



### **Marketing Processes and Procedures:**

Our marketing efforts should first have KIER's Core Purpose at the center of everything we do. "Enhancing communities and improving quality of life – one project at a time". The Marketing department provides assistance, ideas and support to the President and to the Business Development Team to further the success and objectives of KIER Construction.

#### **Determine Your Objective**

- At the end of every year, KIER's Get Work Team (GWT) will meet to evaluate the current year and discuss our goals and strategies moving forward. It is critical that Marketing understands KIER's strategic plan and aligns its time, resources, and efforts accordingly.

#### **Perform a SWOT Analysis**

- Annually, conduct a SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) of our marketing efforts.
- Discuss the results of your analysis with your team. Continue to market and improve on the positive and allow the group to set goals to work on the negative.

#### **Coordinate marketing plan, media/advertising campaign as the year begins and the opportunities arrive.**

- Utah Construction and Design Magazine targets our audience and is a good resource for showing KIER's ability. A Media Kit usually arrives just after the first of the year.
- Utah Business is another magazine that can be a showcase for KIER. They too offer a media kit after the first of the year.
- Marketing Coordinator (MC) creates a campaign or slogan that can be used all year with an image change for variety. Template is created, and used through the campaign.
- All must be approved by the President or Director of Business Development.
- Produce ads that are project specific for any marketing the Developer needs.

#### **Coordinates outsourcing decisions including photography, graphic design/printing, and others as needed.**

- Design and procure production of collateral (printed, etc.), such as Leave Behinds, Project Signs, Fence Screens, Posters, Banners, Conference Slideshows, etc.
- Visit job sites twice a month to take pictures of projects in progress as well as completed projects. Check weather and coordinate schedule. Edit photos, delete unused photos and file in M: Drive.
- Hire professional photographer/videographer for updated content that shows who we are and what we are doing each year. The timing of this event varies based on current projects.
- Search Procore for under construction photos that can be used on the website to keep it updated. Most photos from Procore need slight editing (cropping, straightening, etc., in Lightroom/Photoshop).

#### **Coordinates all aspects of communications and public relations.**

- Community outreach is important to KIER Construction. Find ways to bring awareness to KIER for the work that we do.

- Create and distribute KIER's Monthly Newsletter by the first of each month. Request a "Just a Thought" front page message from Clint. Write about projects or other happenings on the second page. Include a Birthday list for the employees. Choose and elicit Employee Spotlight information from two people in the company.

**Develops written collateral materials supporting sales and marketing efforts.**

- Interview Estimator and project teams for individual project information to create profile pages for each KIER project. Use the current template and infill with photos/information. These can be used to populate brochures and proposals, usually with only minor adjustments.
- Produce proposal verbiage applicable to project type and save in Word for "The Vault." The Vault is found in the "Miscellaneous" file in the M: Business Development drive. Develop a way to organize the information for easy access for future brochures and proposals.

**Works with web developer to update and enhance the company website.**

- Update with new projects and project photos twice a month. Keep a calendar!
- Yearly have an in-depth review of the website, overall design, and consider a complete redesign if needed.

**Social media updates.**

- Post something once a week on Facebook, Twitter, Linked In, Instagram, Snap Chat, Pinterest, Tik Tok, etc. Put reminder in calendar. Ask someone to be your accountability partner.
- Keep up on all trends.

**Present a professional KIER Construction image to the community.**

- Sell KIER and the product we produce. Keep it simple but present it well.
- Keep a master template to build on.
- Check spelling and have someone else check spelling.
- Be consistent with the product (imaging, branding, messaging) that is sent out.

**Obtains client reference letter and the completion of each project.**

- Ask Owner for Reference Letter at the end of project. I have asked the Project Manager or Business Development to help with this in some situations. Especially if they have a good relationship with the client.

**Generates custom brochures as requested.**

- Use current template saved in M: Business Development Drive: Brochures: New Template April 2019: KIER Template April 2019. Build off of previous. Use profile pages for projects information. Infill with photos from the Project Photo file in the M Drive. Use export photos for InDesign – they work better.
- Keep updated profile pages – can be done during the slower times.
- Custom brochures and proposals are never exactly the same.
- Start with a blank template. Sometimes some funky things happen when copying and saving from a previous InDesign brochure/proposal

### **Maintain updated list of current and completed projects.**

- Create and protect list of projects that include:
  - Name and address of project
  - Owner's information
  - Architect's information
  - Contract amount
  - Size of project | Unit count
  - Start date | Completion date
  - Project number that Brent assigns
  - Funding type
  - Enterprise Green Information
  - Add anything else that will be useful in fulfilling the HUD proposal requirements

### **Maintains KIER inventory and promotional materials.**

- Find out budget and ordering cycles. Put in calendar.
- Shop online – usually IPS1.com
- When received - fold and/or put away in inventory closet.
- Clean out closet twice a year
- Give KIER gear away periodically
- Keep record of inventory | put in KIER Gear file on M: Drive

### **Generates employee resumes for use in proposals.**

- Ask Margo for a copy of new Superintendent's, Project Manager's and Project Engineer's resumes when they are onboarded.
- Take their photo.
- Create a resume using the template in M: Business Development: Brochures: New Template April 2019: KIER Resume Template
- Update with new projects as the people move from project to project.
- File in M: Business Development: Marketing Materials: Resumes: Individual's Folder.

### **Generate up-to-date project files and catalog project photos.**

- Project files are created using the Project Profile template in M: Business Development: Brochures: New Brochure Template: Project Profile Template.
- Fill in with information and photos, save in M: Business Development: Marketing Materials: Project Profiles: Category (which ever category it goes in).
- Photos are saved in M: Business Development: Project Photos: Alphabetically.
- After taking project photos, transfer from card to Project Photo files. Each project should have its own folder. Then Import the images into Lightroom. Edit. Send the image over to Photoshop for final edit and sizing. Save one as a jpeg with a -7 at the end. Export a smaller size as a "Save for Web" with a -6 on the end. The -6 photos are used for InDesign documents and the website. They render better.

### **Coordinates client events.**

- The yearly golf tournament is the constant client event.
  - We act as a team on this.
  - Create the flyer and any additional information in InDesign or Photoshop. Executive secretary distributes.
  - Search ideas for tee gifts (sometimes), final approval by President.
  - Participate in the shopping and logistics of getting items to the golf course (sometimes).
  - Document the event with photos and video.

### **Participate in marketing support activities and/or special events when needed.**

- Create slideshows for Utah Coalition's Housing Matters Conference.
- Attend conferences if needed – set up table and find a give-a-way item for table.
- Create and distribute flyers for employee events.
- Create slideshows for employee meetings and other events that Steve or Clint are invited to.

### **Demonstrate willingness and initiative to acquire additional technical skills.**

- One of our core values is “We are all about the people”. Always look for ways to improve your skills through technical training.

### **Demonstrates behavior and attitude that is courteous, professional and helpful.**

- We are a team and a KIER family. Everything that we do or are asked to do is not always listed in our responsibilities. We take initiative to help when and where we can!

### **Responding to an RFP**

- Work closely with the Business Development Team (BDT) to appropriately respond to an RFP. BDT will be responsible for conducting a preproposal meeting for each opportunity. During this meeting marketing will be given the assignment to create the RFP, each individual in the preproposal meeting will also be given some tasks. Each person is responsible to get their information to you by a specified date.
- Work closely with the BDT throughout the process of compiling the information. The BDT will determine who will be responsible for delivering the final proposal.