**Taking Marketing & Sales Strategies to the Next Level: Expanding Your Influence with Boots on the Ground and Social Media Air Cover**

Hugh Scott, P.E. - Shea Concrete Products

**Presentation Goals:**
- Have open dialogue, share ideas, and support each other (be collaborative!)
- Discuss & Talk About Mindset!
- Develop an outline for future goals/strategies & an accountability metric to follow
- Be open to trying new things, putting yourself out there, and use “failure” as fuel to do more … to be more
- Be an “expert” & share your knowledge openly
- Ask questions
- Have fun … 8.333% (day) & 1.190% (week)

**Luck Of The Draw ...**

The odds of you being born are about 1 in 400 trillion. These are roughly the same odds as flipping a coin 30,000 times in a row and the coin landing on its EDGE each time. Or 100,000 people all winning the jackpot of exact same lottery drawing. The fact that you are alive is remarkable, don’t waste this chance.

**The Importance of Showing Up & Being Consistent/Persistent**

- (Marketing)/Sales Statistics
  - 48% of sales people never follow up with a prospect
  - 25% of sales people make a second contact and stop
  - 12% of sales people only make three contacts and stop
  - Only 10% of sales people make more than three contacts
  - 2% of sales are made on the first contact
  - 3% of sales are made on the second contact
  - 5% of sales are made on the third contact
  - 10% of sales are made on the fourth contact
  - 80% of sales are made on the fifth to twelfth contact

**Success Rate of New Year’s Resolutions**

- 8% Successful
- 92% Unsuccessful

Making a New Year’s Resolution is a great way to make changes in your life. Whether you've made a resolution earlier, it’s tough to keep!

But, it's important to re-assess your resolutions for the year. If you didn’t follow through earlier, try again by the second quarter! The second chance is for you and your business, so let's see what we can do against the odds.

**Follow-Up:**

- (Marketing)/Sales Statistics
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  - 25% of sales people make a second contact and stop
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  - 2% of sales are made on the first contact
  - 3% of sales are made on the second contact
  - 5% of sales are made on the third contact
  - 10% of sales are made on the forth contact
  - 80% of sales are made on the fifth to twelfth contact
There are no shortcuts:

• What is your definition of success? Why?

Couples questions:

• Who has a formal marketing and sales strategy on paper/computer for 2020 (specifically for Q1 2020)?
• Who reviews it weekly/monthly to rate performance & are adjustments made/allowed? Being Flexible?
• What has worked well, what has not, and what “gaps” have been identified that will be addressed in 2020?

The Most Important Thing ...

You are 42 percent more likely to achieve your goals if you write them down. Writing your goals down not only forces you to get clear on what, exactly, it is that you want to accomplish, but doing so plays a part in motivating you to complete the tasks necessary for your success. Feb 28, 2018

Inc.com | peters-economy | this-is-
This Is The Way You Need to Write Down Your Goals for Faster Success | Inc.com

Marketing

noun: marketing
the action or business of promoting and selling products or services, including market research and advertising

Start with why?

• Simon Sinek: The Golden Circle

“People don’t buy what you do, they buy why you do it”

1. Why: This is the core belief of the business. It’s why the business exists.
2. How: This is how the business fulfills that core belief.
3. What: This is what the company does to fulfill that core belief.

What is your why ...?
START WITH WHY? (CONT.)

• Telling your story:
• "We make great precast products. They're strong, will last a lifetime, and are made locally. Would you like to buy one?"
• "With everything we do, we aim to challenge the status quo? We aim to think differently and do things differently. Our products are environmentally friendly, beautifully crafted by experts, made to last lifetimes, and proudly made and serviced locally ensuring a great customer experience. We just happen to make precast concrete products. Would you like to learn more?"

START WITH WHY? (CONT.)

• Be Crystal Clear on your "Why":
• Do you know your company’s why?
  • Mission Statement
  • Core Values
  • Is everyone in the company aware?
• Based on your "Why" does your current marketing/sales strategy (products & services) align?
• Loyal customers tend to align with your fundamental beliefs (values)
• Having a clearly defined "Why" is essential to communicating your "How" & "What"

Your Ability To Produce Change ... Starts With ... ?

The average brain is believed to generate around 50,000 thoughts per day. Disturbingly, it's estimated that in most people 70% of these thoughts are negative.

35,000 Thoughts +

The Power of Habit ... 

We are what we repeatedly do. Excellence, then, is not an act, but a habit.

Aristotle

MISSION STATEMENT:

About NPCA

Our Mission

National Precast Concrete Association has represented manufacturers of plant-produced precast concrete products and the suppliers of products and services for the industry since 1965. We are dedicated to expanding the use of quality precast concrete and providing members with the programs and information required to operate a successful precast plant.

• We educate precast company employees through in-person and online coursework.
• We develop marketing resources for members.
• We create publications, online content and product-specific materials to keep members and the specifying industry informed.
START WITH WHY? (CONT.)
• Communicating your “Why”: (cont.)
  • Potential Ideas?
    • Partner with the NPCA:
      • Membership
    • Have NPCA Certified Plants (hopefully part of your “Why/How/What”)
  • Company Profile/Cover Story – Precast Inc. (bi-monthly publication)

MANUFACTURING PLANT:
• Cement plants are dirty/dusty, unsafe, and not professionally run. How do we know what you make is up to standards and specification?

MARKETING PLAN/OUTLINE - #1
• Who are you targeting?
  • Who are you trying to reach with your content? Be as specific as possible:
    • Design Engineers/Specifiers (municipalities/DOT’s/etc.):
      • Want to get specified on plans
    • Architects:
      • Want to get specified on plans
    • Contractors:
      • End user & purchaser of products
    • Trade/Industry Organizations:
      • General/Detailed industry exposure
  • What are the best ways to get in front of your targets:
    • Face-to-Face with immediate follow-up and continued direct and/or indirect communication

MARKETING BATTLE GROUP

WEBSITE: ADDING VALUE
• Tell the story of you … why, how, and what
• Make your website a specifier magnet
  • Product line available to view
  • Product line brochure available as a .pdf
  • Product line drawings – .pdf & .dwg
  • Product Spec’s – .docx
• Product installation instructions
• Ability to submit inquiries (i.e. – questions, request for a “lunch & learn”, drawings, etc.)
  • Make registering a requirement

MARKETING PLAN/OUTLINE - #2
• What are your objectives/goals/intentions?
  • Keep this simple (I like the 3-legged stool approach … always in balance)
  • Intention of this is to “propel you towards action”!
  • Design Engineers/Specifiers:
    • Contact/Email one new target each workday. Daily follow-ups from initial contact (voice email) until direct contact
    • Schedule/Conduct two in-office “Brown Bags/Lunch & Learns” monthly (24/year). Do not allow “teleconference” presentation structure between offices – face-to-face contact/relationship building
    • One monthly email/newsletter follow-up to your design engineer/specifier list (i.e. – project profile, new happenings, etc.)
BE SMART WITH YOUR GOALS!
“PLAN, PREPARE, & PERFORM”

**S**pecify: State exactly what you want to achieve. Can you break a larger task down into smaller ones?

**M**easurable: Establish key definitions to help you measure if you’re reaching your goal.

**A**ctions Oriented: Describe your goals using action verbs, and outline the exact steps you will take to accomplish your goal.

**R**ealistic: Give yourself the opportunity to succeed (i.e., set goals you’re actually be able to accomplish. Be sure to consider attainable you may want to overcome.

**T**ime-Bound: Note exactly when you need to complete the task? Decide exactly when you’ll start and finish your goal.

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THE IMPORTANCE OF LISTENING:

**BROWN BAGS/LUNCH & LEARNS**

- Ensure a quality target
- Have an agreed upon learning objective
- Be prepared to hold their attention
- Promote it to maximize attendance:
  - Ask for attendee list ahead of time
  - Have back-up equipment
- Make sure the audience enjoys lunch:
  - Have office order it if they have a favorite
  - No teleconferencing (be able to shake hands) ... this is about building relationships, trust, and confidence
- Ask how your products can help (ABC)
- Follow-up, provide a PDH certificate, and survey
- Continue to drive specification opportunities and value as their partner (i.e. – product drawings, specification language, site visits, design assistance, etc.)

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**BROWN BAGS/LUNCH & LEARNS**

- Main Goals:
  - Become their go-to expert
  - Get specified on plan sets (by name)
  - Get referred to other specifiers
  - Get referred to contractors
  - Get referred to developers
  - Build/solidify your brand
  - Get constructive criticism
  - Constant improvement

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GET SMARTER!

**BROWN BAGS/LUNCH & LEARNS**

- Standard documents:
  - Summary document on presentation (office circulation)
  - Sign-In sheet (add to your CRM)
  - PDH Certificate
  - Marketing documentation, note pads, pens, product line brochures, useful gadgets (i.e. – engineering scales, hats, etc.) … give them something to remember you by
  - If asked for it provide your presentation as a PDF document
**BROWN BAGS/LUNCH & LEARNS**

- Standard documents:
  - "Leave-behinds"...

**MARKETING PLAN/OUTLINE - #3**

- What does success look like (3-months from now)?
  - Completing goals/objectives (#1→3) on a daily basis:
    - 60 Design Engineers/Specifiers contacted (keep following up!)
    - 6 in-office presentations completed
    - 3 email/newsletter follow-ups to entire design engineer/specifier contact list
    - A CRM (customer relationship management) is in place (Excel Worksheet, Constant Contact, Salesforce, Titan, etc.)
  - Make the initial goals/objectives a daily habit (becomes part of daily activity without waver) before adding more items:
    - "Think big, start small, and make it scalable"
    - Be patient
    - There is no "failure". If it did not work out the way you wanted it to, just means you are trying new things and finding out ways to not do it moving forward
    - Structure + Self-Discipline = Freedom

**Removing Hesitation With Consistent Action ...**

- Expanding your content offering:
  - Months 1→3:
    - General "Brown Bag/Lunch & Learn" presentation is "solid" and now starting to fine-tune it, make product and project specific sections, include photos of specific examples (that are yours) with project references, etc.
    - Continue to develop project photos that allow you to show your audience examples of any situation they could be up against. If you can show them you have already provided a solution to a problem or challenge they are trying to navigate you are an instant expert
    - Monthly email/newsletter looks professional and you are providing valuable content
    - Your "contact list" is growing daily (keeping your CRM current)
  - What is next:
    - Featured Projects
    - Become a member of Trade/Industry Organizations & participate
    - Seminars/Trainings & Plant Tours
    - Social Media platforms
    - Industry Publications, Podcasts, Videos, Blogs, etc.

**The “Domino Effect”**

- You do not rise to the level of your goals. You fall to the level of your systems.
  - James Clear

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GATHERER = MARKETER
• Deploy patience - Plan/Prepare/Perform

Accountability ...
YOU ARE
THE AVERAGE OF
THE FIVE PEOPLE
YOU SPEND THE
MOST TIME WITH
Jim Rohn

FEATURED PROJECTS:
Pause

TRADE/INDUSTRY ORGANIZATIONS
• American Society of Civil Engineers (ASCE)
  • Founded 1852/150,000+ members/177 countries
  • 75 Sections/158 Branches/130 Younger Member Groups

American Council of Engineering Companies (ACEC)
• 100-years+/52-State & Regional Councils/600,000+ engineers

TRADE/INDUSTRY ORGANIZATIONS
• Located in each state:
  • Monthly meetings:
    • Attend (network)/Sponsor/Present
  • Annual meetings:
    • Attend (network)/Sponsor/Present/Moderate Sessions (volunteer)
  • Board of Directors:
    • Leadership Opportunities/Volunteer
  • Annual Golf/Ski/Etc. Outings:
    • Attend (network)/Sponsor
  • Annual Regional/National Conferences:
    • Attend (network)/Sponsor
  • Sponsor/Co-Sponsor an event:
    • Opportunities are endless if you take the initiative!
  • Host an event/Plant Tour/Etc.
TRADE/INDUSTRY ORGANIZATIONS

- Keys to success with membership:
  - Select the correct organization(s)
  - Consistently Participate
  - Do not spread yourself too thin:
    - How many organizations can you effectively participate with?
  - Take on a leadership role/volunteer
  - Present at a monthly meeting (you are an expert in precast!)
  - Sponsor a monthly event/monthly newsletter/etc.

TRADESHOWS

- The importance of being seen:
  - Do not stretch yourself too thin
  - It is all in the follow-up: the day of or after (stay fresh!)

SEMINARS & TRAININGS

- What need does your service area have?
- Comfortable venue
- Interesting topic(s) & detailed agenda
- Engaging presenters
- Quality food offering throughout the event
- Market your products
- Include a plant tour (while mixing/batching operations)
- Provide PDH-Certificates before attendees leave
- Follow-up, survey, and add all attendees to your CRM
- Continue to focus on relationship building once complete (L&L targets, specification work, etc.)
PLANT (HARD HAT) TOURS

- Your “How & What”
- Schedule during pouring operations if possible
- Use a portable microphone/amplifier

PUTTING IT ALL TOGETHER

Whatever You Do ... Make Progress

social media

noun

websites and applications that enable users to create and share content or to participate in social networking.

Forbes – March 2018

<table>
<thead>
<tr>
<th>Age group</th>
<th>% using social media</th>
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<tr>
<td>18 – 29</td>
<td>30%</td>
</tr>
<tr>
<td>30 – 49</td>
<td>35%</td>
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<tr>
<td>50 – 64</td>
<td>35%</td>
</tr>
<tr>
<td>65+</td>
<td>23%</td>
</tr>
</tbody>
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SOCIAL MEDIA:

Social Platforms Used By Advertisers

Q: What social networks are you advertising on at least once a month?

SOCIAL MEDIA: (CONT.)
SOCIAL MEDIA: WHY USE IT
- All age groups utilize it
- Keep your company connected
- Over 40% of the world’s population uses it
- Almost 40% of the world’s population uses it real-time
- All general aspects of it cost $0 (free marketing!)
- Your competitors are using it
- The average daily time spent on social media is 116-minutes … 8.06% of your day!
- Stay current on news/trends that you have control over
  - Advertise
  - Execute on a digital marketing strategy
  - Engage your “audience” within seconds

FACEBOOK: (2.2+ BILLION USERS)
- Adds 500,000 new users daily (6 per second)
- 68% of all Americans (221.5 Million) use it (76% daily)
- Average user spends 35-minutes daily on platform
- 50% of non-users (52.1 Million) live with a user …
  - 24% (12.5 Million) says they engage through peers account
- = 234 Million Americans use/view platform
- 8 Billion videos viewed daily
- 60 Million active business accounts
- 5 Million active advertisers on the platform
- Accounts for 53.1% of logins via social media

FACEBOOK: POSTING
- 63,206-character long:
  - Blog posts
  - 225-full tweets (280-characters)
  - Pictures & Videos + Text
  - “Live” Videos (real-time)
  - “Check-In”
  - “Tag People/Businesses” to posts
  - Sell things (used forms, trucks, forklifts, etc.)
  - Ask for Recommendations
  - Take “polls” (have your audience rate a training/etc.)
  - Promote posts ($), advertise ($), etc.

TWITTER: (1.3 BILLION ACCOUNTS)
- 500 Million monthly views w/o a login
- 335 Million accounts are active (25.4%)
- 500 Million daily tweets (approx. 6,000-second)
- 45% of Americans use it (146.6 Million)
- It took 3-years, 2-months, and 1-day from the 1st “Tweet” to get to the 1 Billionth
- 65.8% of US companies with 100+ employees use Twitter for marketing
- “Tweets” with images get 150% more “re-Tweets”
- 80% of uses access via mobile
- Instant news updates …

TWITTER: POSTING
- Fast-Paced way to connect with your audience:
  - 280-character max per “Tweet”
  - Share quick pieces of information
  - Pictures & Videos + Text
  - “Live” Videos (real-time)
  - Provide location
  - Take “polls”/ask questions
  - #Hashtags:
    - Select #’s that are specific to your “Tweet” topic/goal
    - Users search via # to find “Tweets” specific to their interest
    - #precast #precastconcrete #septictanks #boxculverts #etc.
    - # use is limitless

INSTAGRAM: (800 MILLION USERS)
- 71% of all Americans (231.2 Million) use it
- Average user spends 15-minutes daily on platform
- 90% of users are younger than 35-years old
- More than 40 Billion photos have been shared to-date
- There are 4.2 Billion “likes” per day
- More than 95 Million photos are uploaded daily
- 80% of users (640 Million) follow at least 1-business profile:
  - 200 Million (31%) of these users are active on that profile
- Subsidiary of Facebook (you can “link” accounts)
- You can tell your “story”

*brandwatch – 9/2018*
**INSTAGRAM: POSTING**
- 2,200-characters long:
  - Blog posts
  - 7.85-full tweets (280-characters)
  - Pictures & Videos + Text
  - “Live” Videos (real-time)
  - “Tag People/Business” to posts
  - Instagram Stories = 15-seconds or less (24-hours) or “saved” for infinity
- Videos
- #Hashtags:
  - Select #'s that are specific to your “post” topic/goal
  - Users search via # to find “posts” specific to their interest
  - #precast #precastconcrete #septictanks #boxculverts #etc.
  - # limit = 30 (if you go over you have to do it again!)

**LINKEDIN: (500-MILLION USERS)**
- Specifically designed for business & “professionals”
- A “professional” showcase platform
- 106-Million users access the site on a monthly basis
- More than 1-Million members have published content
- The average “CEO” has 930-connections
- Over 3-Million companies have created accounts
- Only 17% of US small businesses use the platform
- Microsoft is “Parent” company
- Utilize “Groups” associated with your business/niche:
  - Like-minded professionals

**SOCIAL MEDIA: NEXT STEPS**
- The “Big 4” is a great start
- Post consistently, be professional, and stay focused
- Address customer messages promptly
- Use a manager! (i.e. – buffer, etc.):
  - Schedule posts, stagger post times per platform, analyze performance, everything in one place, etc.
- Focus on providing value and educating … the consequence will be a loyal and robust following
- Push “traffic” through your main hub (website)
- Market/advertise everything that makes your business special (inside & out)
- Right now this is all FREE … take advantage of it!

**PUBLICATION OPPORTUNITIES #1**
- Industry Supported Marketing:
  - Potential Ideas?
  - Partner with the NPCA:
    - Precast Solutions (quarterly publication):
      - Case studies/project profiles/etc.
    - Utilize the publication “Cover Wrap”, provide the NPCA your mailing list, and the NPCA can also assist with additional mailing targets

**PUBLICATION OPPORTUNITIES #2**
- Industry Supported Marketing:
  - Potential Ideas?
  - Partner with the NPCA:
    - The NPCA Blog (weekly publication):
      - Majority of project specific case studies/project profiles
**PUBLICATION OPPORTUNITIES #3**

- **Industry Supported Marketing:**
  - Potential Ideas?
    - Partner with the NPCA:
      - Precast Express (weekly email publication):
        - Associated Member Marketing/Supported
        - Case Studies/Project Profiles from the Blog are often included in the "Precast Express" as well as social media/website

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**PODCASTS**

- Another way to tell your story & share knowledge
  - Start simple (Free Conference Call - quality is poor, but it works)
  - There is an App for that!
  - Listen when you want to (flexibility)
  - Can also video (YouTube)
  - Very popular at this time
  - You can record them anywhere & with anyone:
    - Any volunteers?

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**MARKETING BATTLE GROUP**

- Our Why
  - Social Media(s)
  - Trade/Industry Organizations
  - Trade/Industry Publications
  - Podcast
  - A consequence of a good and consistent marketing plan will be increased sales.

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**CONTRACTORS**

- Increasing your “contractor” core … Start with your “Why” and ask for theirs first (listen)
- Do they just buy on price alone?
- The ability to develop deep relationships based on trust and mutual respect (2-way street)
- What are you doing to let them know you care and are grateful for their business?
- Consistent/sustainable quality & service vs low-price … which is a better long-term strategy?
- What sets you apart from your competitors in the poured in-place and alternative materials categories?
- Do they know you exist & do they know what you make?
THANK YOU!

TAking Marketing & Sales Strategies to the Next Level: Expanding your Influence with Boots on the Ground and Social Media Air Power

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