



2024 CONSTRUCTION MARKETING TRENDS

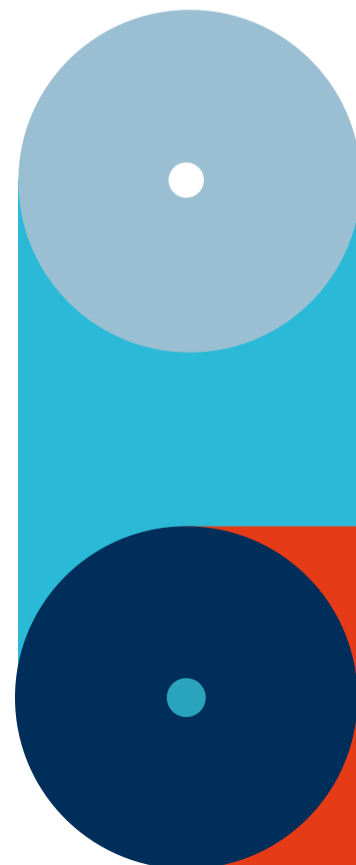
Intro

Welcome to Ridgemount's **2024 Marketing Trend Forecast**. The outlook is Digital first with chances of Video-driven content and a strong preference for the exciting and new. The construction industry has had its fair share of gloomy weather over the past year but stick with us for sunnier times in 2024.

As we break down our trend forecast for 2024 we will look at what it is contractors and specifiers are searching for in the construction sector.

How they are digesting it and what it is that appeals to them. Much of this insight is taken from the Construction Media Index, 2023, surveying a total of 300 architects and main contractors.

So, fix up and look sharp as we race through the dizzying world of Construction Marketing in the UK.



Speaking to your people

Knowing where to reach your customers is vital, but knowing how to talk to them is just as important. From the findings of the 2023 CMI survey we can see that **time** is THE major barrier when it comes to searching out and digesting information.

2024 will need to see you creating content and information that is easy to absorb for people that are time poor. Long form has its place, but have you considered Infographics? Have you considered a focus on video content or social posts as your primary communication channels?

To get the most out of a varied content approach, marketers will need to lean on great graphic design, well written copy, creative video editing and laser focused social media targeting.

Principal barriers to accessing industry news

10%

Distracted by other news, adverts or information sites.

17%

Online paywalls

28%

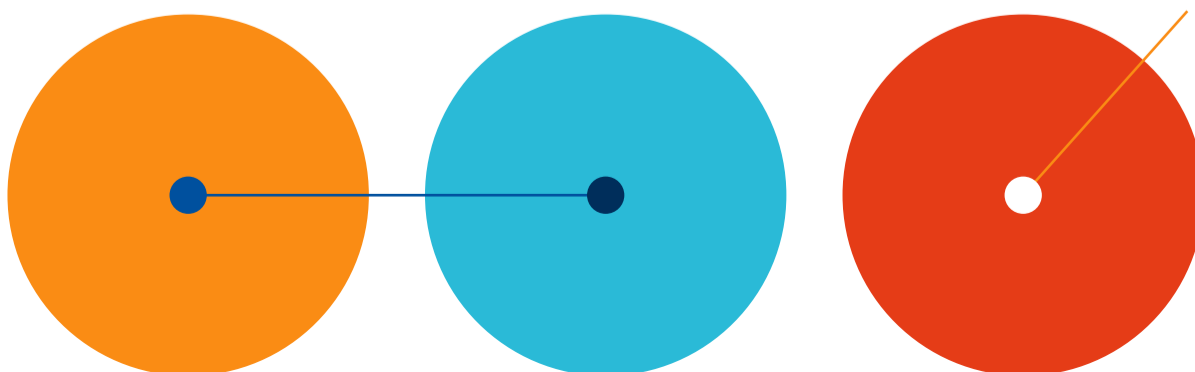
Subscription costs

28%

Information overload

77%

Time to read



Social Media – LinkedIn is King

Of all the social media platforms, LinkedIn is the one that is set to rise above the rest for marketing in the construction industry in 2024.

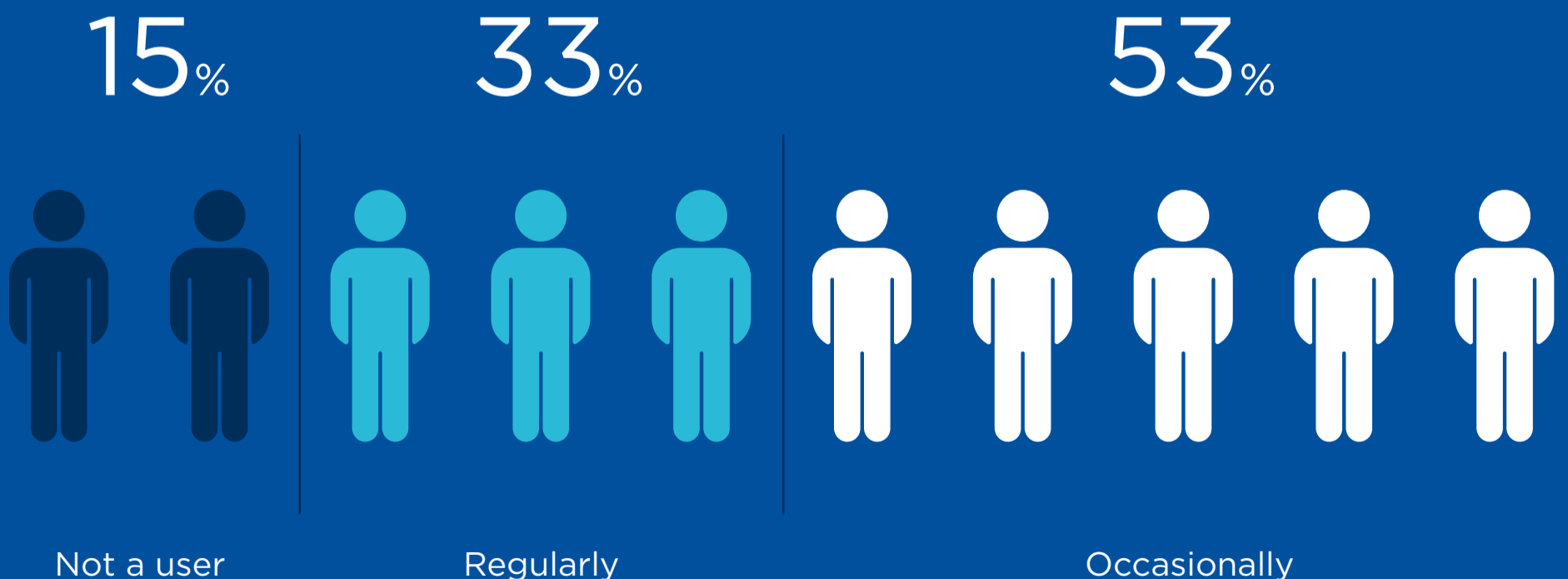
It's come a long way from its origins as a job site and LinkedIn is now one of the most powerful social media platforms in your toolkit.

As we can see from the CMI figures, a third of respondents turn to LinkedIn to stay informed on industry news, trends, and to follow the movers and shakers in construction. This is where you need your content to be if you want to get the most eyes on it.



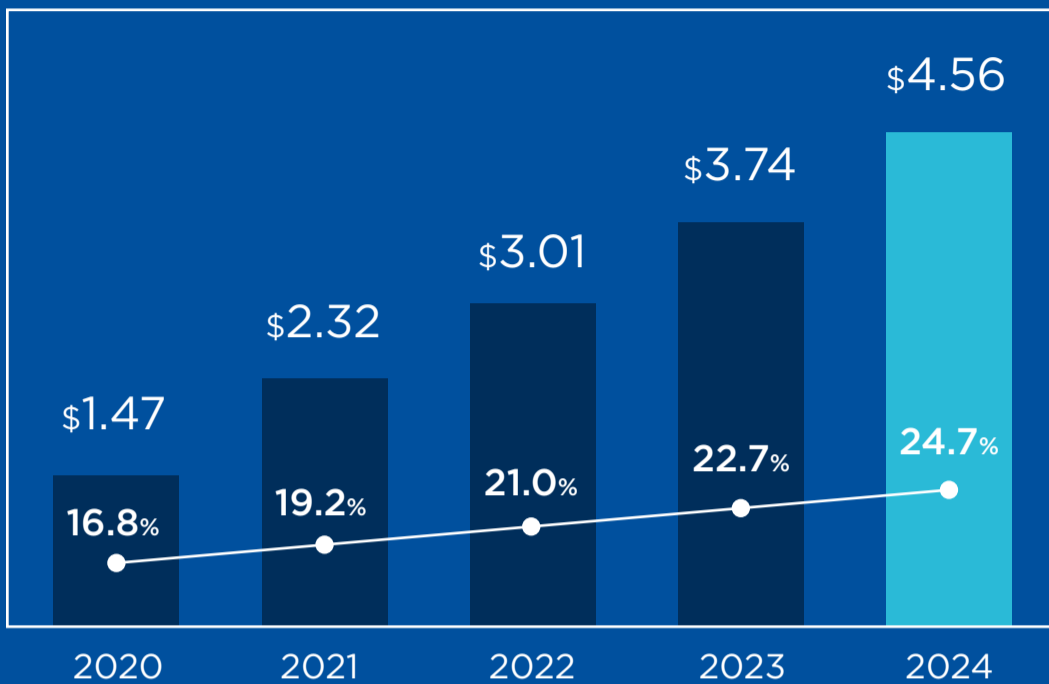
of respondents regularly use **LinkedIn**. Most use it to network and stay informed.

Respondents who use LinkedIn



US LinkedIn B2B Display Ad Revenues, 2020-2024

billions and % of B2B digital ad spending



LinkedIn B2B display ad revenues

% of B2B digital ad spending

We can also see that Ad revenue has grown impressively over the past years. Thanks to the chaotic year Twitter, sorry...X, has had, it looks as if LinkedIn is eating up the space it has left behind.

And of course, there's the targeting. The pinpoint precision we can use to target very specific groups in niche industry sectors make LinkedIn a precision weapon for hyper-personalised messaging.

Really working that targeting capability is the way to bring down the Cost Per Click too. LinkedIn has always had a high cost per click compared with other social media channels, but for the quality of the engagement, we think it's worth it.










Good, Meta and Best

LinkedIn may be ruling supreme when it comes to being an authority on information BUT there is one platform that is coming for the social media crown during downtime.

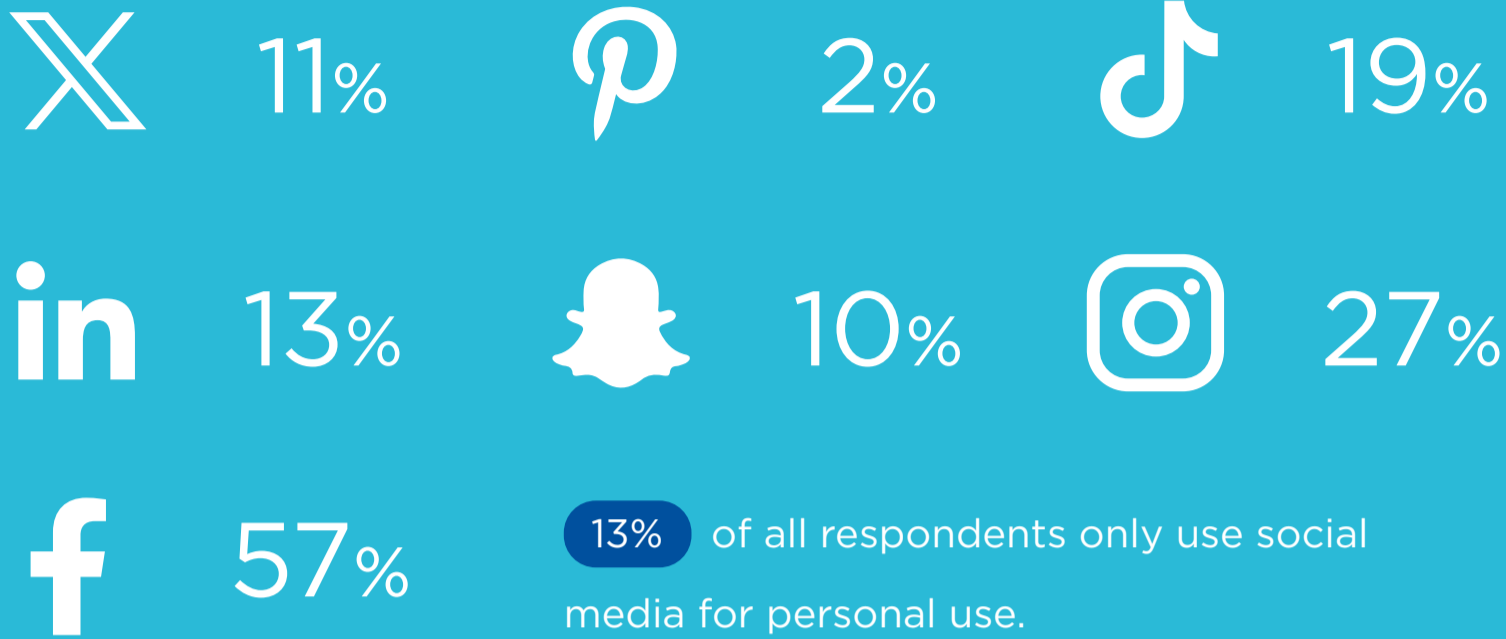
This may come as a surprise to some, but Facebook is still seeing a year-on-year increase in usage among Main Contractors, up 15% compared to 2021.

Use of Social Media

	2021	2023
	37%	30%
	79%	82%
	79%	94%
	12%	2%
	10%	12%
	39%	41%
	19%	30%



Use of Social Media for Personal Use Only



As we can see from the CMI figures Facebook is still the most used platform for personal use. This means there is huge scope to reach your audience in non-working hours, so make sure your content appeals to people on a personal level. This may mean altering your tone for this channel: don't forget to consider humour and emotion here as we're borrowing our audience in their leisure time.

Facebook was the first to do it right and it shows no sign of stopping now.



increase in **Facebook** usage among main contractors since 2021



For personal use, most of respondents use **Facebook**



Print is dead... well, not quite

How many times can a well-used adage be proven wrong? We seem to have been mourning the death of printed media for the last 10 years. But were we foolish to crack out the Kleenex?

True, the demand for physical copies of trade and industry journals has dropped off but the demand for the content they offer hasn't.

We can see that customers' habits have shifted: digital is the favoured way to consume media. This means you need to get savvy with how you utilise trade publications.

Wise publishers have absolutely worked with this trend. It's less address lists and posted journals and far more about the journal brands as information channels with a wide range of options to get content to their databases.

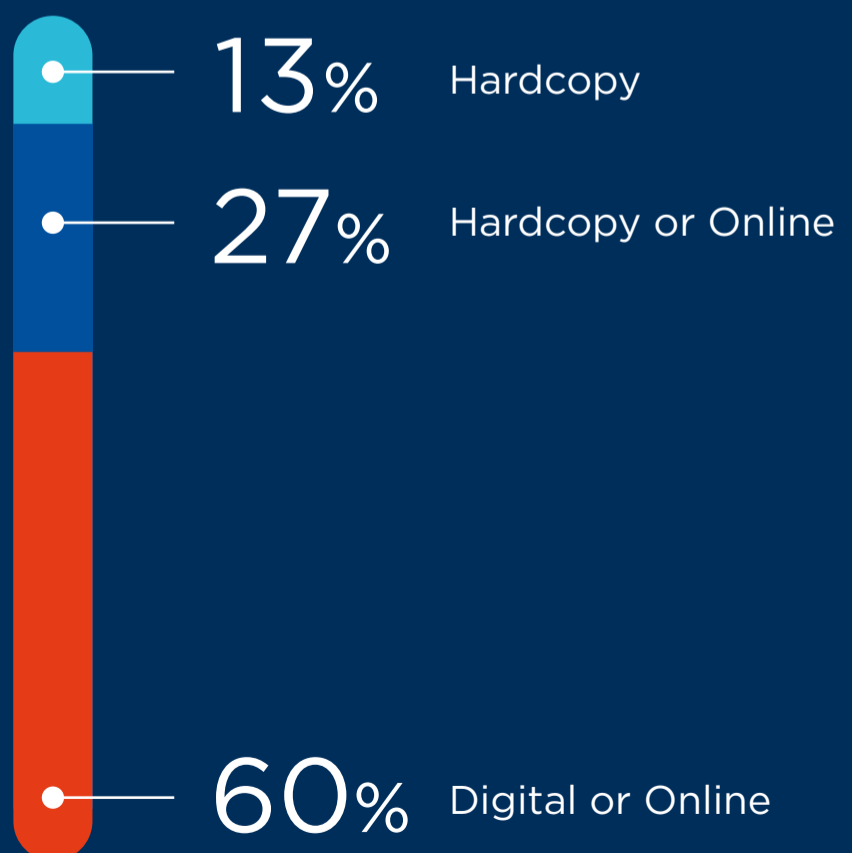
Brand awareness advertising online can be just as effective as in print, but if you want leads you need to box clever and make your offer unmissable. Use homepage takeovers but link them with MPUs or banners and

give readers a really worthwhile journey when they click.

Trade journals may be seeing a drop in demand for paper and ink but in 2024 they will still be important platforms to turn to when you want to speak to an engaged and informed audience.

It is time to get back to the drawing-board and think about how to utilise this powerful weapon.

Formats of industry publications read



Media Relations



No single channel or technique will deliver everything you want to communicate to everyone you want to reach, and media relations will still form an important part of an overall marketing strategy.

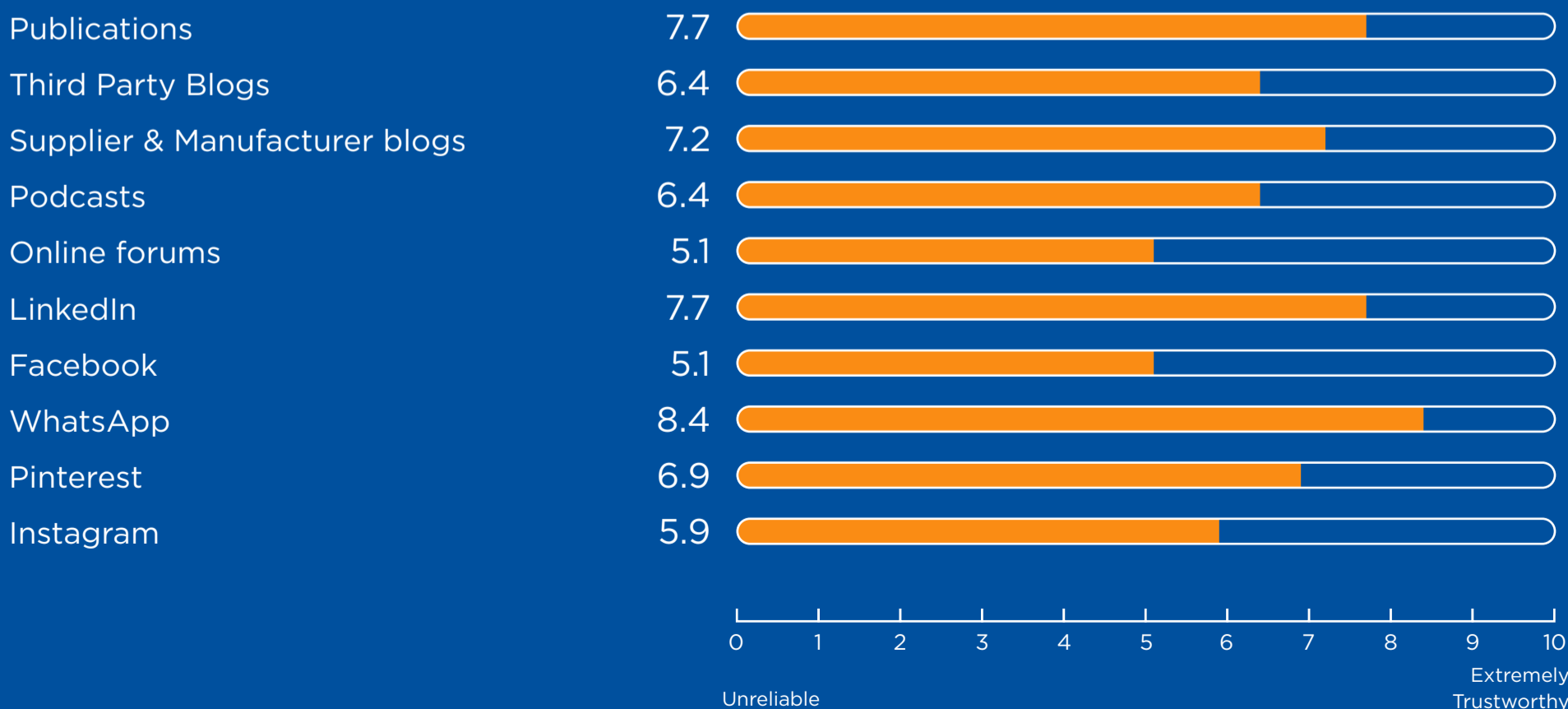
One key characteristic enjoyed by established media brands is trust. It's possible to build trust in your own brand over time, but capitalising on the built-in trust associated with a familiar journal is an excellent short cut.

And it's a core skill for the PR professional too. Knowing how to spot the story that will

resonate; sell it in to a seasoned (and potentially cynical) journalist and then get the resulting content into the journal is more an art than a science. Knowing who to target helps too, so industry specialists will be your partner here.

You're unlikely to see immediate results in terms of sales enquiries or web traffic spikes. It can happen, but more important is the gradual influence you will gain from repeated exposure in the journals read and trusted by your audience.

Average trustworthiness of information sources



Where to find technical information – Video, video and video

We've highlighted LinkedIn as a platform of choice for 2024, and it is time to think about the type of content you are producing to populate your page.

For 2024 we predict the continuing rise in popularity in video.



76%

of businesses say that video has helped them increase traffic to their website

(Source: TheB2BHouse)



100%

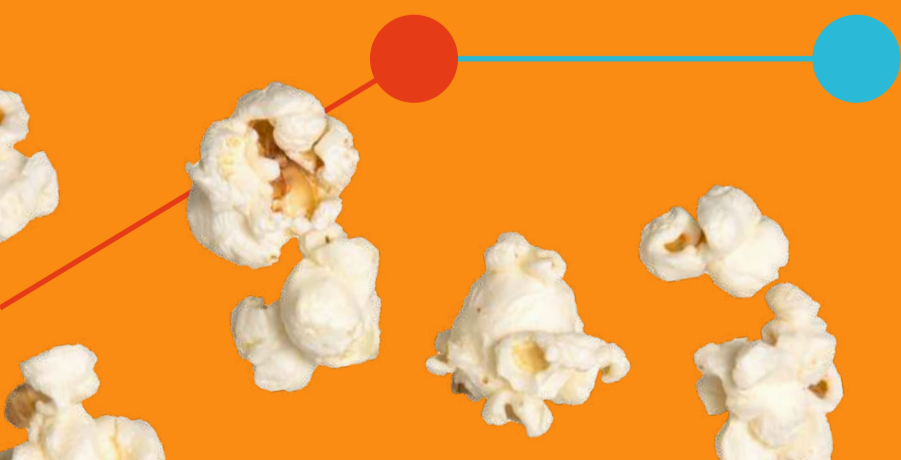
of consumers preferring to watch a video rather than read about a product

(Source: TheB2BHouse)

So: what type of video works and how should your video look?

Influenced by the meteoric rise of TikTok, short form video content has seen a rapid growth in 2023 and we only see this trend growing into 2024.

User-generated content is well worth considering within your marketing funnel to help build trust in your brand. If you have ambassadors outside of your company singing your praise people are much more likely to believe in what you are selling.

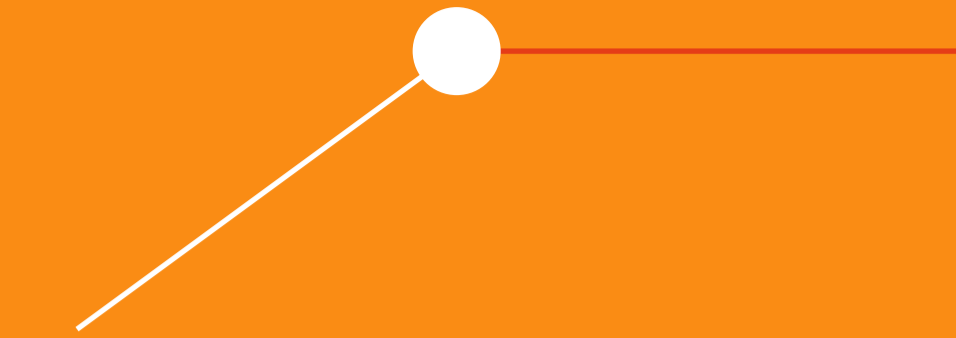


The CMI research shows us that YouTube has seen the greatest rise in use when it comes to contractors searching online for technical information. Proving once again that Video isn't going anywhere.

The trick for 2024 is how you make your video content speak to your audience. Are they tired of talking heads and CGI? Let's inject some humour and levity where appropriate.

Long form content can be terrific on LinkedIn. The right tone will keep your audience watching to the end and support your position as an authority. If the viewer has given you eight minutes of their time - you've certainly had an impact.

There are SO many options when it comes to video content - don't be limited by traditional tried-and-trusted formats. Mix it up and see what works.



Use of Social and Information Networks for Product Information & Ideas

	2021	2023
 Archello	--%	4%
 Instagram	14%	15%
 Vimeo	3%	8%
 Flickr	12%	8%
 Slideshare	--%	15%
 Pinterest	8%	--%
 YouTube	63%	93%

Source: Construction Media Index 2023



Make your website work



Although we have seen the rapid rise in video content, it's always important to remember the basics.

Year on year the number one place that contractors search out technical information on a product or service is... (drumroll)... Your website.

In fact 92% of respondents to the CMI research state that your company website is where they first head to source technical information and advice on your product or service.

It may seem simple and sound obvious but the easiest way to help you find new customers and generate new leads is by making sure your website works harder for you.



There are so many things to consider when it comes to the landing page that represents the smiling face of your brand. Design, UX, POS, user journey, news, blogs, technical information and more.

It has never been more important that your website is up to scratch. It is also worth noting that mobile accounts for half of all internet traffic so please, please PLEASE optimise your website for mobile devices.



92%

of users get technical information and advice from manufacturer websites. (Source: Construction Media Index 2023)



75%

of users judge a company's credibility based on its website design. (Source: Magnetize Studio)



38%

of users will stop engaging with a website if the layout is unattractive.

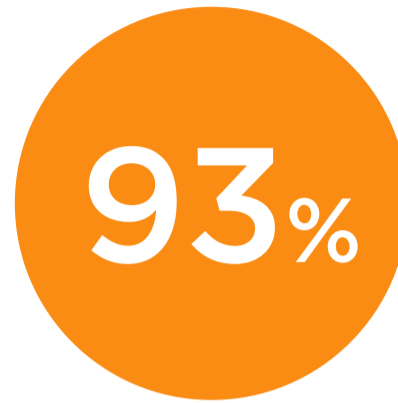
(Source: Adobe)

EEAT up that delicious SEO

So, we know that your website is the number one place that Contractors turn when they want information on a product or service, meaning that SEO (Search Engine optimisation - making sure your website is the FIRST thing that comes up when people are looking for you) is of vital importance.

2024 is set to be all about E-E-A-T (experience, expertise, authority and trustworthiness). This is an essential aspect of Google's search algorithm, determining which websites will rank higher in search results based on the credibility and value of their content

When choosing content topics, always assess whether your brand has first-hand experience or one-of-a-kind expertise. This ensures you produce content to educate, inspire or entertain users.



of web experiences begin on a search engine



Webinars - New and exciting please.

Covid-19 changed lots of things for good. In 2020 we were all glued to webinars to make the most of enforced downtime, but by 2024 we reckon your audience has developed zoom-fatigue.

Substandard webinars are simply not going to cut it now. The rise of the webinar was dramatic when we were all forced indoors but by 2024 your consumers are probably feeling a bit of fatigue when it comes to joining a dreaded zoom.

This isn't to say the Webinar is a dead format, far from it. It is a great way to talk to the contractors and architects directly and answer any burning questions they have.

However, the audience is FAR more discerning now and people are only up for a screen share if what you're talking about tickles their pickle.

Main purpose for attending a CPD seminar

19%

The reputation of the CPD certification organisation

52%

To achieve my CPD points

19%

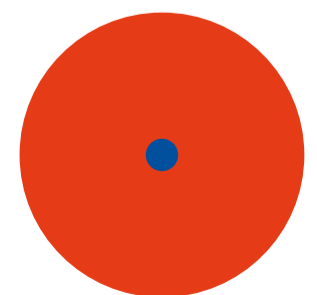
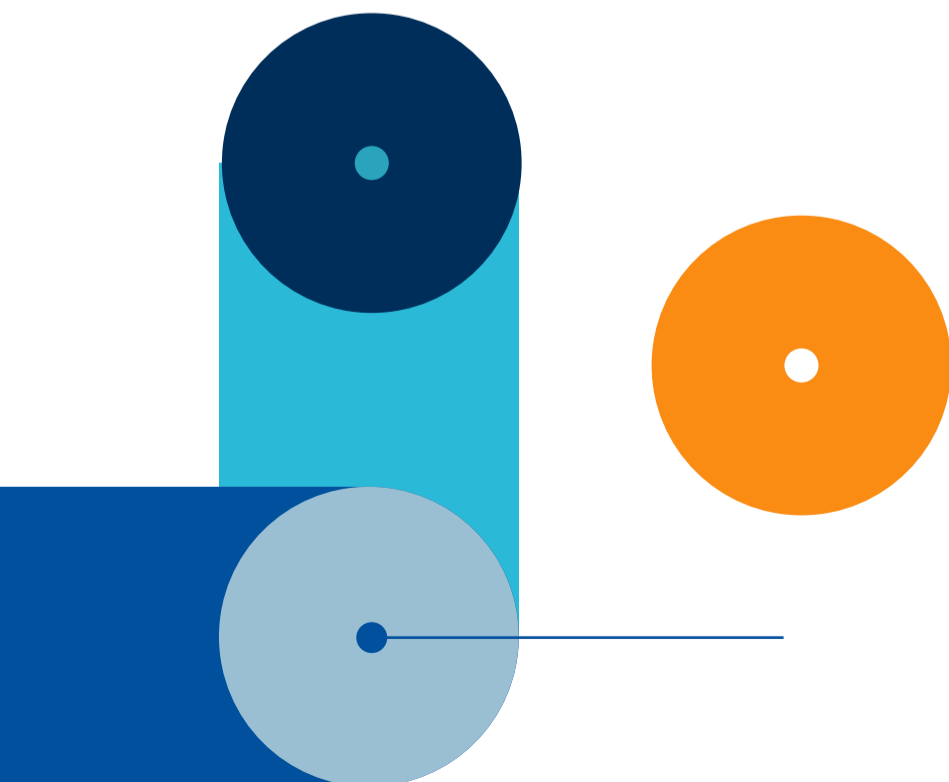
The reputation of the manufacturer

55%

Because it relates to a project I am working on

73%

To learn something new



You may have thought that CPD points were the major reason people signed up for a virtual hangout but as we can see this is not the case. Your customer is craving shiny new information that's surprising as well as useful. For 2024 make sure your webinars excite and offer technical excellence while talking about 'what's new with you'.

In the previous slides we saw how time is the number one barrier for people in 2023. So ask yourself, from the perspective of the viewer, 'what's in it for me?'

Preferred delivery method for CPD seminars

11%

Face-to-face at an organised event

20%

Face-to-face at our offices

30%

Recorded on demand seminar

39%

Live presentation online



What people want - Back to the future



On the subject of 'a brave new world', it is important to know what contractors are thinking about when it comes to the future.

Two emerging trends for 2023 included the shift towards modern construction techniques and the focus away from traditional on-site skilled labour to automated, off-site modular structures. This is a trend we predict will continue into 2024 as demand for speed, materials and finished products/projects is only set to increase.

We're also predicting a rise in the number of contractors asking more questions on

sustainability and the eco-consciousness of brands.

Always look to link your 2024 content to topical themes where possible.

If you don't offer MMC solutions or your Net Zero journey is not finalised, don't be put off. You can still enter the conversation and show the steps you are taking or the opinions you have on the subjects people are searching. Showing your knowledge of key trends and understanding the priorities of your customer will support the authority of your brand.

Topics respondents are looking for more CPD Support on -
Unprompted

Modular / off site construction

Digitalization of the construction industry

Sustainability

Net zero carbon

Future homes

Modern methods of construction

Supply chain

Get artificially intelligent

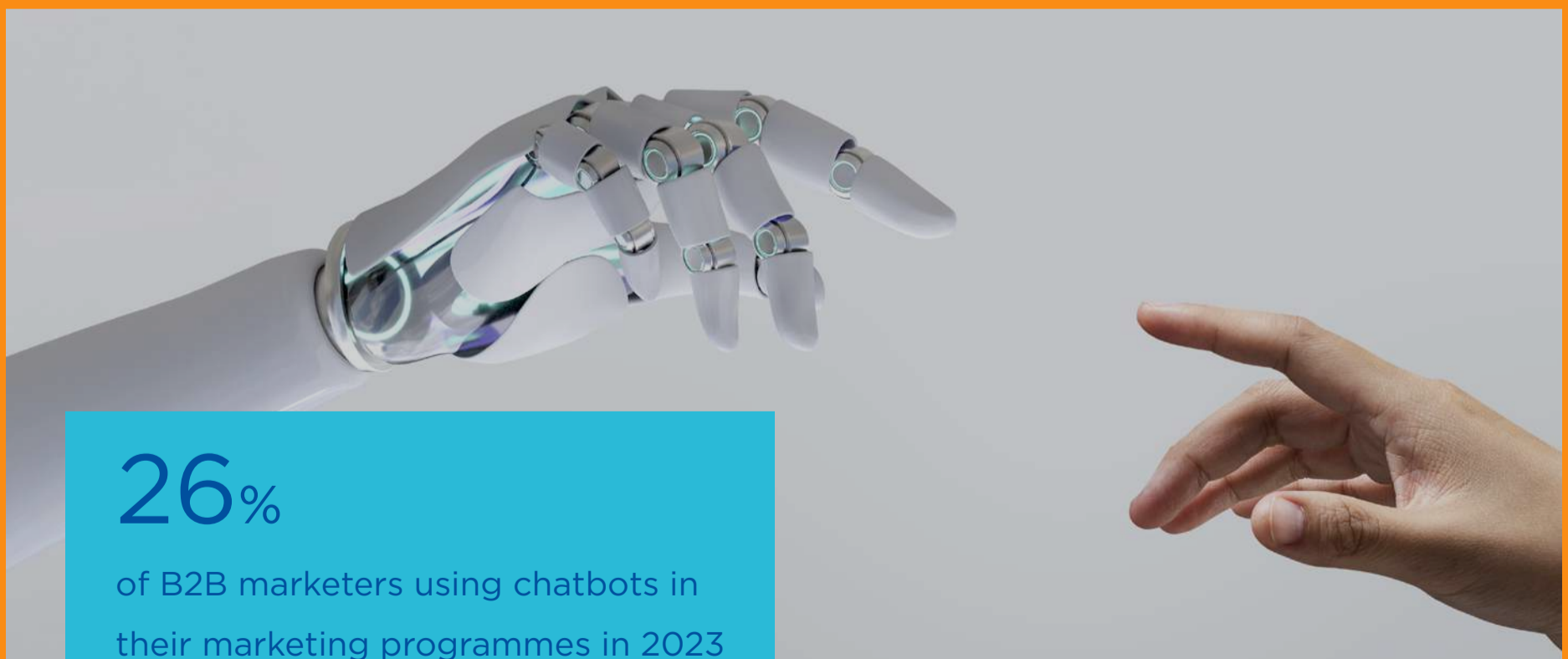


Like it or lump it, AI is here to stay and 2024 is certainly not the time to run in fear of our new artificial overlords. To stay ahead of the curve, you're wise to embrace the robots and be the marketer that worked out how best to use this powerful tool. AI may have its mass brain power, but it still doesn't understand irony or sarcasm - so humans remain the vital component to making content that resonates and entertains.

The integration of AI into digital marketing strategies has already been seismic, from generating content to predictive analytics, AI is a tool that can know what your customer is looking for better than they know themselves.

Just imagine what this could do to your online advertising conversion rates. AI can be used to deliver tailored advertising to audiences on a person-by-person basis.

However, it is not just in content generation that AI can come up trumps. In 2023, 26% of business-to-business (B2B) marketers using chatbots in their marketing programmes gained between 10% and 20% more lead generation volumes. Chatbot is an AI programme, so integrating this tool in your web design could see major payoff in 2024.



26%

of B2B marketers using chatbots in their marketing programmes in 2023

2024 Checklist



01

Time is the issue:
be quick

02

Know your social
feeds

03

Leverage media
relations

04

View-worthy video

05

A well designed
and easy to use
website

06

EEAT up SEO

07

Content that hits
just right

08

Embrace the
robots

Let's tick them off

