

## Six Key Tactics for Branding a Construction Company

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Your brand in the construction industry is much more than just a logo – it’s your professional handshake, your unique brand identity in a crowded market of steel-toed boots and blueprints.

Think of branding as the soul of your construction business: the commitment you deliver and the image that comes to people’s minds when they hear your company’s name.

Wondering what that image should look like?

Check out these six core branding strategies that will plant your brand’s boots firmly on the ground and make you the go-to builder in the business.

### 1. GET TO KNOW YOUR AUDIENCE

The bedrock of any great structure – and brand – is understanding who you’re creating for. You’re not trying to attract just anyone to your construction business. That’s why it’s vital to familiarize yourself with the lives of your target audience and find out their needs, desires, and the trends they’re into.

When your brand talks their talk and lines up with their main concerns and dreams, you’ll be more than a construction company – you’ll be the one they trust and remember.

So, how do you get the scoop on your audience? Here’s a starter kit:



- » Demographic drill-down – Get to know their ages, incomes, and lifestyles. This information helps you figure out who you’re talking to, how to best address their needs, and what mediums you need to market to them.
- » Psychographic mapping – This involves understanding their personal values and beliefs. Do they value eco-friendly, sustainable materials? Are they looking for cost-effective solutions? Aligning your brand with these deeper values creates a stronger connection.
- » Behavioral patterns – Observe how they interact with brands. Do they prefer online research, or do they rely on word-of-mouth recommendations? This insight helps tailor your branding and marketing efforts.

- » Local landmarks – Be aware of regional tastes and preferences to ensure your brand feels familiar and relevant to your local audience.
- » Emotional constructs – Recognize the emotional needs of your target audience that your brand can promise and deliver, such as security, safety, and reliability.
- » Pain points – What challenges does your audience have? Why would they be seeking your solution as an option? Making sure you understand the pain points that would cause them to consider your solution is a critical part of your visual and verbal messaging.

## 2. SHARPEN YOUR USP

Your unique selling proposition (USP) is what differentiates you from the rest. It's a clear statement that communicates why someone should choose your services over another for their construction project.

Here's a step-by-step to finding your USP:

- » Identify what you do best – Is it your innovative use of materials, your value engineering process, or your high level of customer service?
- » Assess your competitors – What are they offering, and what can you do differently or better?
- » Convert your strengths into benefits – How does your approach make your target audience's lives easier, make their construction projects more successful, or help them save on their bottom line?
- » Write a clear USP statement – Craft a statement that you and your employees can remember and repeat easily and effectively. Make it clear and concise, then consistently spread it across your different marketing channels.
- » Reinforce your USP – Ensure that every interaction with customers reinforces your USP, building trust and recognition for that thing only your company can deliver.

## 3. CRAFT YOUR MISSION, VISION, & VALUES

Your mission, vision, and values are like the architectural designs for your brand – they give you and your team direction and purpose across your entire brand infrastructure.

Here's how to develop each one:

### Your Mission

This is your “why.” It's the core reason your company exists beyond making money. What change are you driving in the construction world? What's your impact on the community? Create a clear mission statement that covers what you do, who you do it for, and how it helps them.

For example, Caterpillar's mission is to “enable economic growth through infrastructure and energy development, and to provide solutions that support communities and protect the planet.”

### Your Vision

This is the “what.” It's the end goal you're working toward. It could be a vision of transforming city skylines or creating sustainable homes for future generations.

What is your company trying to achieve in the grand scheme of things? Why? Your answers to these questions will form the bones of your concise vision statement.

For example, Turner Construction's vision statement is “to be the highest value provider of global construction services and technical expertise.”

### Your Values

Your core values are your “how.” They're the principles that guide your business practices and interactions. Are you committed to integrity, innovation, or sustainability? Or perhaps you're more about transparency, communication, and safety.

Whatever values matter the most to your company, make sure they're clear and nonnegotiable.

For example, here's what Bechtel Corporation's valued are:

- » We live for a challenge.
- » We do the right thing.
- » We succeed together.
- » We take care of each other.
- » We build trust.

## 4. CONSTRUCT YOUR BRAND MESSAGING

Your brand messaging is the voice of your brand. It's how you communicate your value and vision to the world, so it's crucial

to get this right and keep it consistent to unlock the true power of construction branding.

Here's how to craft effective brand messaging:

### **Develop Your Brand Voice**

This is the personality of your brand. Are you authoritative and confident, or do you have a friendly, supportive kind of vibe? Think about how you tend to communicate with your customers, and use this as a starting point for your brand voice.

You want your target audience to have a consistent experience with your brand, so make sure the voice you land on isn't wildly different from how you and your team communicate in person.

### **Create a Memorable Tagline**

A tagline sets the scene for every successful construction business. It's often what sticks out in people's minds when they think of a brand.

Take Nike, for example. As soon as you read those words, you're probably already thinking of their "just do it" slogan. That's the power of a great slogan. Creating brand slogans is one of the most difficult – but important – aspects of your brand messaging.

- » Clarify your construction services – Instead of just listing your services, explain them. What does each service offer your audience, and what are the benefits for the customer? Help them understand the value you provide.
- » Keep your messaging consistent – Whether it's on your website, social media, or in a brochure, your messaging should always be recognizably "you." If potential clients don't see consistency, they may trust your brand less. After all, if you can't keep your online presence consistent, how detailed will you be with their build?

## **5. DESIGN YOUR VISUAL IDENTITY**

Your visual identity is what gives your brand its visual flair – it's the logo, color palette, fonts, and design that people see across all online and printed marketing materials.

Here's how to create a compelling visual identity:

- » Design a logo – Your construction logo should be distinctive and represent your brand values. It's the face of your company.

- » Select a color palette – Colors can evoke certain emotions and convey messages, so choose colors that resonate with your brand's character.
- » Choose your typography – The fonts you use should be readable and reflect your brand's personality.
- » Use impactful imagery – Images should exemplify your work's quality and vision.
- » Design collateral – Business cards, brochures, and signage should be consistent with your brand's visual identity and leave a lasting positive impression.
- » Ensure a cohesive digital presence – Your website and social media should clearly reflect your brand's visual theme and brand identity.


## **6. CEMENT YOUR ONLINE PRESENCE**

Having a strong online presence is crucial for a successful construction brand. It's how people find you, get to know you, and engage with you. It's how you grow awareness and engagement 24/7 for both current and prospective clients and employees.

Here's how to establish a strong digital footprint:

- » Create a user-friendly website – A website is your brand's online real estate. It should be welcoming, informative, and reflect the quality of your work. It should address the audience's pain points and how you solve them throughout the site. Make sure it's easy for visitors to find what they're looking for, whether it's your services, project portfolios, or contact information.
- » Engage on social media – Choose the right social media platforms for your audience and use them to engage in meaningful ways, showcasing your brand's personality. Regularly post updates, photos, and videos of your work, team, and industry insights. Start conversations and encourage followers to share their thoughts, further amplifying your brand's reach.
- » Invest in content marketing – Content marketing involves creating articles, videos, and other content types that provide real value to your audience. For example, you might write educational blog posts about the construction process, advice on choosing the right materials, or insights into the latest industry trends.

- » Optimize for search engines – Search engine optimization (SEO) is all about increasing your brand’s visibility online. When people search for construction-related services, you want your brand to be a top result. Achieving this involves keyword research, on-page SEO, quality content, and local SEO.
- » Use email marketing – Email marketing allows you to send personalized messages directly to your audience’s inboxes. This can include blog posts, special promotions, or updates on new construction projects. It’s a great way to reinforce your branding and stay top of mind with your target audience.

Building a brand is like constructing a building – it takes time, planning, and dedication. The effort you put into these six strategies will lay the foundation for a brand that not only stands out, but also stands the test of time. 



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### About the Author

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Chemene Phillips is the founder and president of [BRIXBranding](#). Bringing more than two decades of experience, Phillips is an architect of powerful brand transformations in the built environment. Fueled by her love for storytelling, she's dedicated to helping clients build growth initiatives that achieve success.

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### About the Article

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