

IDEAS



To Build On

**2001
BUILDING COMPONENT
MANUFACTURERS
CONFERENCE**
Oct 31-Nov 2 in Louisville, Kentucky

Sponsored by
**THE WOOD TRUSS
COUNCIL OF AMERICA**



**Outside-the-Lines
Marketing Ideas for the Structural Building
Components Professional**



with
Jeff Tobe, CSP



3 Marketing "Hoops"

Responsiveness

Perspective

Uniqueness



**Put a little
C.O.L.O.R. in
your Marketing**

Commit to a Plan

Offer it for Free

Look Inward

On-line Marketing

Relations/Public

Make it SMART...

Specific

Measurable

Attainable

Realistic

Time sensitive



Commit to a Plan

Past	Present	Future

Commit to a Plan



Factors to consider:

- 1.
- 2.
- 3.
- 4.

Offer it For Free
Network!
Network!
Network!

- give your time
- find/form a formal networking group
- attend everything you can
- frequent a news room/discussion group
- on-line/listserv

Offer it For Free

Articles: "10 things you must know in choosing a Truss Manufacturer"
-remember: *Free by fax*

Book/Booklet: -if you are writing articles, compile them

-could you write, "40 tips on choosing a truss supplier?" or ???

On line pub'n: www.expertarticles.com

Monthly e-zine: -automatic responder—12 articles (see sample at www.jefftobe.com/eletter)

Offer it For Free
Become a professional speaker!

(Just don't be too good)



- join a Toastmasters club
- Rotary/Kiwanis/Optimists
- teach at community college

Look inward

WHAT DO YOU DO
FOR A LIVING?

- Action Statement
- "How do you do that?"
- Impressions, Impressions



Look inward



• Virtual thank you's
www.bluemountain.com
www.americangreetings.com

• Virtual flowers
www.virtualflowers.com

• Virtual gift giving
www.clientappreciation.com

Look inward

O.T.L. MARKETING
MATERIALS



- why choose yours over mine?
- flexibility in design
- consider the delivery system
- make your own press packet

Look inward

OTL Door Openers/
Direct Mail

•Hit them with a bang!



•Consider how you deliver it



•Make it memorable



Look inward

Difference between
Mass Mail and Direct Mail

Bulk Mail vs. Bulky Mail



Look Inward

Rely on your
"Advisory Board"



On-line Marketing



- give them a reason to go there
- give them a reason to come back
 - give them the info. they need
 - market, market, market
- Offer user friendly technology
- Keep track of info. on customer
- Offer good deals for short times

On-line Marketing



- One-to-one relationship
- Fax-Email-THE WEB!
- Content is King!
- KEYS: Ease of Navigation
 - Quick Download Time
 - Minimize Scrolling

On-line Marketing



- In writing for the web...
- (a) Benefits vs. Features
 - (b) Quality key words



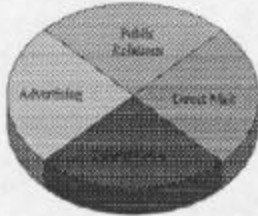
Relations



FREE PUBLIC RELATIONS

**WHEREVER!
WHENEVER!**

PR is a marketing tool and should be used as part of your overall marketing program.



Examples can also include networking, video production, holding free seminars, special events and contests, etc.
