



# NEWSLETTER

FOR THE BUILDING MATERIALS SPACE | 2025 Q1



FEATURED ARTICLE

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LINKEDIN EDITION  
Boosting Foot Traffic at Conventions  
with Marketing

ACHIEVE BRAND AWARENESS & GET LEAD GENERATION

**REAL-TIME LEADS.  
ONLY A FEW DOLLARS PER LEAD.  
ONLY LEADS YOU WANT.**

**REALLY.**

We capture leads as people search for your product or service online. Each lead consists of first name, last name, home address and email.



**PRECISION  
LEAD FINDER**



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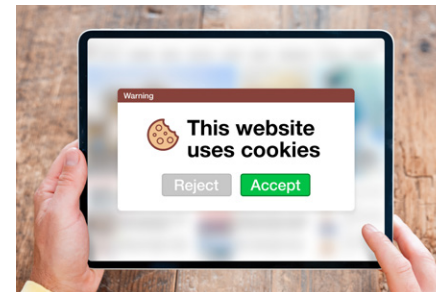
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## Boosting Foot Traffic at Conventions with Marketing: LinkedIn Edition

In the competitive landscape of industry trade shows and conventions, standing out and attracting attendees to your booth can be a challenge. However, leveraging the power of LinkedIn marketing can significantly increase foot traffic, enhance brand visibility and foster valuable connections. Here's how you can harness this dynamic platform to elevate your presence.



### PRE-TRADE SHOW/CONVENTION BUZZ

Start your LinkedIn strategy well before the event. Use targeted posts to announce your participation, share your booth number and highlight what attendees can expect. Create engaging content such as videos, infographics and testimonials that showcase your products or services. Encourage your employees to share this content to amplify your reach. Consider using LinkedIn Events to invite your network, allowing you to track interest and send reminders as the convention approaches.

### ENGAGE WITH YOUR AUDIENCE

Utilize LinkedIn's robust engagement features to connect with potential attendees. Join relevant industry groups and participate in discussions leading up to the convention. Share insightful articles and commentary



that position your brand as a thought leader. By actively engaging with your audience, you'll create a sense of anticipation and encourage attendees to visit your booth for deeper conversations.

### UTILIZE LINKEDIN ADS

Investing in LinkedIn ads can enhance your visibility among your target audience. Sponsored content, video ads and InMail campaigns allow you to directly reach professionals who might be attending the convention. Tailor your ad messaging to highlight exclusive offers, product demonstrations or networking

opportunities available at your booth. Effective targeting options ensure that your ads reach decision-makers who are most likely to engage with your offerings. For even more specific targeting you can upload lead lists that can be purchased.

### LIVE UPDATES AND ENGAGEMENT DURING THE EVENT

Once the convention kicks off, keep the momentum going with live updates on your LinkedIn page. Post real-time photos, videos and highlights from your booth to attract attendees who are browsing their feeds. Use relevant hashtags to increase visibility and encourage visitors to tag your company in their posts. Consider hosting a live Q&A session or panel discussion featuring industry experts, inviting attendees to join in person or online.

### POST-CONVENTION FOLLOW-UP

After the convention, continue the conversation. Share a recap of your experience, including key insights, successful interactions and memorable moments. This not only keeps your brand top-of-mind but also nurtures the relationships you built during



the event. Encourage attendees to connect with you on LinkedIn, fostering ongoing engagement and collaboration opportunities.

Incorporating LinkedIn marketing into your convention strategy can yield significant dividends. By creating pre-event buzz, engaging your audience, utilizing targeted ads, providing live updates and following up post-event,

you'll enhance your visibility and increase foot traffic at trade shows and conventions. Embrace the potential of LinkedIn to not only drive attendees to your booth, but also build lasting relationships that extend well beyond the event.

Start planning your LinkedIn strategy today and watch as your convention presence transforms! ■



# Precision Lead Finding

Directly Target Businesses and Consumers Interested in Your Product



In today's fast-paced digital marketplace, the ability to effectively target businesses and consumers is paramount for successful marketing campaigns. By utilizing precision leads and programmatic tools, companies can enhance their outreach, improve conversion rates and maximize their return on investment. Here's how to leverage these powerful strategies.

## UNDERSTANDING PRECISION LEADS

Precision leads refer to highly targeted prospects who exhibit a strong likelihood of converting into customers. Unlike traditional lead generation methods, which may cast a wide net, precision leads are identified through detailed analysis and segmentation. Here's how to effectively use precision leads:

### Data-Driven Insights

Utilize data analytics to understand your Ideal Customer Profile (ICP). Consider factors like demographics, behavior and purchasing patterns to create a comprehensive picture of your

target audience.

### Segmentation

Divide your audience into specific segments based on their characteristics. This allows you to tailor your messaging and offerings, ensuring relevance and increasing engagement.

### Lead Scoring

Implement lead scoring systems to prioritize leads based on their likelihood to convert. Factors such as engagement history, company size and industry can help you rank leads effectively.

## THE ROLE OF PROGRAMMATIC TOOLS

Programmatic advertising automates the buying and selling of online ad space, enabling real-time targeting and optimization. Here's how to harness programmatic tools for precision targeting:

### Real-Time Bidding (RTB)

Programmatic platforms use RTB to bid for ad space in real time. This

ensures your ads are shown to the right audience at the right moment, maximizing exposure and minimizing waste.

### Behavioral Targeting

Programmatic tools can track user behavior across the web, allowing you to target ads based on their online activities. This means you can reach users who have shown interest in similar products or services, increasing the chances of conversion.

### Contextual Targeting

Use programmatic advertising to place your ads in relevant contexts. By targeting specific websites or content categories that align with your audience's interests, you can enhance engagement and improve ad performance.

### Dynamic Creative Optimization (DCO)

DCO allows for real-time customization of ad creatives based on user data. This means you can serve the most relevant message to each individual, increasing the likelihood of engagement.

## COMBINING PRECISION LEADS WITH PROGRAMMATIC TOOLS

To maximize the effectiveness of your marketing efforts, consider combining precision leads with programmatic tools.

### Targeted Campaigns

Use the insights gained from precision lead analysis to create highly targeted programmatic campaigns. This alignment ensures that your ads reach the most relevant audience segments.

### Retargeting Strategies

Implement retargeting campaigns for



leads who have previously engaged with your brand but did not convert. Programmatic tools can help you serve tailored ads to these users across multiple platforms, reminding them of your offerings.

### Performance Tracking

Continuously monitor the performance of your campaigns using programmatic tools. Analyze key metrics such as click-through rates, conversions and engagement levels to refine your strategies and improve outcomes.

### A/B Testing

Utilize A/B testing within your programmatic campaigns to determine which messaging and creative elements resonate best with your precision leads. This iterative process helps optimize your advertising efforts over time.

Incorporating precision leads and programmatic tools into your marketing strategy can significantly enhance your ability to target businesses and consumers effectively. By leveraging data-driven insights, automating ad placements and continuously optimizing your campaigns, you can drive higher engagement, improve conversion rates and ultimately achieve your marketing goals. Embrace these innovative strategies to stay ahead in the ever-evolving digital landscape!

# Testimonials

Leveraging Testimonials in the Construction Industry Marketing

In the construction industry, trust and credibility are paramount. With projects often involving significant investment and long-term implications, customers seek reassurance about the quality of materials and services before making a decision. One powerful way to build that trust is by leveraging testimonials. Here's how to effectively utilize customer feedback to advertise the quality of your products in the construction sector.

## THE POWER OF TESTIMONIALS

Testimonials provide a genuine insight into a product's performance and reliability. They serve as social proof, showcasing real experiences from customers who have used your products. In a field where reputation is everything, testimonials can significantly influence purchasing decisions.

## GATHERING AUTHENTIC FEEDBACK

To effectively use testimonials, start by gathering authentic feedback from your customers. Consider the following strategies:

### Follow-Up Surveys

After completing a project, send follow-up surveys to gather insights on customer satisfaction. Ask specific questions about the quality of materials, ease of installation, and overall performance.

### Direct Requests

Don't hesitate to reach out directly to

satisfied customers for testimonials. Personalize your requests and explain how their feedback can help other contractors or builders.

### Case Studies

Develop detailed case studies highlighting specific projects where your products were used. These can include challenges faced, solutions provided, and the results achieved, along with customer testimonials.

## SHOWCASING TESTIMONIALS EFFECTIVELY

Once you have collected testimonials,



it's crucial to showcase them in a way that maximizes their impact.

### Website Integration

Create a dedicated testimonials page on your website. Include quotes, customer names, and, where possible, photos of the completed projects. This enhances credibility and allows potential customers to easily find positive feedback.

### Social Media Sharing

Use social media platforms to share testimonials and case studies. Create visually appealing posts featuring quotes and project images. Engaging



content is more likely to be shared, expanding your reach.

### Video Testimonials

Capture video testimonials from satisfied customers. Videos add a personal touch and can be shared on your website and social media. They can effectively convey the enthusiasm of customers and the quality of your products in action.

### HIGHLIGHTING SPECIFIC BENEFITS

When showcasing testimonials, focus on specific benefits that resonate with potential customers.

### Quality and Durability

Highlight testimonials that speak directly to the quality and durability of your products. For example, a contractor might share their experience with a roofing material that has withstood harsh weather conditions.

### Ease of Use

Include feedback on how easy your products are to install or work with. This can be particularly valuable for contractors looking to minimize labor costs and project timelines.

### Customer Support

If a testimonial mentions your responsive customer service or support during the project, make sure to highlight this. Reliable support can be a deciding factor for many businesses.

### ENCOURAGING NEW TESTIMONIALS

Continuously encourage customers to share their experiences. Consider implementing:

### Incentives

Offer incentives such as discounts on future purchases or entry into a giveaway for customers who provide testimonials.

### User-Generated Content

Encourage customers to share their project photos using your products on social media, tagging your business. Reposting this user-generated content can create a sense of community and authenticity.

### MONITORING AND RESPONDING

Keep an eye on the feedback you receive, both positive and negative. Responding to testimonials shows that you value customer input and are committed to continuous improvement. Engage with customers publicly by thanking them for their positive feedback or addressing any concerns raised in less favorable reviews.

In the construction industry, testimonials are a powerful tool for building credibility and showcasing the quality of your products. By gathering authentic feedback, showcasing it effectively, and continuously encouraging new testimonials, you can create a robust marketing strategy that resonates with potential customers. In an industry where trust is crucial, leveraging testimonials not only enhances your reputation but also drives sales and fosters lasting relationships. Embrace the voice of your customers, and watch your business thrive!



## Hooray For Cookies: Google Backtracks Their Position

In a surprising turn of events, Google has indicated that it may not fully eliminate third-party cookies in Chrome after all. This news has significant implications for building material suppliers who depend on digital advertising to connect with their audience. Initially, the announcement to phase out cookies raised concerns across the advertising community, prompting many suppliers to rethink their marketing strategies. However, with this latest development, there's renewed optimism.

### UNDERSTANDING THE COOKIE CONUNDRUM

Cookies are small data files that track user behavior online, allowing advertisers to deliver personalized ads. Third-party cookies, in particular, have been instrumental in gathering insights across multiple sites, creating detailed user profiles for more effective targeting. Their potential removal sent shock-



waves through the building materials sector, where reaching contractors, builders and architects relies heavily on precise targeting and performance measurement.

### THE LATEST UPDATE: COOKIES ARE HERE TO STAY... FOR NOW

With recent reports suggesting that Google might not fully remove third-party cookies, many marketers are breathing a sigh of relief. This potential reprieve means that suppliers can continue leveraging cookies to facilitate personalized advertising. However, the uncertainty surrounding the future of

cookies still highlights the importance of adapting marketing strategies in a shifting landscape.

### IMPLICATIONS FOR BUILDING MATERIAL SUPPLIERS

#### Reassess Targeting Approaches

While cookies may remain for now, suppliers should diversify their targeting strategies. Investing in first-party data—information collected directly from customers—can yield invaluable insights and enhance marketing effectiveness.

#### Adopt Privacy-First Practices

As data privacy regulations tighten, transparency and ethical data usage should be priorities. By clearly communicating how customer data is utilized, suppliers can foster trust and strengthen brand loyalty.

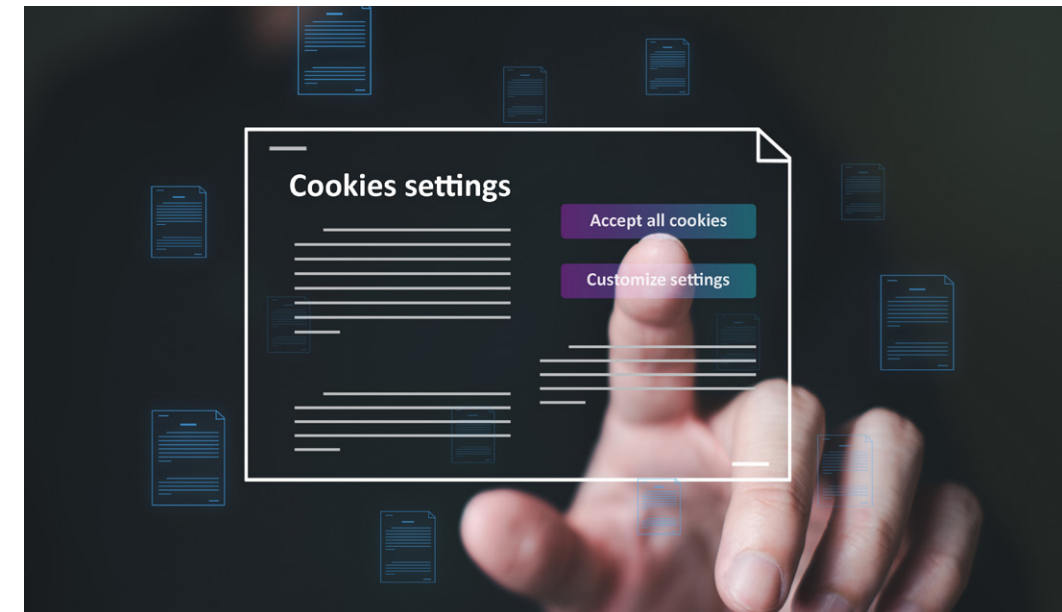
#### Bolster Content Marketing

Suppliers can enhance their digital presence by prioritizing high-quality content marketing. Sharing educational resources, case studies and industry insights engages end users while reducing dependence on tracking.

#### Stay Updated on Industry Changes

The digital advertising realm is continually evolving. Building material suppliers must remain vigilant about developments related to cookies, privacy regulations and new technologies to adapt effectively.

Google's backtrack on the elimination of third-party cookies offers a glimmer of hope for building material suppliers navigating the complexities of digital advertising. While this news may provide some breathing room, it's essential to remain proactive



#### Explore Contextual Advertising

Should the landscape change again, contextual advertising can serve as a viable alternative. This approach focuses on ad placement based on page content rather than user behavior, allowing suppliers to reach relevant audiences without relying solely on cookies.

and prepare for future shifts in the landscape. By embracing first-party data, adopting ethical practices and exploring innovative advertising strategies, suppliers can continue to connect with their audiences effectively. Hooray for cookies—at least for now!

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# GET CLARITY FOR YOUR BRAND.



STRATEGY

CREATIVE

PRODUCTION

DIGITAL PRECISION  
MARKETING

WEB

## STRATEGY

Branding  
Vision/Mission/Values  
Campaign Direction

## CREATIVE

Copy Writing  
3D Animation & Rendering  
Graphic Design  
Motion Graphics  
Print Advertising  
Package Design  
Trade Show Booths

## PRODUCTION

Broadcast Video  
Corporate Video  
Digital Media  
Photography  
Radio  
Media Buying

## DIGITAL MARKETING

Digital Precision Marketing  
SEM/SEO  
Email Marketing  
Paid Media Campaigns  
Social Platform Marketing  
Reputation Management

## WEB

Development  
UX/UE  
Hosting  
Monitoring  
Maintenance