



What are you selling, exactly?

Are you a home builder, an architect, a landscape architect or an electrician? Do you have several different skills? An important question to consider before you begin to market or advertise your business is to determine what product or services you're offering.

First, take a look at what licenses you hold and what services you may legally offer. Because the construction industry is highly regulated, determining your product should be based upon the licenses you hold, certificates or degrees you have earned, training you have received, and the experience you possess.

Second, determine your product. As a construction contractor, once you properly identify what your product is, your task of creating a marketing strategy is simplified. If you're a licensed Florida contractor who specializes in building 1 – 4 unit residential structures, you no longer need to consider a marketing strategy that includes office buildings.

Now that you understand what your product is, you may focus your attention on the customers you're going to market your product to. Who are the consumers that will likely need your product or services? If you have done any market research you may have already gotten an idea of which group of consumers you do business with most often. Perhaps you've discovered that you generally enter into contracts with married couples with at least one child, or maybe you more frequently enter into contract with retired couples.

After determining "who" you serve, then ask yourself, "Am I happy with the largest percentage of my business and do I want to continue doing as much business with that group of consumers in the future?"

If you don't plan to make a change, then you have determined your target market. If you'd like to make a change, you'll have to backtrack a little and figure out which consumers you'd like to begin working for.

The beginning steps of your market strategy are determining your target market. You'll use other pieces of information collected during market research to design a marketing strategy to specifically try to reach that target market with your message. If you fail to properly identify your target market you may fail to adequately market your business, leaving yourself vulnerable to overall failure.

As contractors become more and more specialized in the areas of the industry they work within, the need for accurately determining the product and target market become more and more important. Spending the funds necessary to advertise or market your specific set of skills will be less burdensome when done with as much precision as possible.