Using Social Media in the Construction Industry

Description: Social media isn't just a fad, so learn the steps to do it right and tell your story to earn new business.

You're using social media, but are you doing it right? Or maybe you haven't tried your hand at social media and want to make sure you have a better understanding before you dive into it. Leveraging social media can boost your business, but like building a building if you don't have a good set of plans, your project won't be successful. We will walk you through all the elements of crafting an effective social media strategy including the dos and don'ts of a great campaign as well as discussing the right platforms that will get you in front of the right audience to help build your business. We will also talk about strategies that will engage your audience and build raving fans that are interested in your next project.

Learning Objectives:

- You will be able to define a successful social media campaign.
- You will be able to identify the difference between a good campaign and a great one.
- You will be able to recognize the importance of social media to your marketing plan.
- You will be able to discuss social media for construction.

Contents:

- What Is Social Media?
  - Definition of Social Media and a Social Media Campaign
  - Why Social Media Is so Important to Building Your Brand
  - Metrics Used in Social Media

- What Are the Sites That I Should Focus on? What Should I Stay Away From?
  - Top Sites to Focus on for a Construction Related Business
  - Amount of Time to Dedicate to Each
  - Sites to Avoid

- Creating an Effective Social Media Campaign
  - Have a Goal in Mind
  - Things to Do to Have an Effective Campaign
  - Stay Away From These Things to Avoid Annoying Your Audience

Ordering:


Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit

http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

- **Product Name:** Using Social Media in the Construction Industry
- **Web Address:** http://www.researchandmarkets.com/reports/3765180/
- **Office Code:** SCPLCV8J

Product Format
Please select the product format and quantity you require:

**Quantity**

- Online Access (Recorded) - Single User: USD 199

Contact Information
Please enter all the information below in **BLOCK CAPITALS**

- **Title:** [ ] Mr  [ ] Mrs  [ ] Dr  [ ] Miss  [ ] Ms  [ ] Prof
- **First Name:** ___________________________  **Last Name:** ___________________________
- **Email Address:** * ___________________________
- **Job Title:** ___________________________
- **Organisation:** ___________________________
- **Address:** ___________________________
- **City:** ___________________________
- **Postal / Zip Code:** ___________________________
- **Country:** ___________________________
- **Phone Number:** ___________________________
- **Fax Number:** ___________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information
Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:
Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp