



2019

FEDERAL
SMALL BUSINESS
CONFERENCE
FOR THE A/E/C INDUSTRY



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NOVEMBER
20-22, 2019
DALLAS • TEXAS

Positioning for Success: Marketing Beyond Proposals

Moderator: Heidi Perham, RA, NCARB, AICP, Black & Veatch

Speakers:

- Kristy Cerullo, Marketing Manager, First Environment, Inc.
- Jeffrey Taub, FSMPS, CPSM, Senior Technical Director – Business Development, AKRF, Inc.





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CREDITS & PRESENTATIONS

Earn 1 PDH Credit for Attending this Session

Where are the PDH forms for Education Sessions?

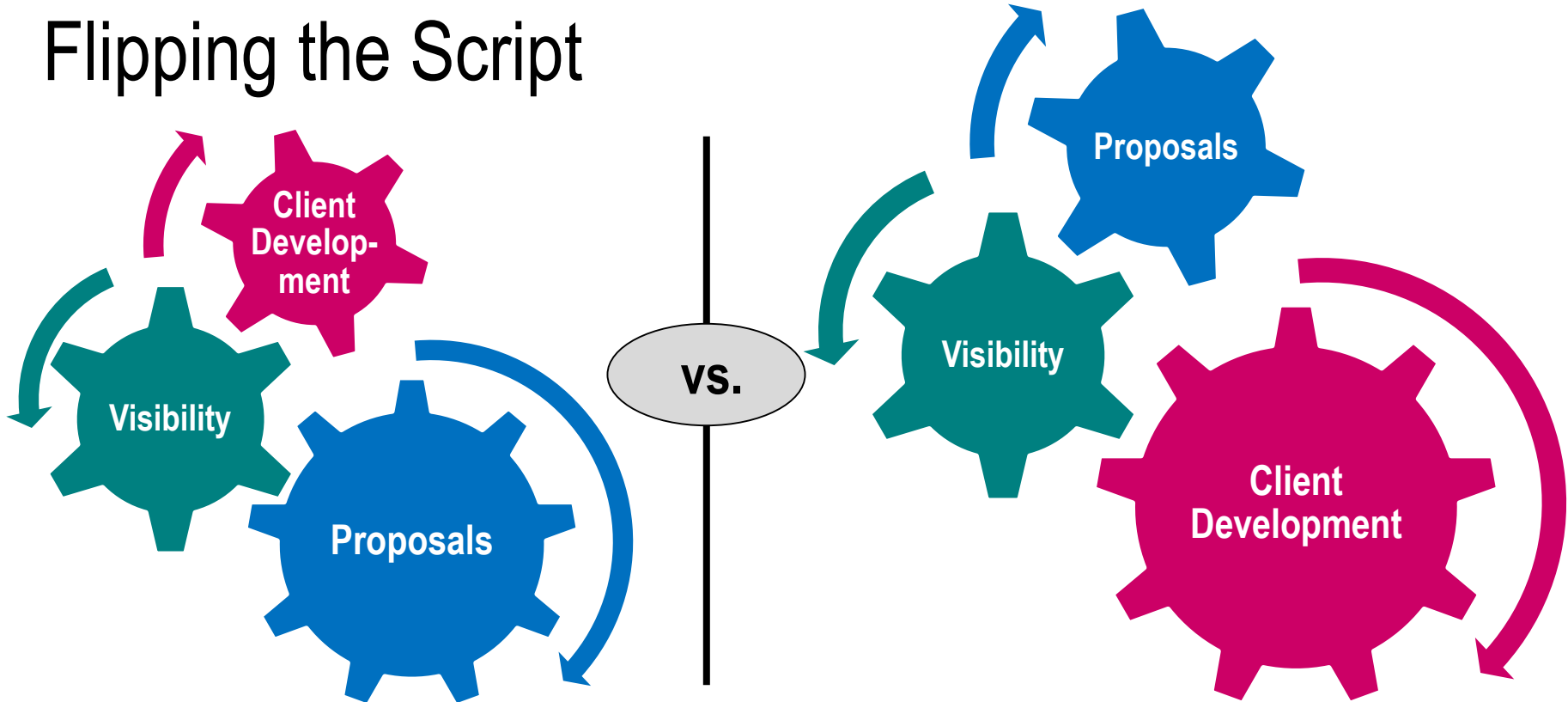
Where are the Presentations?



www.samesbc.org



Flipping the Script



Why Make the Change?

- Reactive mindset makes it hard to get ahead of opportunities
- Proposals are used as an introduction instead of as a way to close the deal
- Competitive & volatile market requires balanced marketing



Marketing “Mix”





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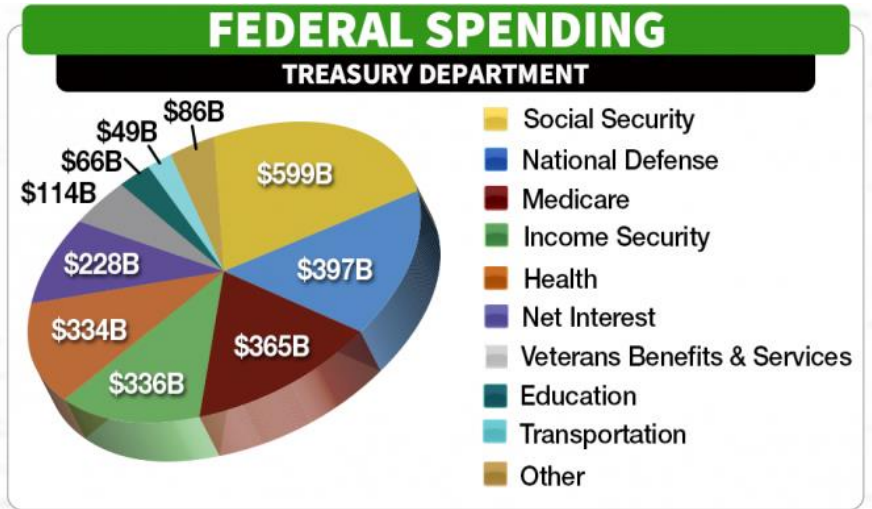
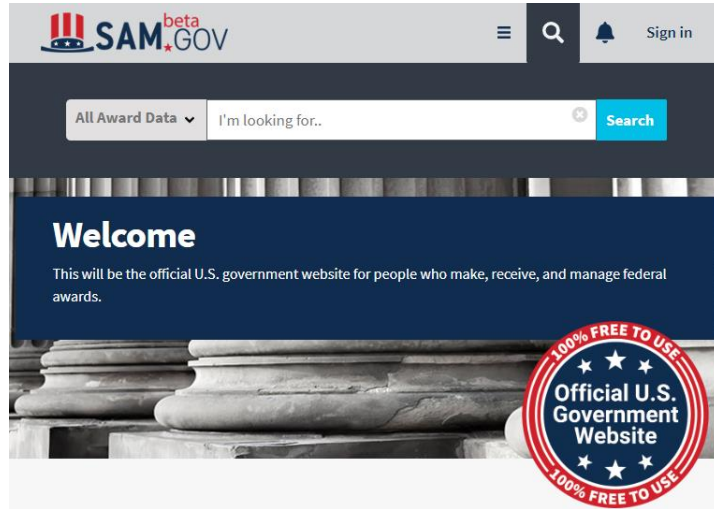
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Benefits of a Balanced Approach



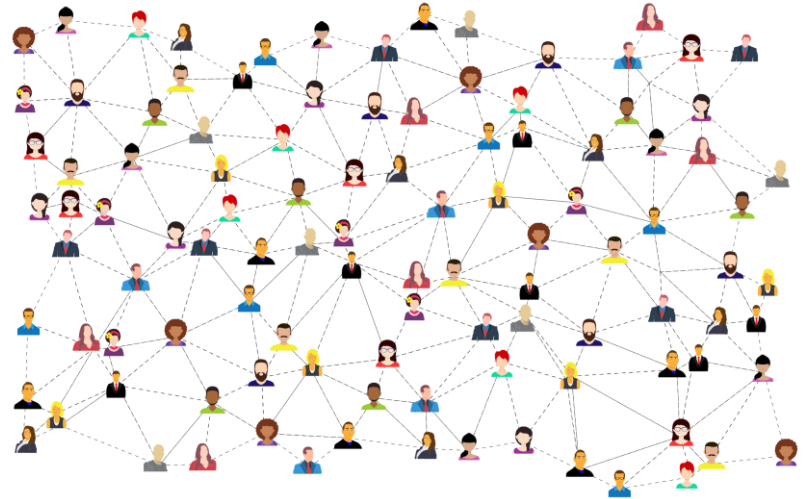
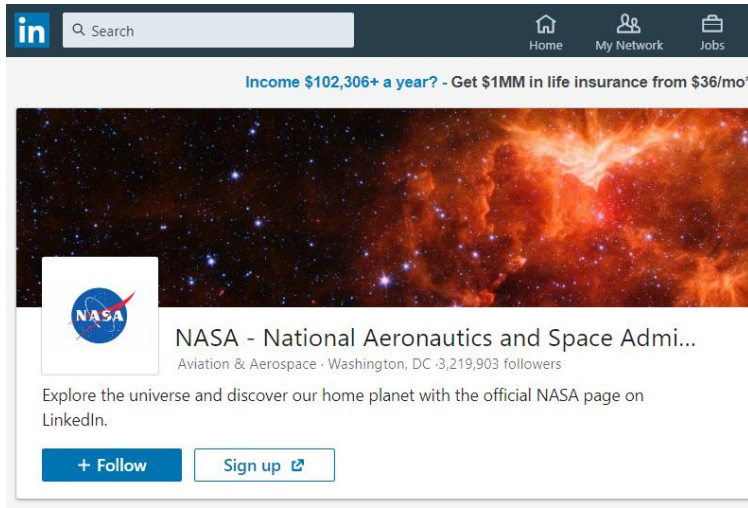
Market Research

“Marketing without data is like driving with our eyes closed.”



Market Research

Finding and applying industry data to our advantage.




Market Research

Answering two fundamental questions about research.

Two Types of Market Research

Primary


Provides results specifically about your company



- ✓ Focus groups
- ✓ Surveys
- ✓ Interviews
- ✗ Cost of research

Secondary

Involves applying results of previously completed studies to your situation



- ✓ Free or low cost
- ✗ Results are not specific to your business

the balance

QuestionPro

QUANTITATIVE RESEARCH



⚡ FEATURED

VS.

QUALITATIVE RESEARCH






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Marketing Planning

A detailed stone statue of Sun Tzu, a Chinese general and philosopher. He is depicted from the chest up, wearing traditional Chinese military armor and a tall, ornate helmet. He has a beard and a mustache, and his expression is calm and thoughtful. The statue is set against a dark, solid background.

“Every battle is won
BEFORE
it is fought.”

Sun Tzu



Marketing Planning

Where are we **right now**?



Source: Market-Based Management, 2013

Marketing Planning

Where do we
want to go?



Marketing Planning

How will we get there?



Marketing Planning

**"Failing to plan is
planning to fail."**

"If a plan is written in a board room and no one else is around to read it, **does it exist?**"

-Kristy Cerullo



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Business Development

Clients hire people they like and trust.



Business Development

A 5% increase in client retention can increase profitability by 75%.



It is a lot less
expensive
to keep a current customer
than acquire a new one.

Source: Forbes



The cost of acquiring a new
customer can range from

5-25x
more expensive
than keeping an existing one.

Source: Harvard Business Review

A **5%**
increase

in customer retention
can increase a company's
profitability by 75%.

Source: Bain & Company

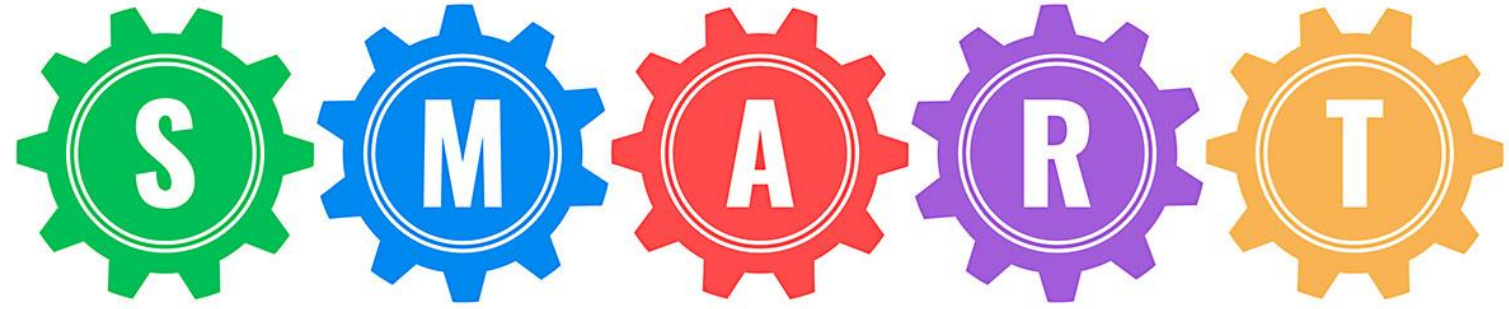
60-80%
of customers

who describe themselves as sat-
isfied do not go back to do more
business with the company that
initially satisfied them.

Source: Bain & Company

Business Development

“If you cannot measure it, you cannot improve it.”



SPECIFIC

MEASURABLE

ACHIEVABLE

RELEVANT

TIME-BOUND



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Proposals



proposal!



Proposals

Have a **rigorous**
go/no-go
process



- ✓ Internal factors
- ✓ Competitive factors
- ✓ Financial factors

Proposals

Know (and continually track) your **metrics**



Proposals

Proposals can help
build relationships and
reinforce firm
reputation



Visibility & Publicity

Storytelling is dependent on getting the right content to the right audience.





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Visibility & Publicity

Social media is prime real estate for engagement.



 Society of American Military Engineers
5,704 followers
2d

[+ Follow](#) [...](#)

Promote your booth, speaking session, sponsorship or attendance at #SAMESBC19 with help from your friends at SAME. We have marketing tools ready that you can easily personalize. Visit the marketing tools page. <http://bit.ly/2IVyW9d>

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#SAMESBC19

I'M
ATTENDING!

Nicole Mathews, Senior Marketing Manager,
Society of American Military Engineers

  26 · 2 Comments

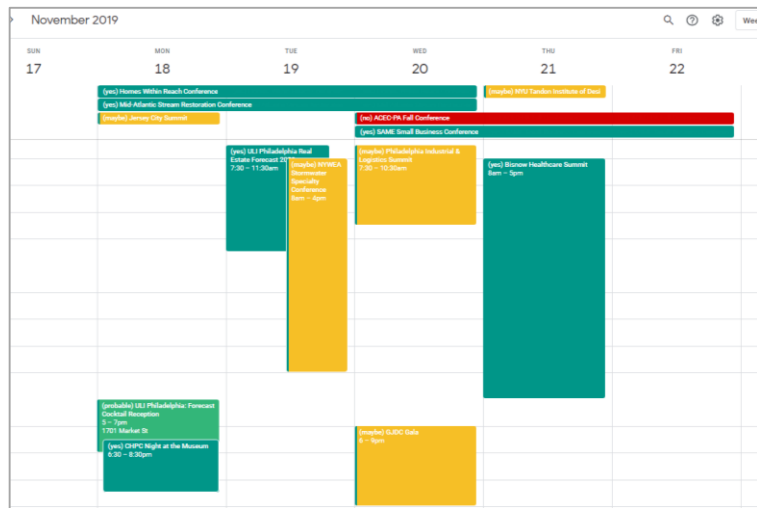
 Like  Comment  Share





Visibility & Publicity

Plan ahead for a strategic, thoughtful visibility program.



Visibility

Social Media >

La Placita



Assigned To
Jeffrey Taub



Due Date
Today



Congratulations to the New York City Economic Development Corporation on celebrating the reopened La Placita at La Marqueta community plaza and outdoor space in East Harlem, New York. AKRF provided civil and geotechnical engineering to Aaris Design Studios, the lead architect.
<https://edc.nyc/press-release/nycedc-reopens-renovated-la-placita-east-harlems-la-marqueta>

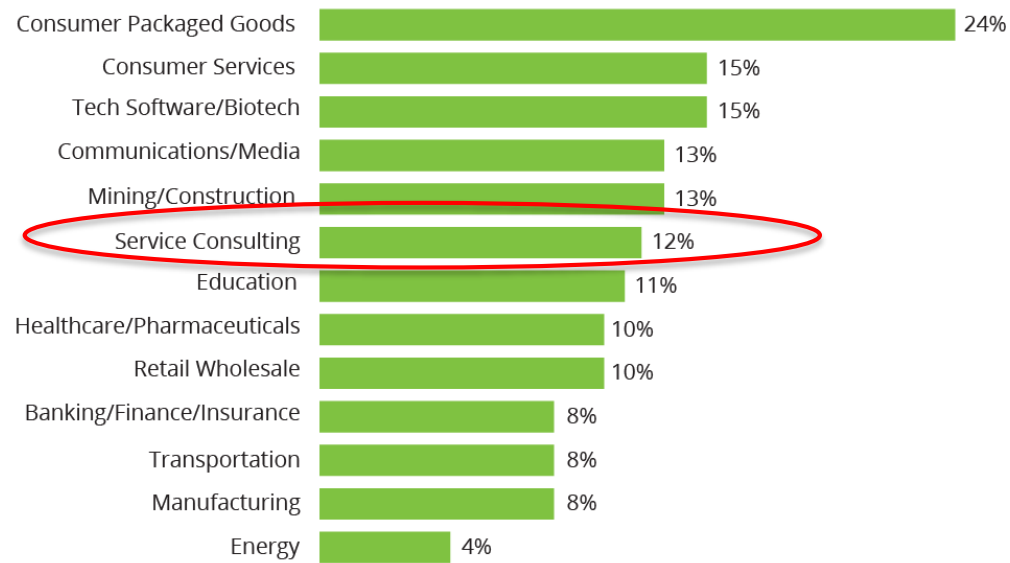


Management



Figure 1: Marketing Budgets By Industry

Marketing accounts for what percentage of your overall budget?



Source: The CMO Survey and Deloitte Digital

Management

Ensure **internal coordination** among everyone with marketing responsibilities



Management

Put appropriate marketing resources in place...and we mean more than people

TOP 5 TOOLS



1.

Social
platforms



2.

CRM



3.

Email
marketing
platforms



4.

Web
analytics



5.

CMS

Source: Society of Marketing Professional Services, 2019

Management

Conduct an **annual review** of marketing performance and needs





Key Takeaways

- Moderate the stress and influence of proposals
- Encourage partnerships between technical and marketing staff
- Promote a balanced marketing mix



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Questions?

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