

MARKETING EXPRESS

NATIONAL PRECAST CONCRETE ASSOCIATION

6.26.14

Take a New Look at Precast Campaign Launched!

For the past couple of months, we've been talking about the launch of an advertising campaign that will put the Take a New Look at Precast message in front of the people you care about the most: your customers. Well, the time for talk is over.



Specifiers from across the U.S. and Canada are "Taking a New Look at Precast" thanks to an [ad campaign](#) that is reaching civil engineers, architects, public works officials, transportation professionals and other industry folks with messages that are focused on the products they use the most. It's too early in the campaign to provide numbers, but rest assured you will hear all about the performance of the campaign in future issues. In the meantime, here are some of the places our industry's message is being seen:

- Architect Magazine Website
- American Society of Civil Engineers Website
- Civil + Structural Engineer Website (formerly CE News)
- Canadian Society of Civil Engineering e-Bulletin
- Public Works Magazine
- Roads & Bridges Website
- Storm Water Solutions Website
- Water & Wastes Digest Website



Sample of banner ad in Architect magazine's e-newsletter.

[See more examples](#)

TIPS & TRICKS

There's a Vendor for That

We know it's hard to find the time to dig into the Marketing Toolkit and create new materials for your business. With production season in high gear, just making sure your product gets out the door on time can be an overwhelming task. We get that.

If you don't have the time or marketing expertise on staff, consider using a third-party vendor. And before you think, "I don't have the funds for that," consider this: If you look in the right places, it doesn't have to be expensive.

The job market is tough for recent grads and many of them would be eager to take on a freelance project for a local company at a reasonable, if not downright affordable, rate. Need a brochure designed, a website updated or a video made? How about some high-quality photos of your product or some succinct writing done for your website and printed materials? Students still in school or



recent grads can produce some incredibly high-quality work. So how do you find one? Look to your local colleges. Just get online and find the appropriate professor in the journalism, public relations or advertising departments and ask to be put in touch with students and recent graduates who may be looking for freelance work. And that's not the only place to look. For smaller tasks, consider a website like [Fiverr](#) where people offer services for \$5. How about Craigslist? If you look in the right places and find the right people, you'll be amazed at what you can afford.



Need some freelance help with marketing?
A recent college graduate may need the work.

ODDS & ENDS

Marketing Masters of the Month: Smith-Midland, Midland, Virginia

Smith-Midland has taken full advantage of the video available in the Marketing Toolkit, posting it on its YouTube channel and also creating a page on its website that leads with the video. The company's Easi-Set brand uses the video in a similar manner and the company has even incorporated the "Take a New Look" tagline into its logo. Take a bow Smith-Midland and EasiSet!

[Check out Smith-Midland's 'New Look' website](#)



Land Your Project on Our Cover

Wise older relatives and songwriters like to remind us that the best things in life are free. And so it goes with marketing. The best marketing is the high profile stuff that doesn't cost anything. Like landing one of your projects on the cover of Precast Inc. Not only is the magazine widely circulated throughout the industry, you can capitalize on a cover story by sending the magazine to your key customers, sending out a press release and posting it on your website.

All you need to do is fill out a simple form with details of one of your favorite projects and provide a few photos. The winning project will be featured on the cover of the Nov./Dec. issue of Precast Inc. magazine and will be widely distributed throughout the industry and at The Precast Show 2015 in Orlando. All entries will be included in the magazine, but only one gets the cover! Entry forms were included with the May/June issue of Precast Inc. Or, you can enter online. It's easy. Do it today!



[Find out more about the Cover Contest](#)

Please Remember to Send Us Your Work

We've got a good start on our Take a New Look gallery, but we know there are more great examples out there. Be proud of your work! Submit your finished pieces to [Kirk Stelsel](#) today or send them through the [marketing education](#) page. We'll add your submissions to our gallery and show everybody how creative you are!

Are You the Right Person to Get This Email?

If you would rather have us send this email to somebody else in your plant, please let [Catherine Lewis](#) know and we will change the contact or add additional employees.

1320 CITY CENTER DR. SUITE 200 | CARMEL, IN 46032 | (800) 366-7731 | (317) 571-9500

Click [here](#) to unsubscribe

1320 City Center Drive, Carmel, IN, 46032