

THE CONSTRUCTION MARKETEEERS'

2020 CROSSROADS

Research with a sample of senior marketeers in the built environment reveals occupational boredom. The next decade presents two directions of travel:

BORING



ROARING

Misfired messaging
Siloed departments
Content churn
Low quality leads
Instincts-led



"It feels like we're doing the same thing over and over again and expecting different results."

Customer journey mapping
Sales & marketing aligned
Segmented content
Qualified leads
Data and insights-led



"Research completely changed the internal mindset about what our customers wanted."

GET ROARING NOT BORING

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