

SMITH+CO.
MARKETING AND COMMUNICATIONS

Marketing Services For The Construction Industry

We Help A/E/C Businesses of All Sizes
Build Brand Awareness, Gain New Leads
and Win More Jobs.



Case Study Inside:
Delphi Construction, Inc.

<https://smithandco.io>

SMITH + CO.

MARKETING AND COMMUNICATIONS

Think of Us as Your Outsourced Marketing Department.

Get All The Benefits of Modern Marketing Without All The Overhead.

Most construction related business owners realize that they need to step-up their marketing in order to remain competitive in the modern landscape. But many lack the internal resources to do so, or find that working with an outside agency that lacks construction-specific knowledge and experience to be frustrating.

Smith + Co. combines proven construction marketing strategies with deep knowledge of the industry and a highly personal approach that puts the unique needs of each client first.

Let us help you take your marketing to the next level.



Comprehensive Marketing Services for The Construction Industry

- ✓ Website Re-Design
- ✓ Proposal Design
- ✓ SEO + Content Marketing
- ✓ PR+ Media Promotion
- ✓ Multi-Channel Advertising
- ✓ Social Media Management

Website (Re)design

Let us make your website work for you with a modern website re-design.

It's no longer enough to simply "have" a website. Competitive construction related enterprises need a modern, engaging website as the hub of a marketing wheel that actually drives business.

Strengthen Your Brand

75% of people say they judge a company's credibility by their website. Let us help you stand apart as the trustworthy choice among a field of competitors.

Engage Potential Customers

80% of consumers say they educate themselves online before ever reaching out to a business. Let us develop compelling, informative content that engages your customers and drives contacts.

Capture Qualified Leads

Many websites are really just glorified online brochures to be skimmed and forgotten. Let us turn your site into a lead generating engine with interactive features that capture lead data for your sales team.

Website Design Services for A/E/C Businesses

- ✓ World Class Branding + Design
- ✓ Compelling Content + Copywriting
- ✓ Fully Responsive Design
- ✓ Search Engine Optimization
- ✓ Onsite Lead Generation
- ✓ Insightful Analytics + Reporting



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"Our website re-design and re-branding were critical factors in establishing Delphi's position as a market leader"

-Jake Simmons
CEO, Chairman, Delphi Construction, Inc.

BRANDING | DESIGN | COPYWRITING | CMS DEVELOPMENT

About This Project

Delphi Construction, Inc. ranked by Boston Business Journal as one of the 25 largest GC's in the state engaged Smith + Company Marketing and Communications to lead the company through a comprehensive re-branding process aimed at elevating the

company's visibility as market leader in construction.

The initiative touched on all aspects of the company's marketing including overall strategy development, re-branding (logo, corporate ID) website re-design, SEO/Content Marketing, PR and

Media Promotion, Proposal and Collateral Design, Direct Marketing strategy and social media.



How's Your Current Site?
Get a Free Evaluation of Your Current Website's Effectiveness. [Click Here](#)

SEO Content Marketing

Let us attract more ideal customers to your site with Great SEO Content.

De-Mystifying SEO Once and for All.

Despite the fact that marketers are always talking about the importance of SEO, there still seems to be quite a bit of confusion about what SEO is and how it's done. (Maybe that's intentional.)

It's true that there is a technical side to it, but at the end of the day, Search Engine Optimization is really all about content.

SEO starts by understanding exactly what type of information your ideal customers are searching for and then making sure that your website is the hands down AUTHORITY on that subject.

You do that with content. (Articles, blogs, videos)

In Google's mind, you become the authority on a subject when your site has the most helpful, engaging, relevant content that satisfies the search intent of the user.

That's what earns you a higher position in search results, which gets you more clicks, which gets you more traffic, which gets you more business.

SEO is simple. (But it takes work.)

SEO + Content Marketing Services for Construction Businesses.

- ✓ Keyword Research
- ✓ Monthly Blog Writing Packages
- ✓ On-Site Content Creation
- ✓ Off-Site SEO Back Linking
- ✓ Article + Whitepaper Writing
- ✓ Thought Leadership Articles
- ✓ Video Production, Infographics



"Thanks to this SEO Work, website traffic coming from search engines has become a significant source of new leads for Delphi."

-Tom Howes
Director of Business Development, Delphi Construction,

BRANDING | DESIGN | COPYWRITING | CMS DEVELOPMENT

Results of This Project:

68

The increase in the number of targeted search terms for which Delphi ranks on Google as a result of SEO.

300%

Year over year percentage increase in organic website traffic coming to the Delphi website as a result of SEO

400%

Year over year percentage increase in the number of inquiries/leads coming in through the Delphi website.



Get a Free Technical SEO Audit
Pop the hood on the technical side of your site's SEO foundation for free.
[Click Here](#)

PR + Media Promotion

Let us help you use free media coverage to benefit your business.

Press Visibility

There's an old saying: "Advertising is what you pay for, publicity is what you pray for." Let us help you gain publicity through active engagement with the media including press release production and media relationships.

Event Production + Promotion

Planning a larger public event like a groundbreaking or ribbon cutting? We can help make sure it comes off without a hitch. Let us handle invitations, promotions, logistics and media coverage.

Thought Leadership

We can help establish your reputation as experts in your field through thought leadership articles, public speaking opportunities and presenting you as a source for journalists covering topics related to your area of expertise.

Crisis Communication Plans

Does every member of your team know precisely what to say (and what not to say) to the media in the event of a crisis on the job site? Let us develop a crisis communication plan for your business and train your staff to be prepared to respond to unforeseen events.

Public Relations and Media Promotion Services for A/E/C Businesses

- Press Release Writing
- Thought Leadership Articles
- Event Production and Promotion
- Crisis Communication
- Community Relations
- Reputation Management



"Smith + Co. has done a great job keeping Delphi in the news through construction trade publications and regional outlets."

-Keith Shaw
President, Delphi Construction, Inc.

Think you don't have anything newsworthy to promote? Think again.

- Awarded Job Announcements
- Project Groundbreakings
- Topping-Offs/ Milestones
- Project Ribbon Cuttings
- Charitable Activities
- New Hires/ Promotions
- Thought Leadership
- Awards/ Achievements

Proposal Book + Sales Collateral Design

Let us help you stand out with world class design and copywriting.

Presentation matters. Like it or not, the look and feel of your proposal books, sales support materials and company branding send a message about the professionalism of your organization. We can help you make a great impression and instill confidence with professionally designed, high quality marketing materials that reflect who you really are.

Proposal Books

You put a lot of work into producing a quote. Studying the plans, scrutinizing the scope, wrestling with every line item to make your pricing as competitive as possible. But then again, so does the other guy.

Give yourself an edge over competitors with a compelling presentation that demonstrates why you are the best choice.

Sales Support Materials

From custom brochures and one-pager sell sheets to Powerpoint decks and explainer videos, we can build out an arsenal of resources to help you move your potential client through the funnel and close the sale.

Corporate I.D. + Branding

When it comes to Branding, consistency is key. We can help you get all of your assets in line from business cards and letterhead design to vehicle graphics and company apparel.

Design and Communications Services for Construction Businesses.

- Proposal Book Design
- Branding + Messaging
- Brochures, Booklets + Sell Sheets
- Print + Interactive Formats
- Presentation + Sales Decks
- Corporate I.D. Packages



"I never have any doubt that our proposals and leave-behinds will be the best on the table thanks to the outstanding work of Smith + Co."

-Tom Howes
Director of Business Development, Delphi Construction,



Multi-Channel Advertising

Let us help you reach your target audience with traditional and digital Ads.

Print Advertising

While it may not be for everybody, Print advertising can still be a part of the marketing stack for certain companies, typically those that are either big enough for general brand building campaigns or small enough to target a local niche. In either case we can handle creative, copywriting and media placement for you.

Google Ads

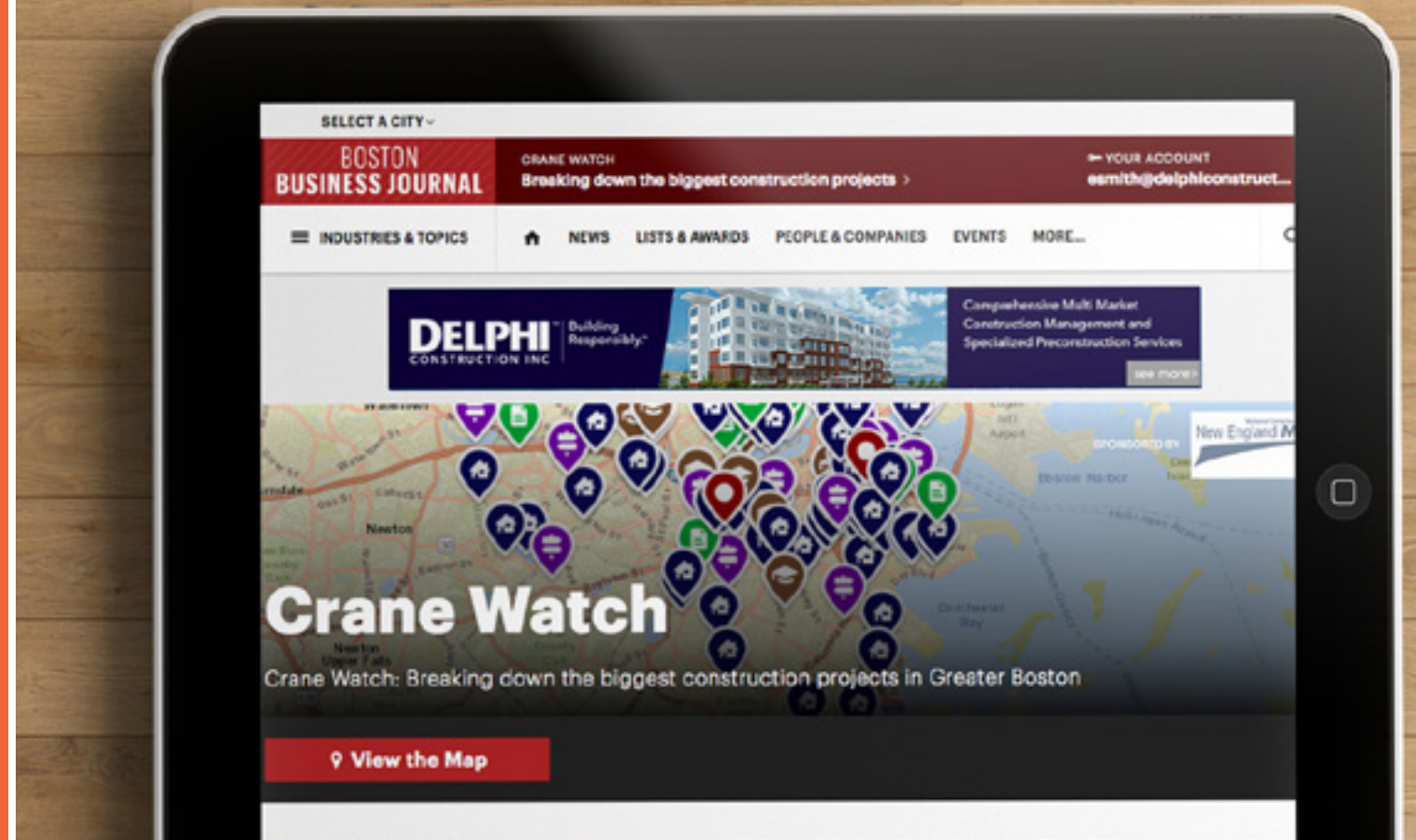
If you're already up and running in Google Ads, Smith + Co. can help you optimize your ads and spends. If you're looking to get going, we'd be happy to set you up and begin testing the waters to see if Google Ads can deliver an ROI for your business.

Social Channel Advertising

Whether you are interested in going direct to consumer with Facebook and Instagram advertising or maximizing your B2B reach through Linked-In Ads, Smith + Co. will help your construction related business target the right audiences, create and deliver ads that convert and prove the value of digital advertising through transparent reporting.

Advertising Creative and Management Services for A/E/C

- Traditional Advertising
- Linked-In B2B Advertising
- Facebook Advertising
- Google Adwords
- Google Display Network
- eMail Marketing



2 Advertising Stats* to Ponder:

Businesses make an average of \$2 in revenue for every dollar they spend on Google Ads. The average cost per click on Google ads across all industries is \$2.69.

*WORDSTREAM REPORT 2019



We strive to be the kind of construction partner architects and owners would love to have at the table beside them.



Find Out Why 90% Of Our Work Over The Past 25 Years Has Come From Repeat Clients.

Delphi Construction has been quality winning the trust and the loyalty of clients and architects on highly complex construction projects since 1992.

Our client centered, collaborative approach has helped us grow from a small firm to become an increasingly multi-market leader in multi-market construction management.

We would love the opportunity to discuss your next project and show you why so many of our clients keep coming back.

Delphi Provides Comprehensive Multi-Market Construction Management and Specialized Preconstruction Services To Clients Throughout New England.

Social Media Management

Let us lift the burden of keeping up with social media off your shoulders

Most companies have multiple social media channels to manage and not a lot of time to do it. (Not to mention the struggle to come up with interesting content to post every couple of days). We can help. (Either a little or a lot.)

Daily Social Channel Management

One option is to completely outsource the management of your social media channels to us through one of our monthly social media management packages.

Our content creators will write and publish engaging daily posts on your behalf. (The kind that build your brand and extend your reach.)

A la Carte Content Creation

Just looking to spice things up now and then? We're happy to provide A la carte content for the social channels of your choice. We can produce one-off articles for Linked-In, social polls, videos and infographics or develop and administer Facebook contests and promotions on a per-project basis.

Publishing Calendar Development

Think your internal team could handle it with a little help getting started? Let us work with you to develop a social media calendar full of creative content ideas, post outlines and an ideal publishing schedule built in.

Social Media Management Services to Suit Your Needs

- Monthly Management
- A la Carte Creative
- Social Calendar Development
- Articles, Videos, Infographics
- Contest Creation + Management
- Reputation Management



3 Social Stats* to Ponder:

90% of businesses use Social Media to increase Brand Awareness. Most businesses maintain between 4 and 10 social profiles. 77% of businesses expect their social media activity to increase.

*HOOTSUITE SURVEY 2019



About Smith + Co.

Our goal is to help construction related businesses at all stages of growth to maximize the power of their marketing efforts in order to achieve their goals.

By taking a highly personal, creative approach to working with each client, we seek to avoid a "me too" approach to marketing and instead, provide only the services we believe will yield the best results.

We strive to be a valuable resource and a good partner to those we work with.



Ed Smith Principal + Creative Director

Ed has been an innovator in marketing and communications for more than 20 years.

Having started his career as an advertising copywriter and illustrator, Ed was an early adopter of interactive marketing and web design at the start of the dot com boom in the mid to late 1990's.

As a private marketing and communications consultant Ed has worked with clients from diverse sectors including Architecture/Engineering/Construction, healthcare, e-commerce, the entertainment industry as well as non profit organizations.

How Can We Help You?

- **Website Design + Development**
- **Proposal + Collateral Design**
- **PR + Media Communications**
- **SEO + Content Marketing**
- **Advertising**
- **Social Media Marketing**

Let's Talk.

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SMITH + CO.
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"Whether you are a large firm or a small company, I highly recommend you get in touch with Smith + Co. to help take your business to the next level."

-Jake Simmons
CEO, Exexutive Chairman, Delphi Construction, Inc.

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