



Construction Manufacturers' Marketing Report **2022**



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Thank you to the organisations shown below who supported us by promoting it to their members and networks:



Foreword

Effectively marketing construction products has never been so challenging. The restrictions enforced by COVID since March 2020 have changed how everyone works, the construction industry is increasingly moving towards digitalisation, and perhaps most importantly, the marketing communications space is becoming more crowded.

So what does this mean for construction manufacturers' marketing? What are the key strategies manufacturers use and how do these compare against peers and other industries? What are the main barriers to effective marketing, and how will things change in the future? These were just some of the questions we were looking to answer in September 2021 when NBS and our sister company Glenigan launched our first 'Construction Manufacturers' Marketing Index' survey, looking at how manufacturers are marketing their construction products.

Thank you to the 166 manufacturers and suppliers that took the time to complete this survey and tell us about their approach to marketing in the construction industry.

We also thank the organisations that promoted the survey, ensuring the representation of suppliers of all sizes and those marketing a wide range of products.

In this report, we set out the findings of the research, seeking to paint a picture of marketing in the construction industry, highlighting:

- ▶ Manufacturers' approach to marketing.
- ▶ Trends for using particular channels or tools.
- ▶ Some comparisons with other industries.
- ▶ Expectations around the future of construction marketing.

We hope this report is a valuable tool for those supplying products to the construction industry, by providing a holistic view of manufacturers' marketing, the approaches taken and how strategies and activities compare. The report is intended to be used as a way of benchmarking your marketing against others and, perhaps, learning something new that you can apply to your own plans.



Robin Cordy
Marketing Director, NBS



Ian Bellamy
Head of Marketing, Glenigan

Introduction

Between September and November 2021, we conducted our first 'Construction Manufacturers' Marketing Index' survey looking at respondents' current and future marketing strategy. We had 166 responses from at least 136 different manufacturers; these were not just NBS partners, ensuring representation from across construction product manufacturers. This report is primarily concerned with construction product manufacturers who are personally based in the UK.

More than half of the respondents (53%) work within the marketing area of the business; other respondents, though not necessarily sitting directly within the marketing team, have roles that impact and work closely with them. This gives them the insight needed to answer the questions that we asked. Many were senior figures: of those within the marketing department, 51% are marketing managers, and 23% are marketing directors. Additionally, 14% of respondents overall gave their role as director/partner/owner. Therefore, many respondents are those who are making important decisions about a manufacturer's marketing, and how the marketing budget is allocated and spent.

A brief description of our methodology, both for carrying out the survey and the analysis of the results, is available at the end of the report.



Jenny Archer

Market Intelligence
Coordinator, NBS

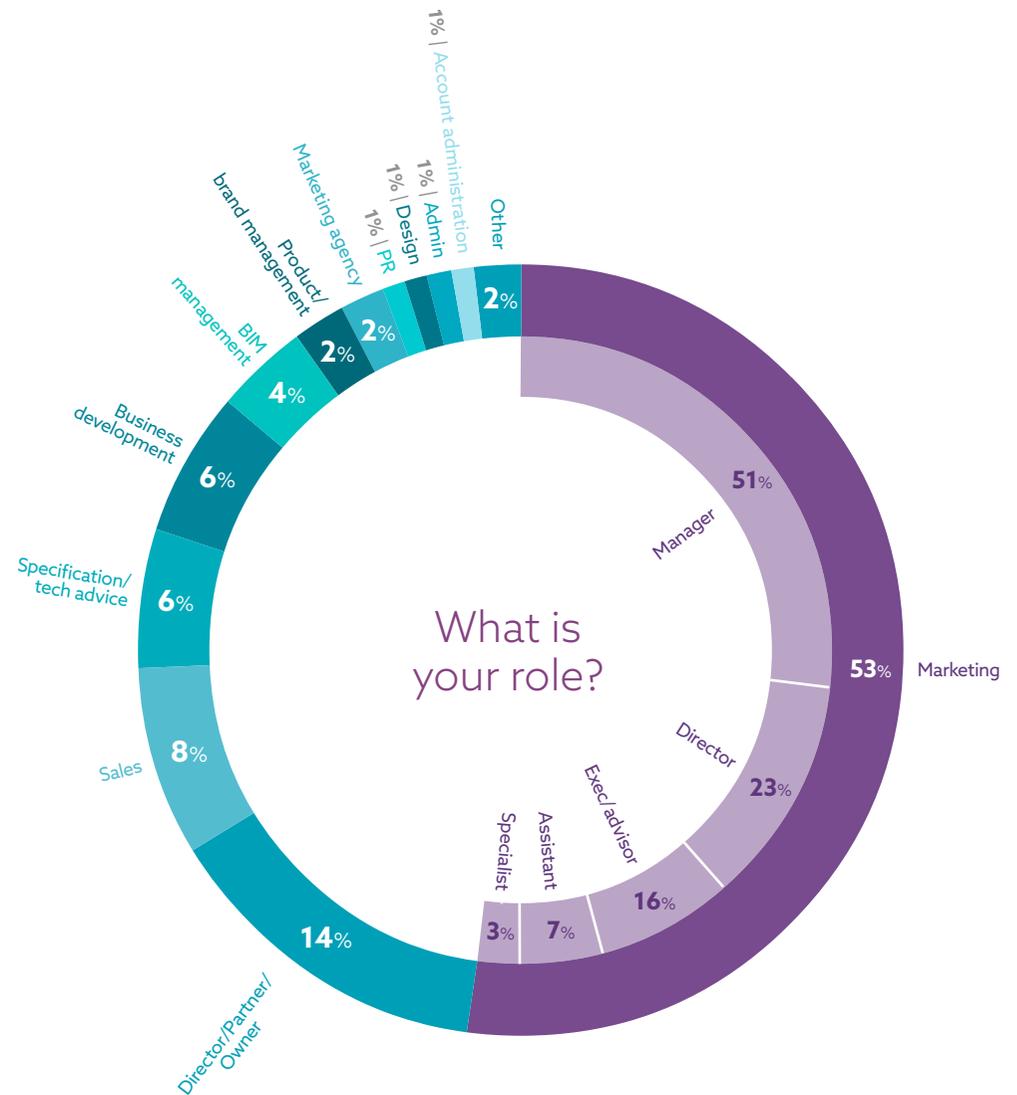
Lead Researcher

Responses came from a cross section of manufacturer types and company sizes. The types of products that respondents' companies produce can be broadly grouped into five categories:

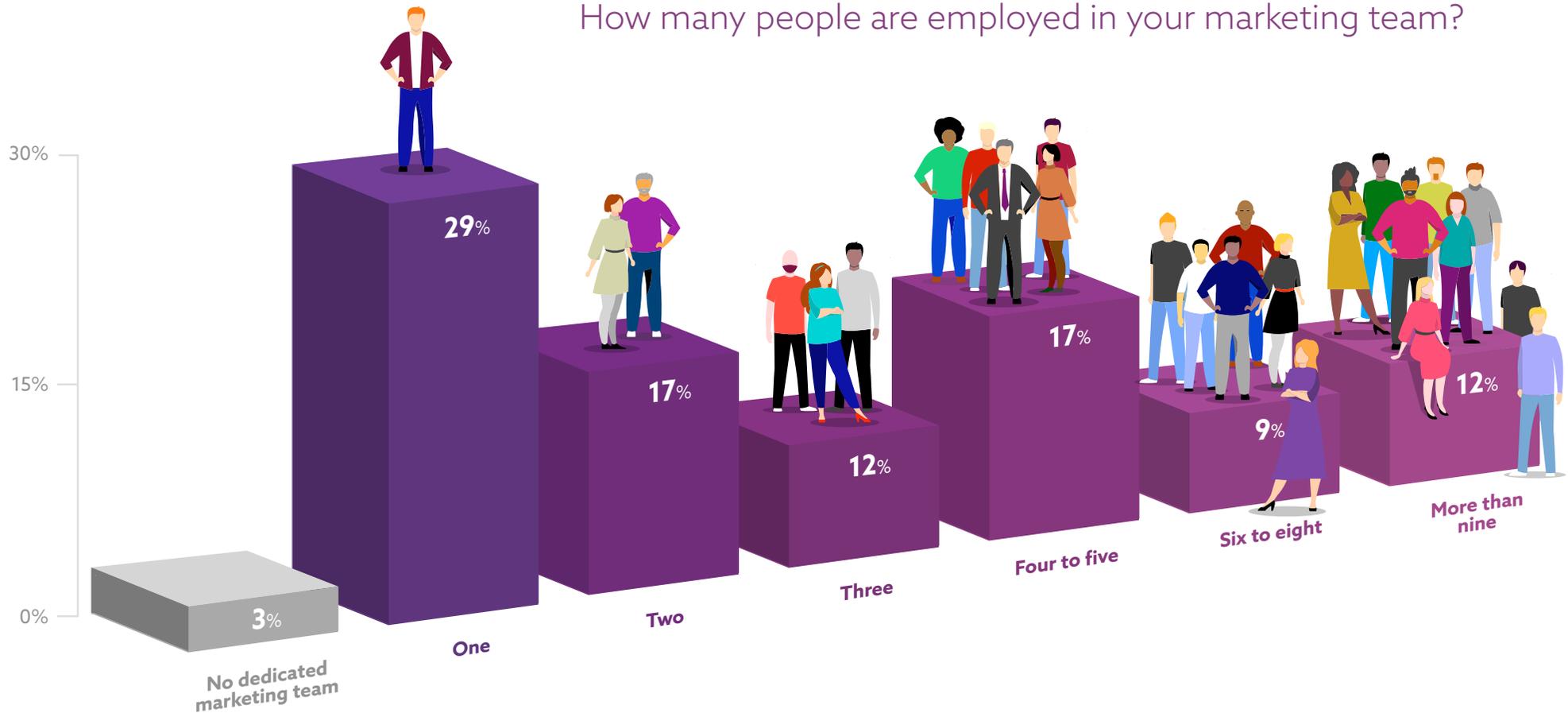
- ▶ Building envelope such as building and insulation materials | **44%**
- ▶ Interior fixtures and finishes such as walls and partitions, bathrooms and furniture | **28%**
- ▶ MEP products such as drainage and water supply, and lighting system and products | **17%**
- ▶ Fenestration products and equipment such as windows and glazing | **13%**
- ▶ Other type of product that do not fit into the above categories | **24%**

Please note respondents could provide more than one answer, therefore percentages do not add up to 100%.

The full respondent profile is shown later in the report.



How many people are employed in your marketing team?



The respondents tend to work within small marketing teams: 29% of respondents are sole persons responsible for marketing, with a further 29% having two to three people within their marketing team. In a small percentage of companies (3%), there appears to be no dedicated marketing resource.

As could be expected, the size of the marketing team depends on the size of the company: many small and mid-size companies (with up to 50 employees) tend to employ between one and three people in their marketing team. There is some indication that companies that manufacture fenestration products and equipment are likely to be smaller companies, and as a result employ less people within the marketing team.

Marketing approach

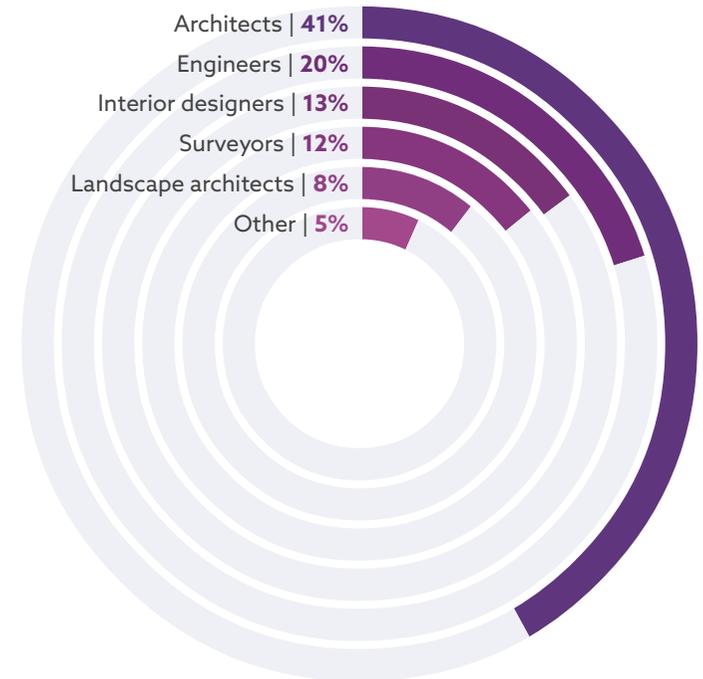
To provide context to the results, we wanted to understand who construction product manufacturers' target audiences are, and their respective importance to them. Specifiers or designers are the primary target audience, with contractors ranking second. Fewer are targeting their marketing at the general public or trade.

Please rank the following target audiences in order of priority for your company





Which specifiers or designers do you target through your marketing?



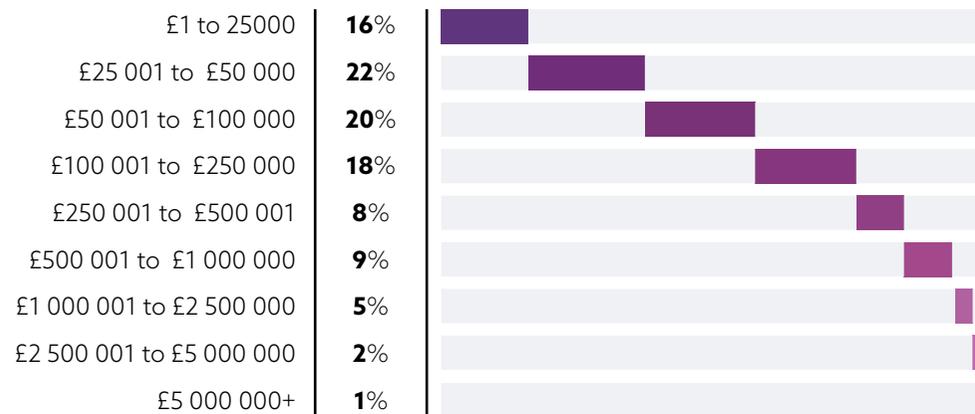
Where specifiers or designers are targeted, four out of ten respondents are targeting architects. 20% tell us that they target engineers, further targets include interior designers and surveyors, among others.

Apart from architects – who are a key target for all types of construction product manufacturer – there is a relationship between the type of product manufactured and its specifier target audience, as you might expect. For instance, manufacturers producing interior fixtures and finishes appear particularly interested in targeting interior designers. Similarly, MEP product manufacturers have an interest in targeting engineers.

Annual marketing budgets

A lot of the decisions that a marketing team makes hinge on the marketing budget for the year. Getting this right can be a challenge. Too high and the conversion rate may become expensive, and squeeze budgets elsewhere in the company. However, set them too low and difficult choices will need to be made about which campaigns to run, and/or which channels or methods to use.

Approximately how much is your current annual marketing budget?



Results show low marketing budgets: more than half of respondents (57%) tell us that their current annual marketing budget is under £100 000. Less than 10% have a marketing budget of over £1 million. Results suggest that manufacturers producing fenestration products and equipment may have some of the smallest budgets. In contrast, producers of interior fixtures and finishes often seem to have larger budgets, perhaps a reflection of the wide choice that is often available for this type of product as well as their visibility within the finished project and therefore the need to promote the benefits of the manufacturer's product over competitors.

Budgets are often set based on a percentage of sales (or turnover). The average percentage that companies spend on marketing budgets varies and is influenced by several factors including organisation size, age of business (a newer business will often need to spend a higher proportion to raise their profile), and the macro environment. Sources such as the Gartner 'CMO Spend Survey 2019 – 2020'¹, conducted between June and August 2019, estimates B2B manufacturing budgets in North America and the UK to be around 10.4% of company revenue. More recent research from the US, undertaken in 2021, suggests that budget levels have dropped further to around 2.4% for manufacturing and 3% for construction/mining². As a minimum, digital creative agency Creative.online suggests that companies 'should aim at spending between 2-5% of [their] sales revenue on marketing'³.

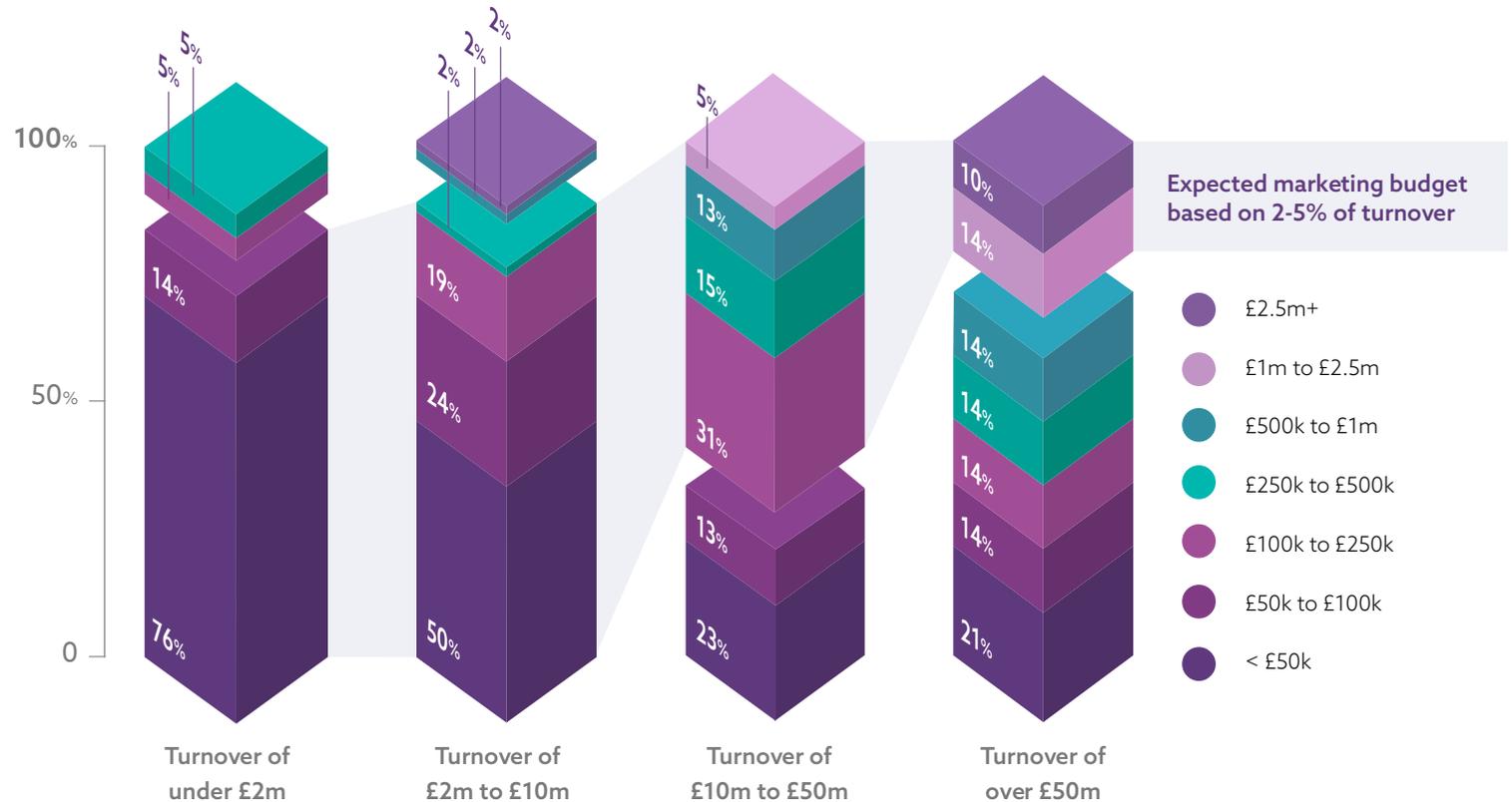
¹Gartner, 'CMO Spend Survey 2019 – 2020'; <https://www.gartner.com/en/marketing/research/cmo-spend-survey-2019-2020>

²Deloitte, 'The CMO Survey 27th Edition: August 2021'; <https://cmosurvey.org/results/>

³Creative.Online, 'What is a good marketing budget? How much should you spend on marketing?'; <https://www.creative.onl/what-is-a-good-marketing-budget-how-much-should-you-spend-on-marketing/#fivepercent>

We wanted to understand how that compares with our survey results. We asked respondents about their marketing budgets and turnover. In both cases, respondents had several bands to choose from, ensuring that as many as possible could answer the question and would not consider the information commercially sensitive. By excluding the top bandings and taking the midpoint of all others, we have been able to estimate respondents' marketing budgets as a percentage of their turnover. On average, this stands at 2.3%; however, there is wide variation, with some spending less than 1%, and others over 35%.

Marketing budget by turnover



The chart above shows respondents marketing budget by turnover; unsurprisingly, there is a correlation. Companies with a smaller turnover tend to have smaller marketing budgets than those with larger turnovers. However, if we use the 2-5% rule to estimate the expected marketing budget range for manufacturers by turnover band, you see those with larger turnovers of £10 million to £50 million and, in particular, those with a turnover of over £50 million spending less than expected.

In recent years, taking everything into account, including COVID, has your marketing budget changed?

For just over half of construction product manufacturers (52%), their marketing budgets have remained static in recent years. This is particularly evident amongst those companies with the highest turnover.

The percentage of those respondents with a turnover of over £50 million whose marketing budget has stayed about the same increases to 67%. The marketing budgets of those respondents are lagging behind. Positively, for nearly a third of construction product manufacturers, their marketing budgets have increased in recent years – even with COVID and other uncertainties affecting the industry.

Results suggest that producers of fenestration products and equipment may be less likely to be affected by decreasing budgets – likely a reflection of them having low initial marketing budgets, leaving little room for further reductions.

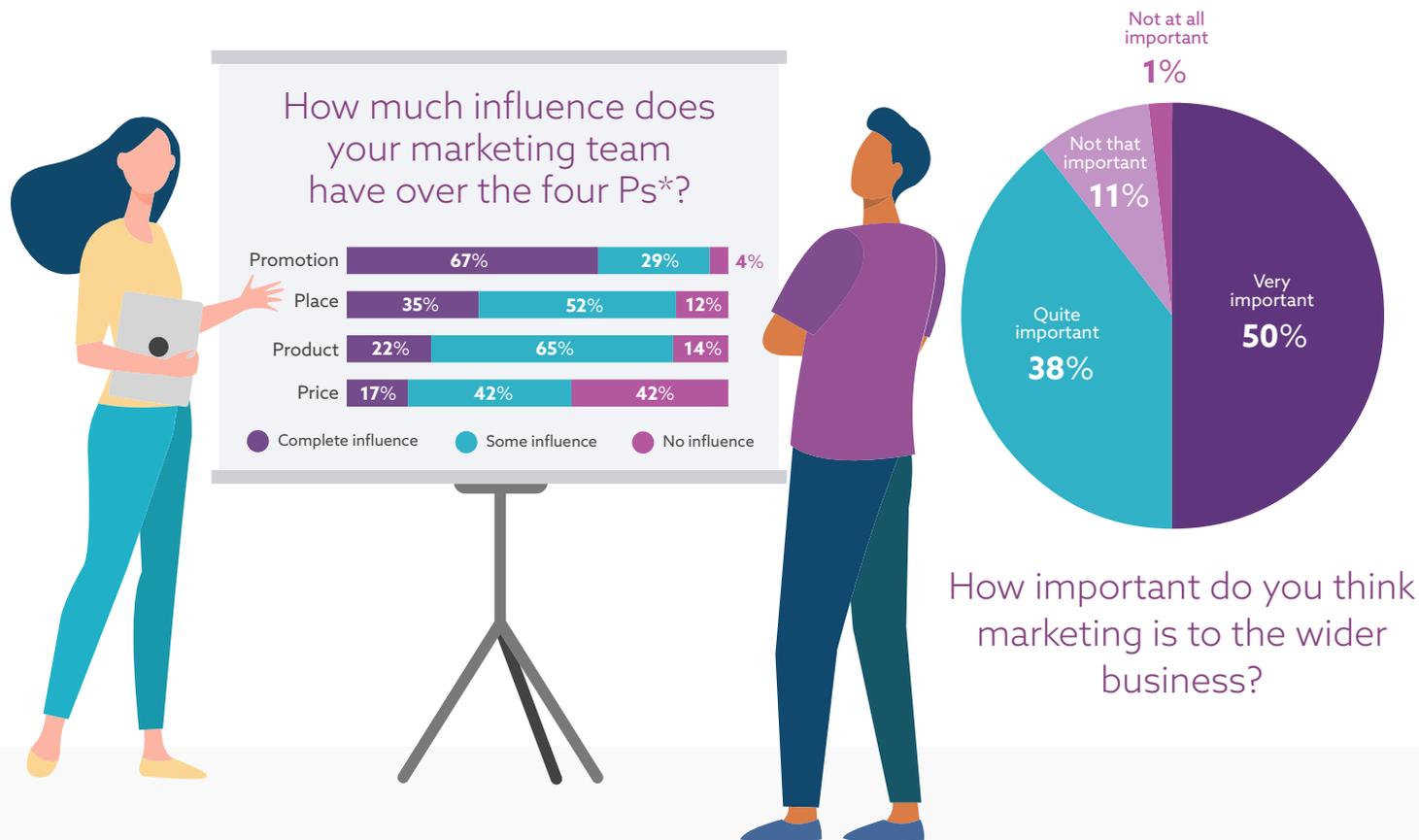
The decision about whether to conduct the marketing in-house or outsource the work can be linked to the marketing budget. There are many factors that can influence this decision, including resource implications (both in terms of money and time), having the knowledge and skills required for the work and the size of the marketing team. On average, the construction product manufacturers surveyed carry out 71% of their marketing in-house and outsource 29% of it. Those with a turnover of under £2 million seem less likely to outsource work, preferring (or because of not having the budget to outsource as much work) to carry out the work in-house.



Marketing's role in the business

We asked respondents to consider their influence over the four aspects that make up the traditional marketing mix*. Respondents believe that they have most influence over promotion: two thirds indicated that they have complete influence over this aspect. Few respondents felt that they had complete influence over the price of the product they manufacture, suggesting that for many manufacturers ownership of this area has either moved to other parts of the business or was never part of their remit.

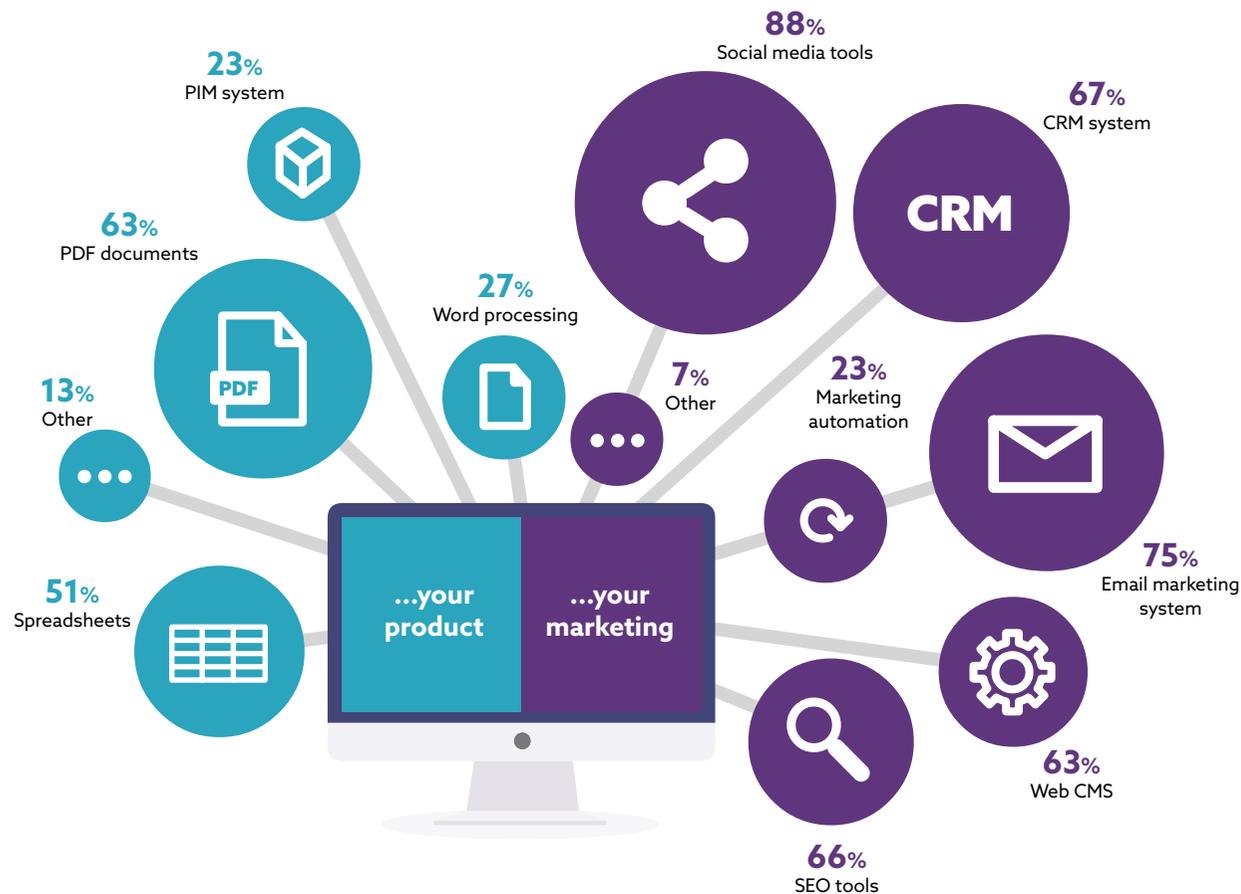
Positively, nearly nine out of ten respondents (87%) state that marketing is important to their wider business, but only 50% say that it is very important. Nearly all small organisations (with less than 15 employees) tell us marketing is important to their wider business. There is some indication that manufacturers producing building envelope products perceive marketing as less important.



*The marketing mix, also known as 'the 4Ps', is a traditional marketing model used to understand the original elements of a marketing strategy: product, price, place and promotion.

Marketing tools and resources

Which of these tools do you use to help manage...



As digitalisation has increased, more tools have become available to help professionals in their work. For construction product manufacturers, this includes tools to help manage both their marketing and their product information. In terms of marketing tools, results show that social media tools are most used, followed by email marketing systems. Two thirds also use a customer relationship management (CRM) system. It is perhaps surprising that the use of CRMs is not universal. However, further analysis suggests that low turnover manufacturers may be a key group that do not use CRMs – likely a reflection of the business not being able (or willing) to invest in a system, or not seeing the value in it. Use of marketing automation software lags behind the other tools. Use of such software can help to streamline business processes and improve efficiency.

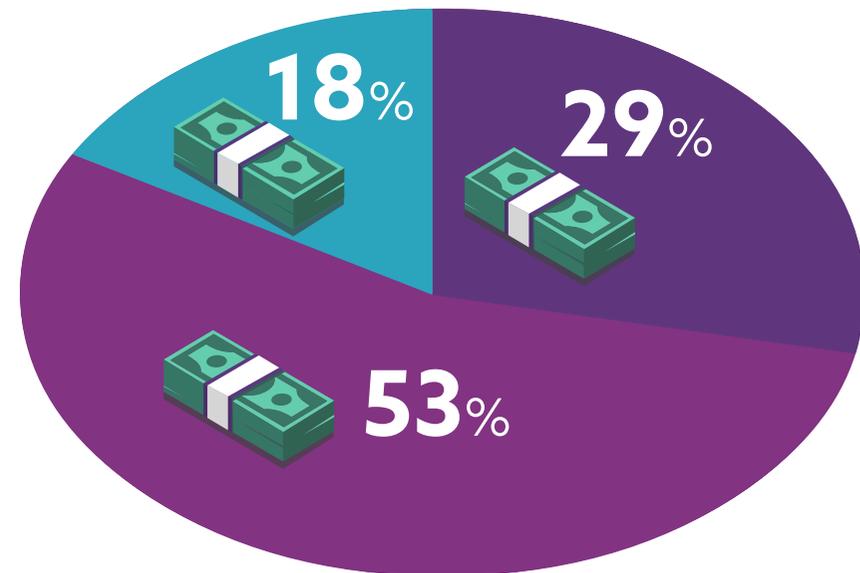
The most common method of managing product information continues to be using PDF documents (63%), followed by spreadsheets (51%). Using these methods presents risks. PDF documents quickly go out of date, and it is difficult to manage version control, which could lead to customers using incorrect information. Use of a Product Information Management (PIM) system remains low, with under a quarter (23%) telling us that they use one. Usage of these systems appears to be more common amongst higher turnover companies (over £50 million).

Current marketing activity

It was important to explore construction product manufacturers' current marketing activity, and how the marketing budget is allocated between different marketing channels. We discovered that there is a large focus on digital: 53% of construction product manufacturers' marketing activity is digital. However, traditional marketing (most types of marketing that are not online) still has a place. On average, 18% of the marketing budget is allocated to construction-tailored marketing channels such as using digital (BIM) object libraries and project leads services.

"We use a mix of traditional and digital. Sales reps still like the traditional sale support items but we're getting wider reach with digital. We try to do a bit of everything although trying to capitalise on technology more for cost saving and sustainability reasons."

Roughly what proportion of your 2021 budget is allocated to each of these groups of channels?



- Traditional marketing channels
- Digital marketing channels
- Construction tailored marketing channels



Channel use

When exploring the use of different channels in more detail, we can see three groups forming: those that are used a lot/often by at least 75% of respondents, those that are regularly used by around 50% of respondents, and the third group which are used less often and at a lower frequency.

There is universal use of the manufacturers' websites and social media. In the case of websites, this is not a surprise – it is expected that a business will have a website and that this will be an important source of information for anyone looking to research, specify or buy their product.

Brochures or catalogues also remain an important channel: the digital version of these is the third most used channel (82% use it a lot/often). Additionally, nearly half (49%) of respondents use printed brochures or catalogues a lot/often. One respondent expanded on this to explain why they found brochures or catalogues useful:

"We normally use printed catalogues or digital catalogues most when we visit customers or after our presentation."

However, it is worth noting that in the Construction Product Association (CPA)'s Marketing Integrity Group's Construction Products Information Survey⁴, only 54% of those using construction product information (such as Architects and Engineers) indicated that they use brochures when looking for product information.

⁴Construction Product Association's (CPA), 'Marketing Integrity Group's Construction Products Information Survey', <https://www.constructionproducts.org.uk/publications/technical-and-regulatory/construction-product-information-survey/>

How often does your organisation use each of the following channels?



- Frequent use
- Regular use
- Low use

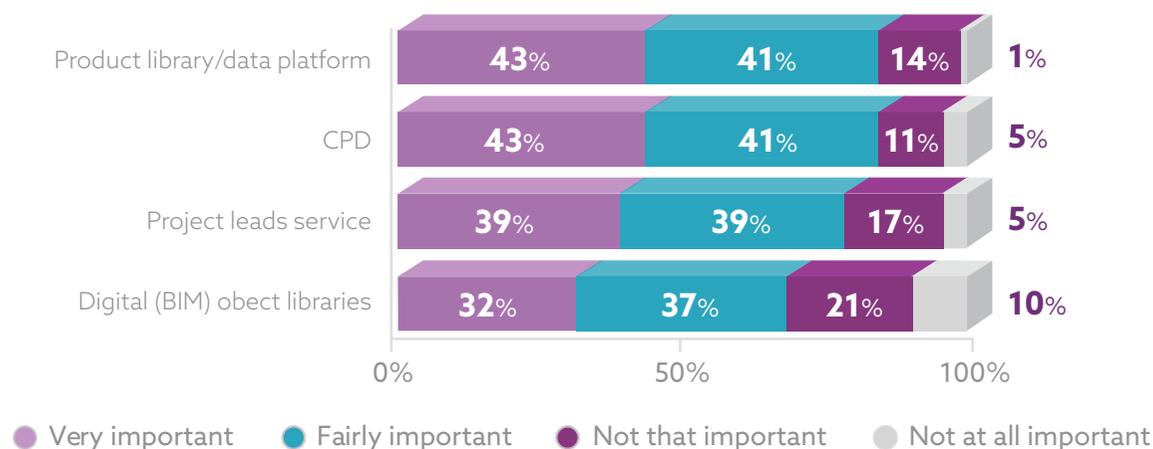
	Use a lot/often	Sometimes/rarely use	Never use
Website	99%	1%	0%
Social media	86%	14%	0%
Digital brochures/catalogues	82%	17%	2%
Email	75%	23%	1%
SEO/PPC	54%	34%	12%
Content marketing	51%	45%	4%
PR	50%	34%	16%
Printed brochures/catalogues	49%	47%	4%
Digital display advertising	48%	37%	15%
Print/offline advertising	38%	49%	13%
Distribution partners	29%	46%	25%
Event marketing	25%	61%	14%
Direct mail	16%	54%	30%

The majority of respondents (96%) use content marketing, but only 51% use it a lot/often. This is likely a reflection of the engaging-but-time-consuming nature of carrying out this type of activity. Low-use channels include some of the traditional marketing channels. Direct mail is the least used channel, with just 16% telling us that they use this a lot/often, and 54% who use it sometimes/rarely. It is a channel that can be useful but does come with resourcing implications.

Higher turnover companies have more scope in their channel use. Their larger budget means that more options are available to them, meaning that they appear to be more likely to invest in both digital and print advertising, events and direct mail. They are also likely to do some things (such as PR), more often than lower turnover companies.

There are various construction-tailored marketing channels that respondents use; it's clear that these are all important to a greater or lesser extent. The majority (84%) tell us that product libraries/data platforms and continuing professional development (CPD) are important channels; many also consider project leads services such as Glenigan important. Two thirds describe digital (BIM) object libraries as important, with only one in ten perceiving them as not at all important. Both product libraries/data platforms and continuing professional development (CPD) appear to be of particular importance to MEP manufacturers, whilst higher turnover companies appear to value digital (BIM) object libraries.

How important are each of these channels to your company?



Decisions about how the budget is split are often influenced by a balance between the budget available, how much a channel costs to use and the return the marketer is likely to get on their investment. In particular, respondents find it easier to measure the return on investment from digital channels. The decision is also influenced by what the marketing team think is most relevant and engaging to their target audience and what has worked in the past. But alongside repeating what has worked in the past, it is important to be flexible and adapt to changing customer behaviour.

Reasons for channel use...

"With limited budget, we focus on what has worked in the past."

"Website, social media and SEO/PPC are cheap forms of marketing. Content marketing is what specifiers/designers are most interested in seeing/reading."

"Most is digital, and this is down to tracking and ROI."

"We use the channels that have proven to be most effective. Everything is online now; it is rare we get a request for a printed brochure but still have the capability to provide this if needed."

"The most important way to communicate with customers is to ensure it is easy for them to make enquiries about our products and demonstrate to them that our products have more advantages than others in the industry."

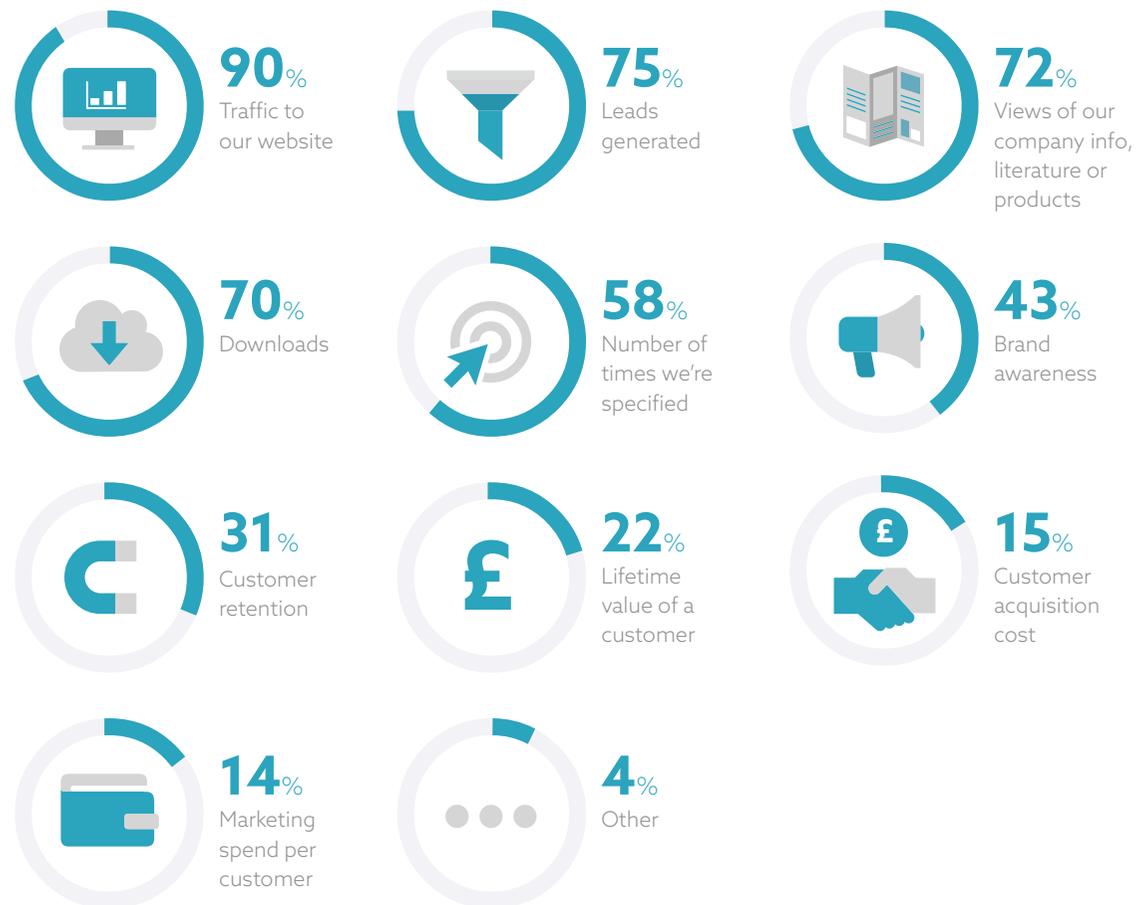
Measuring return on investment

We have already seen, and know from previous research, that return on investment (ROI) is important to manufacturers, so we wanted to understand more about the metrics that construction product manufacturers use to measure this for the channels that they use. The key metric that construction product manufacturers use to measure the effectiveness of their marketing is traffic to their website: nine out of ten respondents look at this. Given the universal usage of websites, this is not a surprise; additionally, the call to action on other marketing channels can result in the audience visiting a page on the site. Between 70 and 75% also monitor: the number of leads generated (75%); the number of views that the manufacturer's company information, literature or products get (72%); and the number of downloads (70%). These are all metrics that are easily quantified.

58% of respondents measure the effectiveness of their marketing according to the number of times that their products are specified. It could be assumed that many more would like to use this metric; however, it is difficult to track where a company's product has been used, especially if the manufacturer has not been directly involved in providing any help, advice or information. This is where the construction-tailored channels can help more than the generic marketing channels.

Very few construction product manufacturers consider the cost of acquiring a new customer, and how much a customer will pay the company over the years that they are a customer. These are more difficult metrics to measure, but can provide valuable information.

Which of the following marketing metrics do you report on?



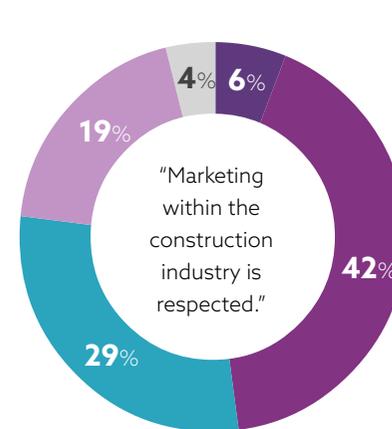
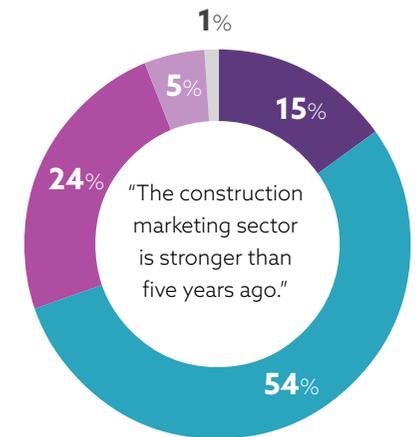
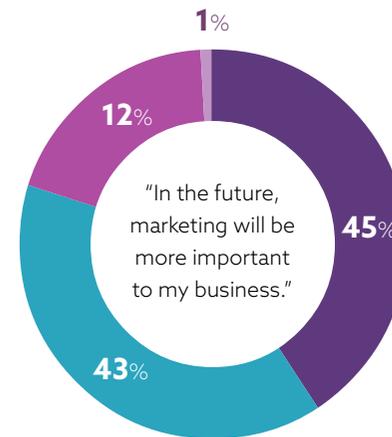
Marketing in the construction sector

In recent years, marketing in the construction industry has come under increasing scrutiny, but how does it compare to other sectors? Marketing in the construction industry does not stand out compared to other sectors: less than a quarter agree that it is generally of a high standard when compared to other areas, with only 4% saying that they strongly agree. Similarly, fewer than half of respondents agree that marketing within the construction industry is respected.

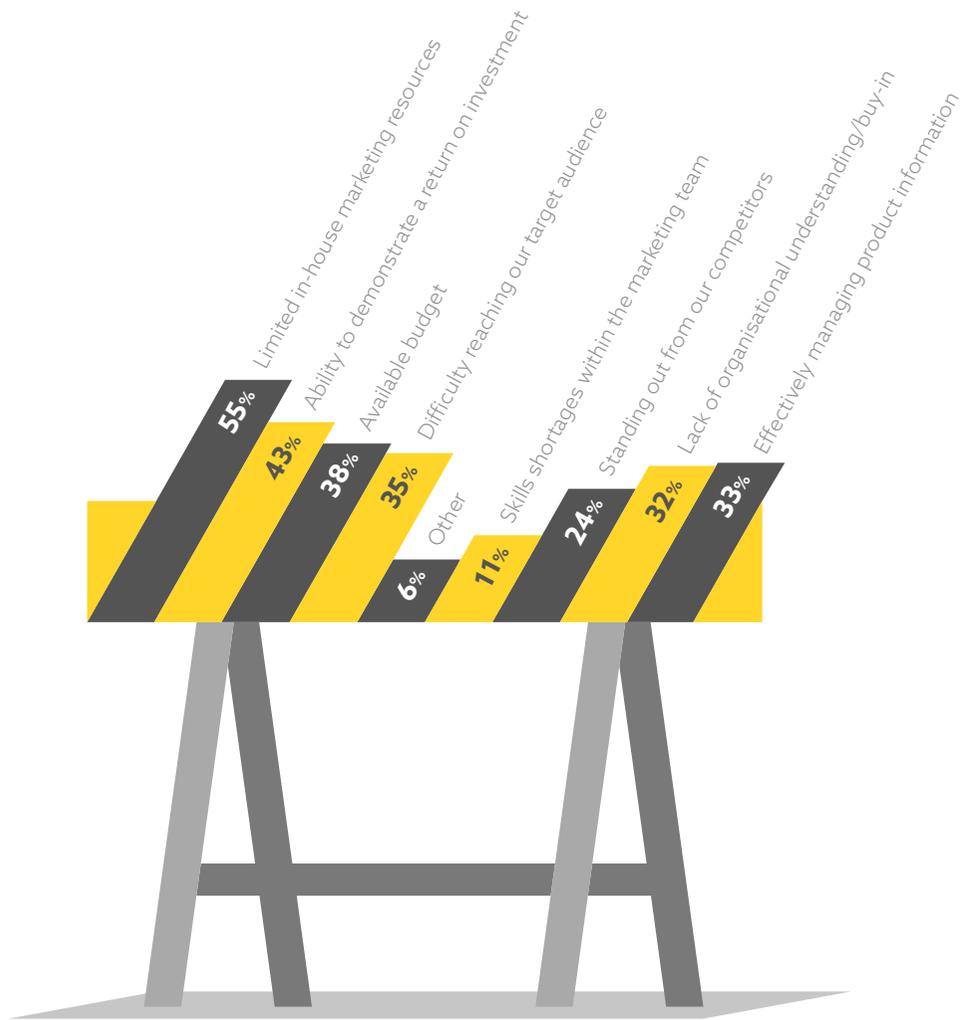
However, things have improved. Two thirds of respondents (69%) agree that the construction marketing sector is stronger than five years ago, and almost nine out of ten respondents (88%) believe that marketing will be more important to their business in the future. This in turn should help to ensure that marketing teams get the budgets and resources required to effectively market their construction products.

How strongly do you agree or disagree with the following statements?

- Strongly agree
- Tend to agree
- Neither agree nor disagree
- Tend to disagree
- Strongly disagree



Barriers to marketing



What are the main barriers to your marketing?

There are barriers to successful marketing which construction product manufacturers experience. Respondents were asked to identify their three main barriers to marketing; the main issue appears to be resourcing.

Primarily, the resourcing issues relate to limited in-house marketing resources (55%), although others also cite available budget (38%) and skills shortages within the marketing team (11%). Without the correct resources, marketing teams are limited in what they can deliver:

"We are a team of two and neither of us have the required digital marketing skills to utilise a more digital approach to our marketing. The company does not believe in using agencies and with restrictions on budget we don't, at this time, have the available funds to employ a digital marketing expert."

Whilst marketing teams have all-round experience of the profession, there appear to be gaps in areas of specialism: particularly digital marketing capabilities.

"Up to date digital marketing skills - including SEO, PPC, effective use of social media and use of apps."

"We probably need more in-house digital capabilities now and a better CRM system."

"Specific skills, like data analysis. Our team has always had more all-round marketing skills."



To an extent, outsourcing may help address resourcing and skills issues; but accompanied by low budgets, this will mean that tough decisions will need to be made about: how the budget is spent, what marketing can be conducted, what channels can be used and how that work is resourced.

The ability to demonstrate a return on investment is a barrier for 43% of construction product manufacturers. It is also worth noting that a third of respondents see effectively managing construction product information as a barrier to effective marketing. Earlier, we identified many continuing to rely on PDF documents and spreadsheets to do this. Investing in a system to manage this process will help to alleviate this issue, but it does rely on the organisation's buy-in and investment in terms of time, money and resource. The data suggests that fenestration product and equipment manufacturers are more likely to list managing their product information among their main 3 barriers to effective marketing.

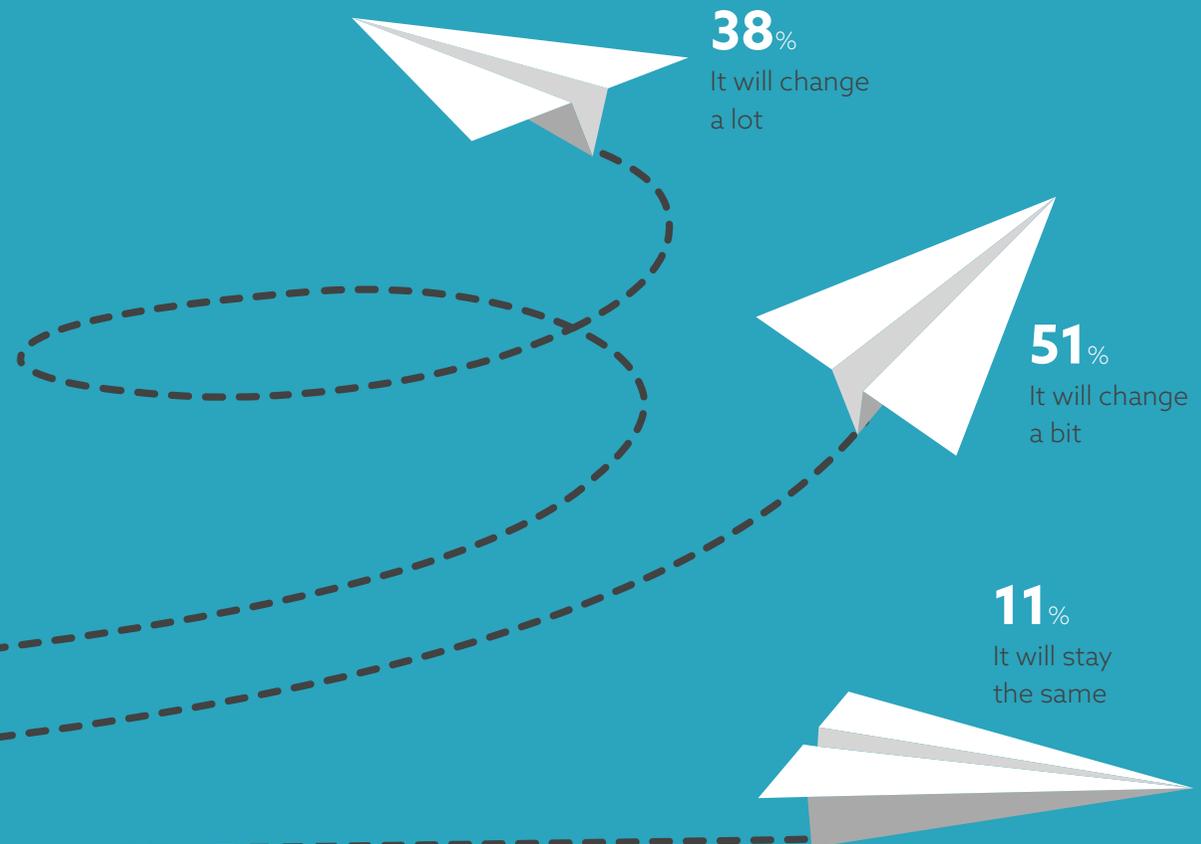
Future marketing strategy

We have seen how construction product manufacturers currently approach marketing, and the channels that they use; we have also considered perceptions of marketing in the construction industry and barriers to effective marketing. But what does this mean for manufacturers' future marketing strategy?

It's clear that there is a changing marketing landscape. When asked to consider how their marketing might look in the next three to five years, 89% of respondents told us that they expect their approach to marketing to change a bit or a lot (51% and 38%, respectively). For some, the changes are driven by changing company perceptions and resourcing levels.

But how do respondents expect their marketing to change? Primarily, they expect a continuing shift to digital, while others expect to be trying new things involving the channels that they use and the content that they offer.

Do you think your company's approach to marketing will change a lot, change a bit or stay the same?



Here's what some respondents had to say about their company's future marketing strategy...

“ Recent hires into the marketing team mean that 2022 will have a marketing strategy (for the first time in company history) and the current marketing activity mentioned will look completely different as a result. ”

“ We need to embrace digital technology more and invest in people to upskill them to be more capable in the field of digital marketing. ”

“ More visibility on industry specific platforms. Increased spend on magazine adverts and editorials. More on social media. ”

“ We are learning more about digital routes, especially over the past year. This is changing and improving all the time. ”

“ With the launch of new products, we will be increasing our amount of marketing through becoming CPD accredited, social media, product launches, etc. ”

“ Over the last three years the wider company is moving from the perception that marketing is 'giveaways, brochures, pictures, website' to a fundamental source of information and delivery of sales/marketing strategy. ”

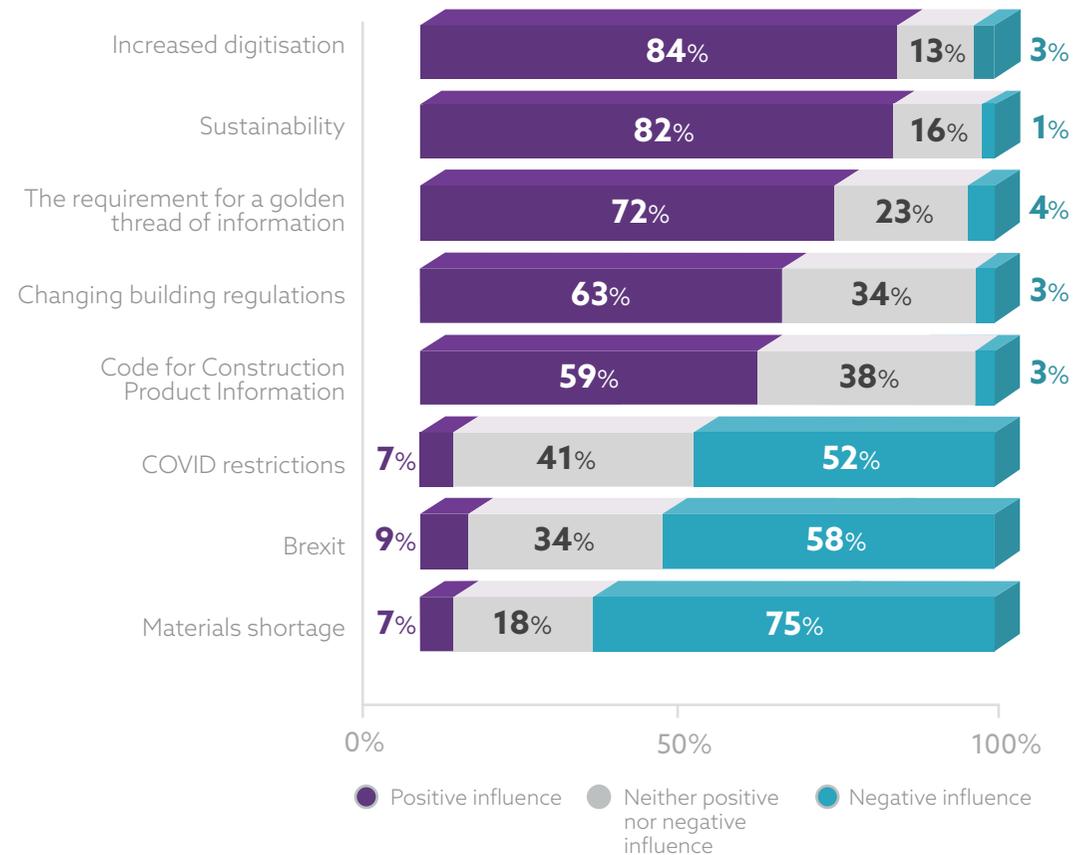
A number of macro trends are contributing to the changing landscape, which will have an influence on construction product manufacturers – both positive and negative. The main positive influences are expected to be increased digitalisation and sustainability: 84% and 82% respectively think that these will have a positive influence on their marketing in the next three to five years.

Meanwhile, the primary negative influence is expected to be the ongoing materials shortage, which has already proved challenging during 2021.

There was greater uncertainty over what type of influence the changing Building Regulations and the Code for Construction Product Information will have but, positively, only 3% feel that they will have a negative influence. When it comes to Brexit, small organisations (employing up to 15 people) appear to have a greater concern about the negative influence this may have on their marketing.

“I’m expecting a significant shift in cost/benefit discussions. Supply chain issues are affecting how well companies satisfy customer needs. Cheap imported products/raw materials failing to arrive is creating tensions and I think customers will become more open to specifying more expensive/locally produced products to avoid disappointment.”

What type of influence do you think the following macro-environmental factors will have on your marketing in the next three to five years?





Conclusions

It's clear that marketing in the construction industry is changing. It is in a period of transition, both in terms of the marketing teams themselves, and the approaches and strategies that they use. Some marketing teams are quite advanced and have existed for a long time. Others are either newly formed teams or (for various reasons) are currently quite traditional in their approach, but recognise the need to, and want to, move towards more digital ways of working.

Many construction product manufacturers also remain traditional in their approach to managing their product information: they often use PDF documents. This is less efficient than using digital methods, and presents a risk. PDF documents quickly become out of date, and once shared cannot easily be replaced – leading to those specifying or using the product referring to out-of-date information. Use of a PIM system enables manufacturers to update their product information in multiple places at once and ensures that they can maintain a single source of truth about their products. However, less than a quarter use one. Use of marketing automation software can also streamline processes but again, less than a quarter are using this type of software.

Marketers in the construction industry use a range of channels. They use digital channels most often – particularly websites, social media,

digital brochures or catalogues, and email. But traditional channels still have their place. Many construction product manufacturers often also use construction-tailored marketing channels as part of their marketing mix.

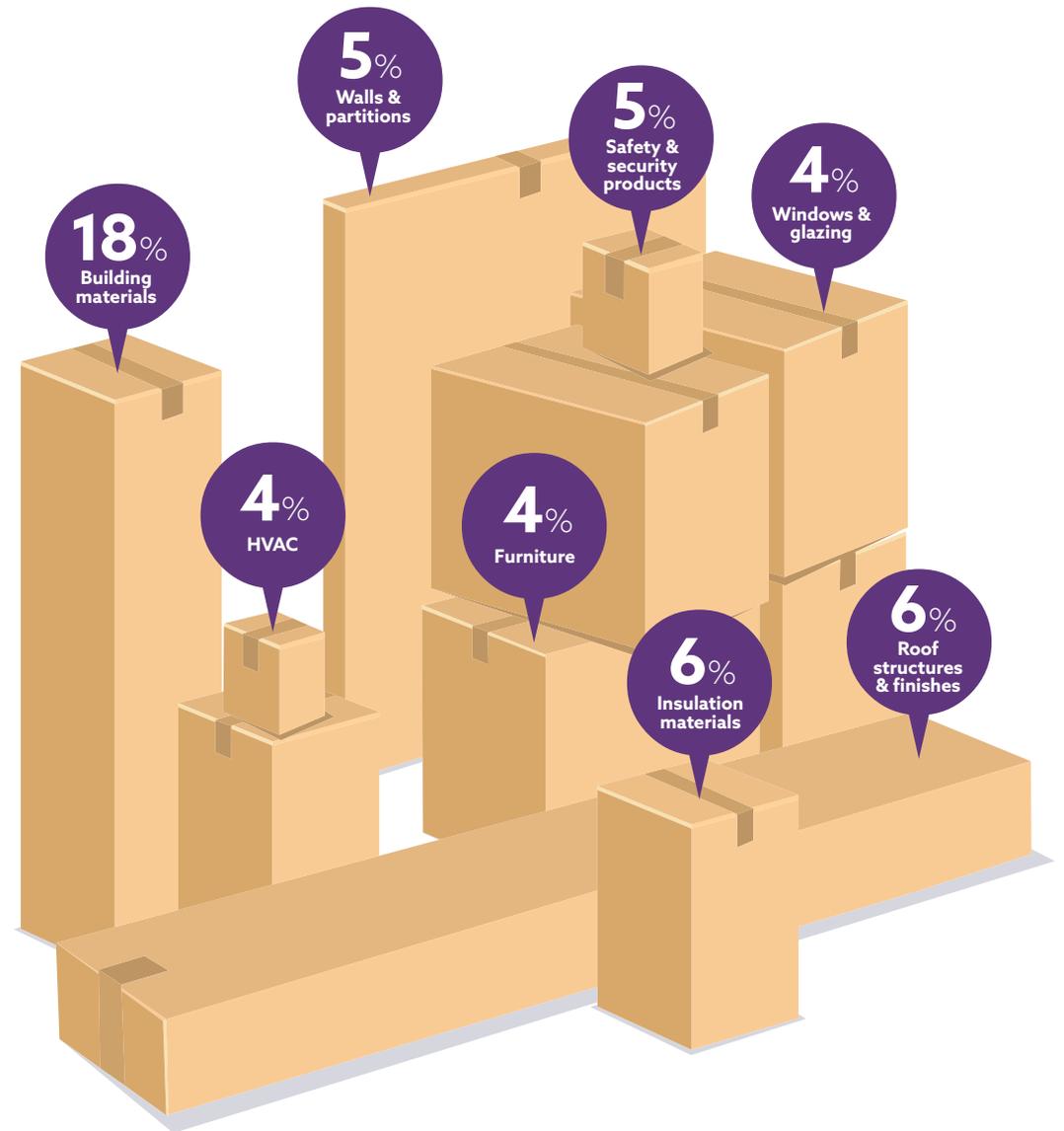
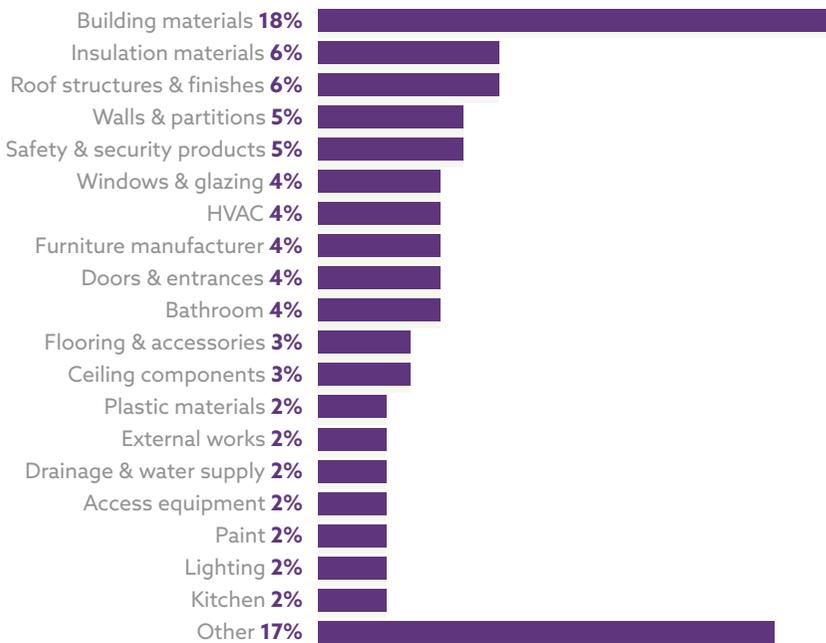
Resourcing is an issue for many manufacturers, and is a key barrier to their effective marketing. Marketing budgets are often relatively low, especially among large companies. It's expected that businesses will place increasing importance on marketing teams; as a result, we may see these budgets increase. However, even with larger budgets resourcing is always likely to be an issue and finding ways of managing processes more efficiently will help many teams. It is not just the budget though: many respondents struggle with a lack of in-house marketing resource, especially in key areas such as digital expertise. This is holding back marketing in the construction sector.

Respondents are positive about the future. Many think that marketing in the sector is stronger than it was five years ago, and see it becoming more important to their business. And they do expect their marketing to change in the next three to five years, generally for the better. There are positive influences expected from the macro environment, particularly from increased digitalisation. However, expect some challenges, especially in the form of ongoing materials shortages.

Respondent profile

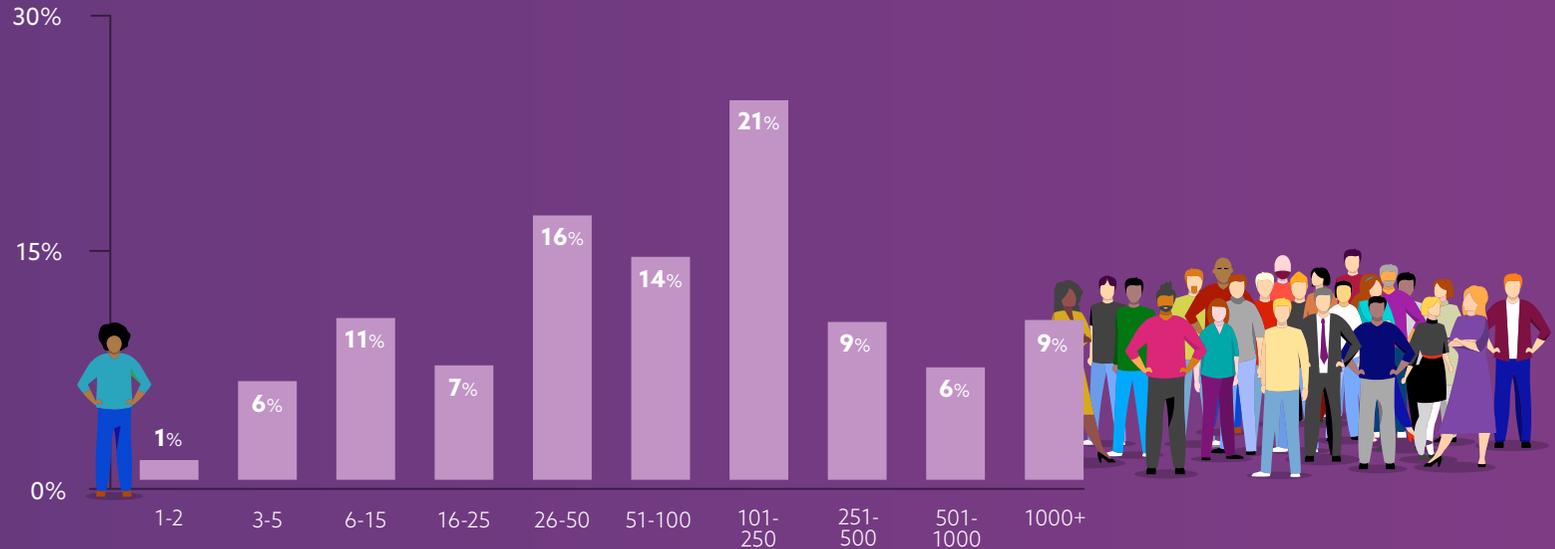
We had 166 responses from at least 136 different construction product manufacturers. Many were senior figures within their organisation, with more than half of respondents (53%) working within the marketing field. Manufacturers produced a wide range of products, with building materials being the most common (18%), followed by insulation materials (6%), and roof structures and materials (6%).

What type of products do you manufacture?



How many people are employed in your organisation?

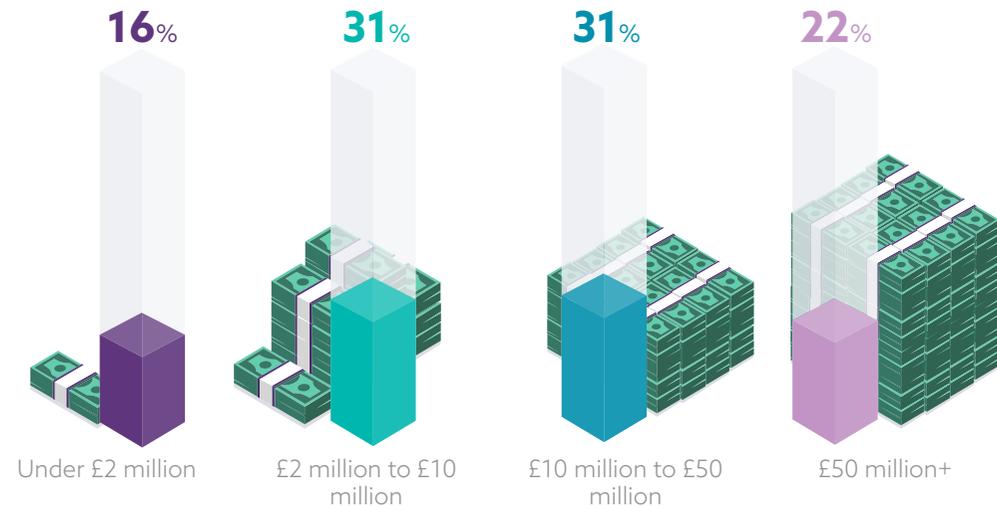
All organisation sizes were represented, with the most common being those with between 101 and 250 employees (21%).



Turnover varied from some respondents who indicated that their companies had a turnover of under £2 million, through to larger organisations with a turnover over £50 million. The most common turnover sizes were between £2 million and £10 million, and between £10 million and £50 million; each of these groups accounted for nearly a third of responses (31% each).

Respondents told us they were predominantly personally based in the UK (93%), as intended when we designed the survey. Other respondents were personally based in Europe, Asia or Canada. They were a mix of NBS manufacturer partners and those unaffiliated with the NBS brand (63% were NBS manufacturer partners, 26% were not and 11% did not know), providing views from a cross section of construction product manufacturers.

Approximately what is your company's annual turnover?



Further reading to support your marketing

We hope you've found this report interesting and that it's a useful resource to help you plan, refine and implement your marketing plans for the year. And there's more...!

At NBS, we provide a bank of free resources to support your marketing journey. These include industry reports, webinars, panel discussions and articles on our website.

Manufacturer resources

The main hubs for these resources are our:

- ▶ [Knowledge area for manufacturers](#)
- ▶ [Webinars and events](#)

Within these pages you can read about and watch webinars that share knowledge and advice from experts and specialists in our [Marketing Masterclasses](#), covering areas like:

- ▶ Marketing Strategy
- ▶ SEO Fundamentals
- ▶ Social media
- ▶ And more!

This is supported by our free, downloadable tool to help you plan and get the most out of your marketing activities on the journey to product specification - [The Specification Marketing Cycle](#).

Industry-wide resources

As well as marketing support, we provide resources on key industry themes that you need to keep up to date with as you plan your strategy. This includes our resources on building safety, interpreting the effects of the incoming legislation; our latest digital construction report, sharing the views of over 900 specifiers; and our new sustainability webinars:

- ▶ [Building safely hub](#)
- ▶ [The Digital Construction report](#)
- ▶ [Sustainability webinar series](#)

Methodology

We conducted an online survey between September and November 2021. We publicised the survey by:

- ▶ Sending email invitations to marketing professionals working in the built environment in the UK.
- ▶ Posting on social media.
- ▶ Sharing on our website, within our newsletter and at relevant events or webinars.
- ▶ Working with partners, membership organisations and professional bodies, who very kindly promoted the survey to their networks. We thank these organisations for their support, which we were grateful to receive.

For every completed response that we received, we donated £1 to CRASH. The charity brings together construction expertise, products, and donations to:

- ▶ Transform hostels, day centres, night shelters and move-on accommodation for homeless people in the UK.
- ▶ Create caring environments for children and adults who need end-of-life care in a hospice.

We are pleased to have been able to donate £166 to CRASH.

As part of our analysis, we have analysed results by respondent's firmographic characteristics, such as: organisation size, type of products manufactured and turnover. Where this analysis revealed findings of note, we have included them in the report.

Analysis notes:

- ▶ The overall sample size is n=166. Unless stated, this (or a slightly lower number) will be the base size. The slightly lower number is explained by a small number of respondents who have sometimes not answered a question; or, where appropriate, respondents answering 'don't know', 'prefer not to say' or 'not applicable' have been removed.
- ▶ In some cases, percentages may not add up to 100%. This is due to rounding to whole numbers, or where respondents could provide more than one answer.



NBS is a global technology platform that combines quality content and connectivity for anyone involved in the design, supply and construction of the built environment.

Every year hundreds of thousands of products get specified through NBS, by 1000s of leading practices worldwide. For architects, engineers, designers and contractors, NBS' specification platform enables them to work smarter and reduce their risk.

For construction product manufacturers, NBS is a digital marketing platform, exposing your products to decision-makers across the construction project timeline, making it easy for specifiers to find, select and specify your products.

To learn more

Visit: theNBS.com/manufacturers

Email: manufacturers@theNBS.com

Call: 0345 200 1056



Glenigan is a leading provider of UK and Republic of Ireland construction project data, market analysis and company intelligence.

Combining comprehensive information gathering with expert analysis, Glenigan provides construction product manufacturers with up-to-date, comprehensive and actionable information, to help you generate leads, build your business, and forecast the future of your industry.

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We want to hear from you

We'd love to hear your feedback on this report. [Please click here](#) to share your thoughts.

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