

CONSTRUCTION **DIGITAL MARKETING**

Construction Marketing
Consultants



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ABOUT US

At Construction Digital Marketing (CDM) we are focused on creating amazing websites. We create powerful content, marketing strategies and unique brand identities for construction businesses so that they can connect with target audiences and close more business.

In today's consumer environment, it is extremely difficult to stand out which also makes it far more difficult to land new customers and clients.

Now more than ever, it is essential that you have a KILLER content marketing strategy, a unique brand identity and strong brand positioning that allows you to connect and build trust with your audience.

Not only can we help you establish your brand but we can also take it a step further by helping you effectively communicate with your audience via the mighty 'digital jungle'. And, we can do it better than anybody else!

We are experts in finding where you stand compared to your competitors and building and implementing plans to take you to where you want to be.

We take the time to visit your business, learn about your goals, your mission and vision for the future. We also teach you how to properly utilise the strategies that we develop.

The time we take, and the care that we give, is what makes us different. With CDM, you're not just hiring another agency, you're hiring a high-valued team member who truly cares about taking your construction business to the next level.



FOUNDER STORY

CDM was founded by Alastair Carey with a vision of helping the construction industry flourish to greater heights. He has extensive knowledge of the construction world having already started three successful business ventures.

As a child, Alastair was keen to get involved in the world of construction. His father, a carpenter running a small building company in London, was an inspiration to young Alastair and he soon started working on building projects at every opportunity, developing strong skills in various aspects of construction.

Alastair completed a Higher National Certificate from Bexley College in London and was well on his way to conquering the construction world! He added to his educational wealth by completing a BSc Quantity Surveyor from the University of Ulster, Jordanstown. He moved to Australia a few years later and began forging a strong business foundation in the construction industry. He worked hard and also pursued a Royal Institute of Quantity Surveyors recognition.

Today, Alastair is a successful quantity surveyor and business owner in Perth, Australia, managing three businesses. He is now an Australian citizen and married with two beautiful daughters. He still pursues his hunger for learning and he is constantly partaking in courses, reading books, attending seminars and interacting with other business owners.

As a professional quantity surveyor, Alastair has vast knowledge of the construction business, a passion for learning new things and successfully manages his own businesses within a digital landscape. He has exceptional knowledge in digital marketing such as website creation, website management, sales and lead generation through SEO and SEM, content creation, business development etc. CDM has been built to exclusively focus on construction business development, sales and lead generation.



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Core values:

Our reputation is built on a commitment to efficiency, excellence, and integrity in our work. We value a success culture and a positive attitude.

Our Vision:

To build lasting professional relationships with current and potential clients. To be the contractor of choice for challenging, complex, and large-scale construction projects in Australia.

Our Mission:

To deliver successful projects via innovative solutions, a high-performing team, and a culture of excellence.



CORE COMPETENCE

- » Marketing Strategic Planning
- » Branding Development
- » Creative Development
- » Web Design and Development
- » Search Engine Optimization
- » Social Media & Outreach
- » Online Advertising
- » Graphic Design
- » Copywriting & Editing
- » Email Marketing Reporting & Analytics
- » Logo Design & Development
- » Capability Brochures
- » Business Development
- » Lead Generation
- » Target Audience Profiling
- » Data Mining
- » Google Adwords
- » Landing Pages
- » Sales Training & Development



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OUR **WORKING** PROCESS

Step 1- Discovery

We want to know everything there is to know about you and your business. By discovering what you need, we can achieve success and long-term results for your brand. What are your goals? What strategies have worked in the past? What business objectives would you like to meet? We'll discover it all!

Step 2- Strategy

We create a tailored top line strategy (3, 6 or 12-months) for you. We curate campaigns focused on every detail - everything from content types to your target audience. The strategy will be meticulously precise to give you complete peace of mind.

Step 3- Implementation

Once you approve the strategy, we move on to implementing it in its entirety. We put our team's versatile skill set straight to work to ensure our process is timely, effective and results-driven.

Step 4- Report & Monitor

We report back on your campaign's results with the utmost transparency. We monitor its effectiveness and iterate result-driving factors. We look to change direction if we haven't yet achieved the desired outcome. We don't believe in anything less than perfection and long-term efficacy of our campaigns for your business needs.



OUR SERVICE

Business Development

Business Development Services (BDS) are a very important means of supporting the development of micro, small and medium-sized enterprises (MSMEs). These businesses are known to create employment, generate income and contribute to economic development and growth.

Website Design

CDM delivers a complete range of customised open source development services to create well designed and mobile-friendly websites. Having a good website is essential as it is your first digital foot-print. We can help you design and develop the best brand website.

SEO

An SEO service provider utilises the practice of search engine optimisation to increase the amount of visitors to a website by obtaining high-ranking placements in the search results page of search engines (SERP). We craft your SEO strategies based on thorough market research, in-depth industry analysis and competitor analysis. We make sure that you are always found on the top of the Search Engine Results Page (SERP).

Social Media Marketing

We offer new account setups, posting services, review generation and paid advertising options that will help spread awareness and drive engagement. These efforts will develop a following of users who are interested in your company and what you can offer them.



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Online Ads Marketing

Online advertising, also known as online marketing, internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the internet to deliver promotional marketing messages to consumers. We optimise PPC campaigns with in-depth keyword research and the best bidding strategies to maximise your returns.

Graphics Design

There's no limit to what you can get designed at CDM. Whether you're looking for a spectacular new logo or stunning flyers, the talented global community of designers can make it happen. We take pride in having the highest quality designers who deliver only the best graphic design services.

Content Writing

Website content writing refers to the process of writing relevant content for websites targeting the right audience. You need eye catching content to engage your clients and drive them to your website to buy your services. We provide website content writing, social media copywriting, newsletter copywriting, business proposal writing etc.

Email Marketing

Email marketing is the act of sending a commercial message, typically to a group of people, using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. You can use email to send advertisements, request business, or solicit sales or donations. CDM Visibility can help you reach your full email marketing potential. Our process will guide you through strategic campaign planning, production, and reporting fidelity.





THANK YOU FOR YOUR BUSINESS

WE LOOK FORWARD TO TALKING TO YOU SOON...



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