

# Bring in the builders

**Alex Tremlett, operations manager at Insight Data, discusses top marketing tips to target small builders using data intelligence**

With industry predictions suggesting that the market is likely to dip, it is more important than ever that companies consider new avenues to generate business.

Even though installers are the most obvious and more traditional route to market for trade fabricators, diversifying and exploring alternative routes to market is a great option – and small builders could be the perfect solution.

In the same way that window companies have diversified in recent years, by becoming much more than window specialists, small builders have also evolved to keep up with the rapidly changing demands of consumers. As a result, many small builders now buy and fit windows and doors themselves, making them the ideal prospects for suppliers to target.

However, small builders are known for operating under the radar and can be notoriously hard to track down.

Developing a concise and focused marketing strategy is a great tactic that can make a significant difference when targeting small builders.

Here are three top tips to successfully market to small builders:

## 1: Build a robust marketing strategy and brand

A builder entering the glazing market may not be aware of the wide range of trade suppliers operating in the industry. So, a company must clearly and concisely outline its main offering and unique selling points to get ahead of its competitors.

A great way to do this is with an effective marketing strategy and robust brand as it allows a company to highlight how they operate, where they supply to and how they support their customers – which demonstrates to small builders that their business is worth connecting with as a supplier.

## 2: Captivate and engage the audience

Once a company has an effective market strategy, it will then need to turn its attention to how it'll captivate this particular audience.

With small builders, the most effective marketing methods are likely to be those that reach them directly including email marketing campaigns and direct mail.

Whether a company chooses to opt for a more traditional or digital tactic, to have the biggest impact, all direct marketing campaigns must be engaging and attention-grabbing to successfully stand out from the competition.

Creating unique content with an impressive design, concise copy and a clear call to action will increase the chances of appealing to the prospect and resulting in a lead.

## 3: Gain access to fresh insights

One of the most effective ways to target prospective



**Alex Tremlett**

customers is by accessing the most relevant and reliable market intelligence, particularly for such a hard-to-reach audience like small builders.

Utilising valuable tools and resources to unlock key prospect data will help to provide a steady flow of new leads and enquiries.

## Access small builders with Insight

To help trade suppliers who are looking for small builders, the expert research team at Insight Data has worked tremendously hard to pull together a specialist database of small builders from across the UK.

The list contains over 21,000 general builders and contractors and is the most comprehensive and detailed marketing data of its kind.

Accessed online through the specialist Insight Data CRM platform, Salestracker, the local builders database can be split by category, region or postcode so suppliers can create bespoke contact lists, email marketing campaigns, and direct mail campaigns or call lists for in-house sales teams.

Providing the contact details of small builders is just one of the benefits of this database. In fact, the data also contains all the business and financial information a supplier will need to check if a company is a worthwhile prospect, helping companies to make informed business decisions.

Ultimately, the database gives suppliers unprecedented market intelligence and the Salestracker platform simplifies how they can track prospects, manage leads and drive sales activity. 

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