

Learn about CONSTRUCTIVE COMMUNICATION

BACKGROUND:

Today's A/E/C firms face constant pressures from clients regarding budget and schedule. On top of those challenges, firms are struggling to find ways to differentiate themselves from the competition. With decades of experience guiding A/E/C firms and industry associations through the marketing and public relations process, CCI has the expertise to make your organization stand out in the crowd. Our dedicated and knowledgeable team works with you to make sure your goals are met through carefully crafted marketing and public relations opportunities. Comprised of former industry editors, sales professionals and marketing directors of A/E/C firms, the CCI team does more than implement tactics. Rather, we work with you to understand your vision and create a marketing strategy that allows you to reach your goals.

Known as the most responsive firm in the industry, CCI has worked with five leading concrete associations and several major firms. With a detailed understanding of what industry editors want in articles and a proven ability to deliver, CCI has launched national public relations efforts for a diverse range of clients. In addition to traditional marketing tactics, CCI is an industry leader in social media and networking, guiding firms through this evolving media and helping them capitalize on opportunities. Unlike many other firms, CCI provides measurable results in the form of ROI for marketing initiatives. This arms you with powerful data to share with your team. CCI helps you grow your business and position your firm as an industry leader.

SERVICES PROVIDED:

STRATEGIC MARKETING PLANNING

- Strategic planning
- Market segment and key stakeholder analysis
- Marketing plan creation
- Facilitation of focus groups

PUBLIC RELATIONS & CRISIS COMMUNICATIONS

- Identification of opportunities
- Research target media and stakeholders
- Media calendar research
- Creation of pitch concepts
- Feature articles for trade or business publications
- Coordination and preparation for media interviews
- Q&A pieces
- Media blitz for project, product launches
- Media training
- Crisis communication planning and training
- White papers and technical articles
- Case studies

MARKETING COMMUNICATIONS

- Corporate communications
- Project sheets
- Conference abstracts and presentations
- Data sheets and product literature/ manuals
- Newsletters and e-newsletters
- Video editing
- Whiteboard video creation

SOCIAL MEDIA & WEBSITES

- Social media policy and plan development
- Development of appropriate outlets
- Wikipedia articles
- Website evaluation and update
- Electronic campaigns

GRAPHIC DESIGN

- Logo design
- Identity materials
- Social media branding images
- Sell sheets and brochures
- Advertisements
- Infographics

Constructive Communication's REPRESENTATIVE CLIENTS

- Akzo Nobel
- Best PumpWorks / PumpWorks 610
- Concrete Joint Sustainability Initiative
- Coldspring
- CTS Cement Manufacturing Corp.
- Doka Canada
- Doka USA
- D.S. Brown
- Ductilcrete
- Dynamix Engineering
- EagleBurgmann
- FST Logistics
- Grove Products
- HC Bridge Company, LLC
- Heraeus

- H.R. Gray
- Jos. J. Albanese
- Kordata
- LORD Corporation
- LW Associates
- Madison Concrete Construction
- metroConnections
- Prime GC
- Quality Saw & Seal
- Rieck Services
- SENSR
- SMBH, Inc.
- Strait and Lamp
- Stanley & Wend, LLC
- Tilt-Up Design Systems, LLC
- Woodland Construction Company

ASSOCIATIONS

- Aggregate & Ready Mix Association of Minnesota
- American Concrete Institute
- American Concrete Pumping Association
- American Plastics Council
- Bridge Grid Flooring Manufacturers Association
- Concrete Foundations Association
- Concrete Industry Management
- Concrete Polishing Association of America
- International Grooving and Grinding Association
- Maryland Ready Mix Concrete Association
- Missouri/Kansas Chapter, American Concrete Paving Association
- Post-Tensioning Institute
- Seal No Seal Council
- Southwest Concrete Pavement Association
- Stream + Wetlands Foundation
- Tilt-Up Concrete Association