The Situation

BuildSteel, a collective marketing effort made up of leading cold-formed steel (CFS) manufacturers, suppliers, producers and industry organizations, was created to provide educational resources to building professionals. CFS is a strong, durable, and sustainable framing material for low- and mid-rise buildings — but many construction professionals aren't aware of the benefits of CFS. The organizations supporting the CFS industry recognized this need and collectively invested in the creation of BuildSteel.

While each organization within BuildSteel produced and maintained some amount of educational content, there was no one centralized source for that information, where building professionals could find all the resources they need in one online location. BuildSteel came to Right Source for assistance in establishing its brand and web presence, centralizing the industry information, and using innovative approaches to attract and nurture users through their journey to select a framing material.

BuildSteel was also challenged with proving a strong ROI for its investors. While CFS wouldn't be sold directly through BuildSteel or its website, the group needed to demonstrate that its resources were leading to more CFS-framed buildings. BuildSteel needed a flexible, innovative marketing strategy that could get results — backed by data.

CFS is a strong, durable, and sustainable framing material... but many construction professionals aren't aware of the benefits of CFS.
Challenges

- Encouraging building professionals to modify or incorporate steel framing into their building plans instead of competing material isn’t a simple or quick process. BuildSteel needed to develop a program to identify, nurture, and follow opportunities from the initial encounter to a “decision” stage — in other words, when building plans were created or changed to include cold-formed steel framing.

- BuildSteel needed to be able to prove ROI to its investors, which would require careful tracking of data and progress against goals. This included metrics related to the website, content consumption, engagement/sharing, lead generation, and more.

- While CFS isn’t a new material, its benefits and applications aren’t always widely understood by building professionals with limited experience with steel framing. BuildSteel needed to provide a centralized source of in-depth, trustworthy educational content to convey the benefits of using CFS for low- and mid-rise building construction. This required writers familiar with that material, who could accurately convey technical aspects in an easy-to-understand way.

- BuildSteel was a brand new initiative, requiring it to be built from the ground up — from launching a website, to building social media platforms, to attracting and growing an audience.

The Work

With a clear understanding of BuildSteel’s complex goals, Right Source developed a comprehensive marketing strategy, including the launch of the BuildSteel brand, website, and social channels; a technology-driven program for capturing and nurturing leads; and a steady content creation effort to educate BuildSteel users.

Over the course of 18 months, we:

- Designed the overall look and feel of the BuildSteel brand, including the group’s logo, website, and email templates.

- Built and launched the BuildSteel website within two months, based on the overall content strategy of providing educational content around the benefits and technical applications of CFS, as well as leading website visitors through the buyer’s journey.

- Implemented Marketo and Salesforce to improve data collection from BuildSteel users and automate the nurturing process.

- Published a steady stream of content, including blog posts, infographics, curated articles, interactive assessments, and videos.

- Created an email newsletter template and began weekly distribution to BuildSteel subscribers.

- Developed, deployed, and marketed eight downloadable eBooks to educate building professionals on the benefits, technical specifications, and applications of cold-formed steel framing, and to capture leads interested in CFS construction. Following an eBook download, each lead received a series of nurture emails to promote engagements.

- Implemented paid ads on Google, Bing, LinkedIn, and Facebook to drive traffic to the BuildSteel website and eBook landing pages.

- Introduced personalized content to the BuildSteel website, allowing users to input their preferences and see content most relevant to their interests.
Building Within Budget: Ideas for Shaving Months and Dollars Off Your Next Construction Project

The Basic of Connecting Cold-Formed Steel Framing to Other Materials

Designing With Cold-Formed Steel? Look Out For These 2 Costly Details

How BuildSteel Saved a California Community College Construction Project

“BuildSteel provided options not only to speed up the building process, but also to save significant dollars.”

The project was set up to reflect the needs of the California institution, including a smaller footprint, cost savings, and improved sustainability. By utilizing Cold-Formed Steel Framing, the project team was able to achieve these goals while maintaining a high level of quality and durability. For more information about BuildSteel and their services, visit their website.

CASE STUDY | BUILDSTEEL

BUILDSTEEL.ORG

Spot the Savings With Cold-Formed Steel Framing

RightSourceMarketing.com
Results

BuildSteel has grown to become an influential industry leader, with the following results:

- **400% increase in monthly website visitors** » In 2017, BuildSteel saw a 400% increase in monthly website visitors, from 2,000 in January 2017 to 10,000 in January 2018.

- **125K total users** » Since the launch of BuildSteel, nearly 125,000 users have visited the website.

- **5,000 subscribers** » More than 5,000 subscribers have signed up to receive regular BuildSteel communications, including a monthly newsletter and nurture emails.

- **4.9MIL impressions via paid ads** » Through paid online ads, BuildSteel generated 4.91 million impressions, resulting in 60,172 clicks. An average of 50% of first-time users visit BuildSteel through paid online ads.

- **330+ pieces of content** » Over 330 pieces of educational content have been developed and published on BuildSteel, including original blog posts and curated content, as well as eight in-depth eBooks and four interactive experiences. BuildSteel visitors viewed these pieces of content over 210,000 times.

- **1MIL organic social media impressions** » Between Twitter, Facebook, LinkedIn, and Google+, BuildSteel has grown its social media presence to include nearly 1 million impressions.

- **125,000 total users** » Since the launch of BuildSteel, nearly 125,000 users have visited the website.

- **1 million organic social media impressions** » Between Twitter, Facebook, LinkedIn, and Google+, BuildSteel has grown its social media presence to include nearly 1 million impressions.

- **Numerous project assistance requests** » To date, BuildSteel has received numerous requests for project assistance. Each requestor receives personal guidance from BuildSteel investors, engineers, and CFS suppliers.

- **Increased number of confirmed CFS projects** » Through project assistance, BuildSteel has led to an increased number of CFS-framed projects, including high-value and large-scale projects.

- **Relationships with influential building owners** » BuildSteel's project assistance has led to relationships with influential building owners and top contractors in the U.S.
While many agencies can drive awareness, one of the most impactful things Right Source did was create very specific, trackable, and relevant content in our industry. Their holistic approach to design, marketing, content, optimization, and marketing technology helped us to launch BuildSteel.org from nothing to an influential resource for the industry. Sure, we got awareness but also trackable metrics.”

— Dan Snyder, Director Business Development, Steel Market Development Institute

RightSource

At Right Source, we help companies show results on marketing investment by building and implementing strategic plans that use content, design, technology, and targeted distribution to engage audiences.