that can lead to new clients and new project opportunities:

1. Make sure all employees are well-versed spokespersons for your firm. Encourage them to share with everyone they know and are in front of key information about your firm. Create a powerful "elevator speech" about your firm each person can recite in 15 seconds, one minute and five minutes.
2. Maintain an up-to-date database of your customers and other influencers for specialized mailings to announce industry awards and other firm accomplishments, completed projects, new market emphasis, and other noteworthy information. Share your good news with others.
3. Include on company websites and in other marketing collaterals, RFQs and RFPs, who your company is affiliated with and create hot links to these organizations, making it easy for someone to learn about your credentials. You can also write a short paragraph about each of the organizations or associations you are affiliated with that in addition to promoting your firm, also promotes the organization/association. For example, ideally every AGC member has a link on their website to AGC of America and Georgia Branch, AGC and you are touting your membership in both of these highly recognized and influential industry organizations.

4. Find opportunities to sponsor programs, events, special activities, and unique venues that showcase your firm's name in front of target audiences. For example, many Georgia Branch, AGC members choose to promote their company on the Chapter's website, or by hosting a special educational program at the Chapter's headquarters, or by being active participants at conferences.
5. Get active in supporting your local community and other areas where you do business because it is the right thing to do in "giving back" while at the same time puts your people and company name out there. Encourage your employees to volunteer for community boards, church committees, local school programs, etc.
6. Leverage existing publicity or news coverage about your firm to a wider and/or more selective audience so more people can learn about your accomplishments. For example, when your firm is a winner in the Build Georgia Award competition and your company's name and project is showcased in the *Atlanta Business Chronicle's* Special Supplement and the Chapter's 4th Quarter *Georgia Construction Today* magazine, make copies of this publicity and mail it to your customers and employees with a personalized note calling attention to your firm being a "news-maker" and industry leader. You can also link to the publicity in a special email to your customer's and prospective customer's inbox.
7. Join organizations or associations that put you in front of potential buyers of your services to get to know them better in a more informal setting where at the same time you can learn

about their industry, trends and issues. This is an effective, indirect way to promote you and your firm.

8. There is nothing better than face time with someone you are doing business with or want to do business with as an effective means of promoting your firm. Taking the time to get in front of someone shows you care and communicates your desire to

strengthen the relationship. This personal touch when you aren't working on or pursuing a project reinforces the message that your company and the construction industry is less of a commodity and more about bringing value to your customers.

Bottom line, when it comes to promoting your firm, as the expression goes, out of sight, out of mind! ■



Doug Magnus, Company Founder and President

Quality and service you can get comfortable with

We work for you just like we're working for ourselves, because the job we do today keeps us in business tomorrow. That's why so many people recommend Conditioned Air Systems, Inc., a family-owned business proven to be North Georgia's most reliable HVAC source for 25 years.

With three company divisions – **Commercial, Residential and Service** – we are your single source to design, build, install and maintain quality HVAC systems. Sixty-plus employees make us one of the largest shops north of Atlanta, resulting in collective bargaining power with suppliers and the manpower to meet your deadlines.

From on-site sheet metal fabrication to NATE certified technicians, you can depend on Conditioned Air Systems for quality and service you – and your customers – can get comfortable with.



CONDITIONED AIR SYSTEMS, INC.

www.ConditionedAirSystems.com

"I was so impressed with their work on large commercial buildings that I started using them to service my home as well."

Chris Parks, Asset Manager of Medical Arts, The Norton Agency

2410 Hilton Way S.W. • Gainesville, GA 30501
Phone: 770.536.7509 • Fax: 770.535.8096

