

MARKETING EXPRESS



National Precast Concrete Association

January 8, 2015

Spreading the News About JPrCP

Through our professional relationship with Civil + Structural Engineer (formerly CE News), we were asked to provide an article on Jointed Precast Concrete Pavement technology. The article was published in the December issue of the magazine and posted on the Civil + Structural Engineer website.



[Read the article](#)

Are You Award-Worthy?

Every good marketer knows the positive buzz that winning awards can generate for a company. With that in mind, here's a friendly reminder that NPCA is still accepting applications for the Sustainability, Safety and Pinnacle Awards, but time is running out.

Sustainability Awards entries close on Friday, Jan. 9, while the Safety Awards apps are due Jan. 30 and Pinnacle Award entries are due Feb. 6. Check out our awards page, where you can download entry forms and see lists of previous winners.



[Visit the awards page](#)

TIPS & TRICKS

The All-Important Digital Handshake

Have you ever walked into a store or restaurant, looked around, and walked back out? Do you get a bad impression from someone who offers you a limp handshake or doesn't make eye contact?

We make snap judgments about people, places and things because we have to. It's the only way to make sense of the massive amount of information and choices we are faced with every day. So how are potential customers making snap decisions about your company?

One important way is through your website, which is your company's online storefront. It's your digital handshake and your first impression to anybody who (hopefully) finds you in an increasingly digital world. Think of your website as a salesperson who works 24/7 and has that rare ability to make a good impression on everyone. In addition to the quality of your site, the way it is built also determines how gregarious it is, which means a poorly built site will turn visitors away or never be seen at all. They'll take a quick look around and walk back out, never to return.



The good news is you are in full control of the all-important first impression. Great web development is an investment, but when you consider gaining new business online, it's also a smart expenditure with a typically strong ROI. Here are four things to consider if you are looking to create or update your website:

1. Look for a local vendor who understands modern web design, intelligent navigation, search engine optimization* and how to lead a visitor to a desired point in the site. The best way to do this is a Google search for web developers in your area. Look carefully at each developer's website and follow up with those developers whose sites impress you the most.
2. Call around to companies that have used the vendor you're considering to see if they were happy with the development process and the end product.
3. Make sure you have some eye-catching photos of your product. We have become a very visual society.
4. Take some time to write down key points to describe your company, products and operating principles. Be clear and concise.

** Search engine optimization (SEO) dictates how well search engines find your site. The better your site is built, the more people will find you through searches.*

Because we also want to be clear and concise, we'll continue the discussion in the next Marketing Express.

ODDS & ENDS

You Decide the Topics

What do you want to learn about in Marketing Express? Send an email to [Kirk Stelse](#) suggesting any aspect of marketing that you want to know more about.

Have You Used the Toolkit?

We'd love to see what you've done and add it to our gallery of great works. You can visit the gallery any time on our [Membership Marketing](#) page. In addition, check out the [national placements](#) NPCA has created.

Know Others Who Might Benefit?

Would somebody else in your plant benefit from this email? Please let [Catherine Lewis](#) know and we will add them to our mailing list.