

Knowing Your Audience

Concrete construction insights that sharpen your strategy

Reaching professionals in the concrete construction industry takes more than a strong headline and a well-designed email. Marketers, associations and industry organizations that rely on generic messaging or outdated assumptions often find their communications ignored, their programs underattended and their engagement metrics stalled. The concrete construction audience has distinct motivators, professional identities, and decision-making patterns that differ meaningfully from broader A/E/C segments, and understanding those differences is what separates effective outreach from wasted effort.

This session draws on AOE's decades of direct experience supporting associations, firms, and organizations in the concrete, building, and design industries to offer a grounded, practical picture of this audience. Presenters share observed patterns in how concrete construction professionals consume information, respond to messaging, engage with associations, and make decisions about products, training, and industry participation. Attendees will learn how to apply those insights to strengthen their marketing, communications, member programming, and engagement strategies in ways that reflect how this audience actually thinks and behaves.

LEARNING OBJECTIVES:

- Recognize the defining characteristics, professional motivations, and communication preferences of the concrete construction audience based on observed industry behavior.
- Identify where generic messaging strategies fall short for this audience and how to adjust positioning and tone for greater relevance.
- Apply audience insight to improve the targeting, content, and delivery of marketing campaigns, member programming, or stakeholder communications.
- Develop a more informed engagement strategy that reflects the priorities and decision-making patterns of concrete construction professionals.

