

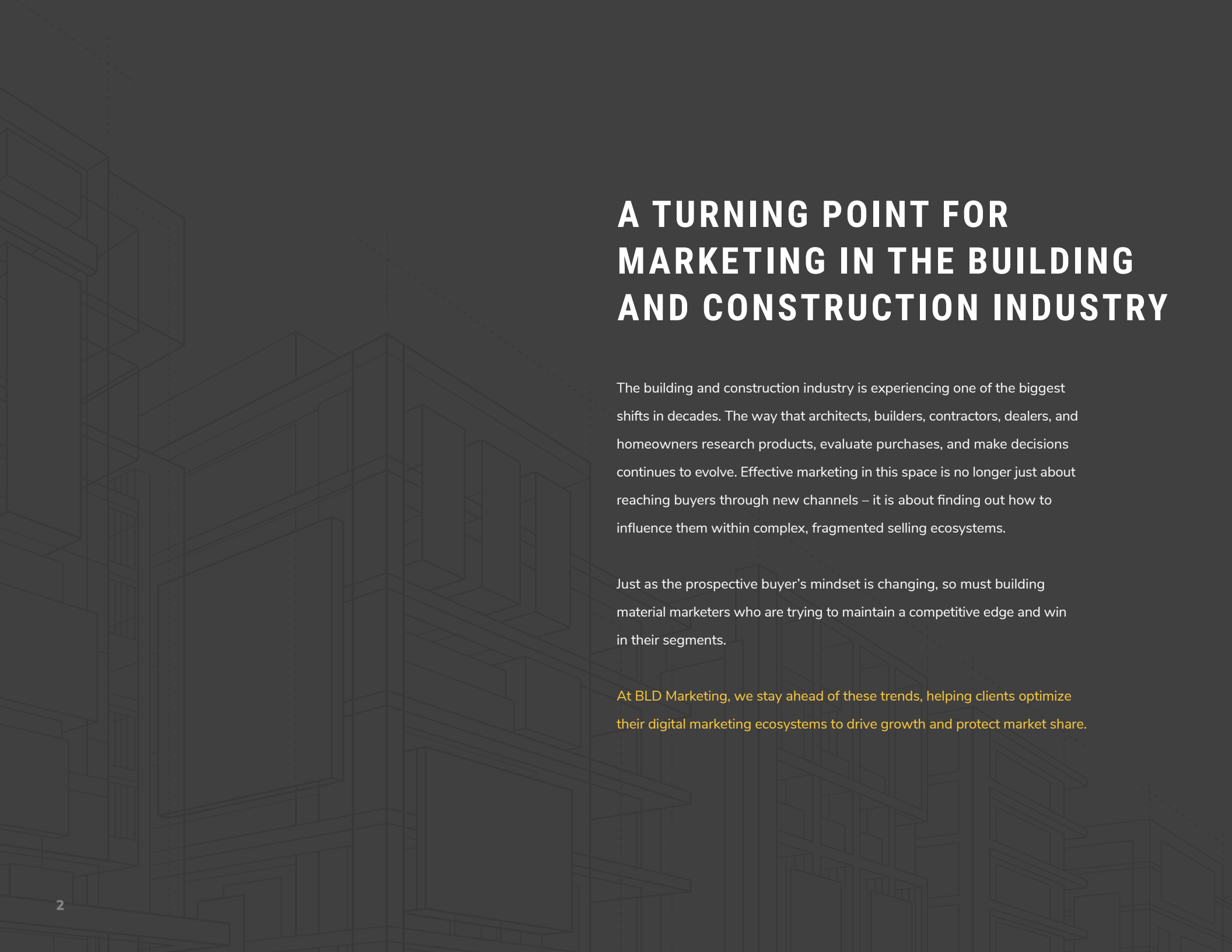


THE EMERGING MARKETING PATH

FOR BUILDING MATERIALS MANUFACTURERS

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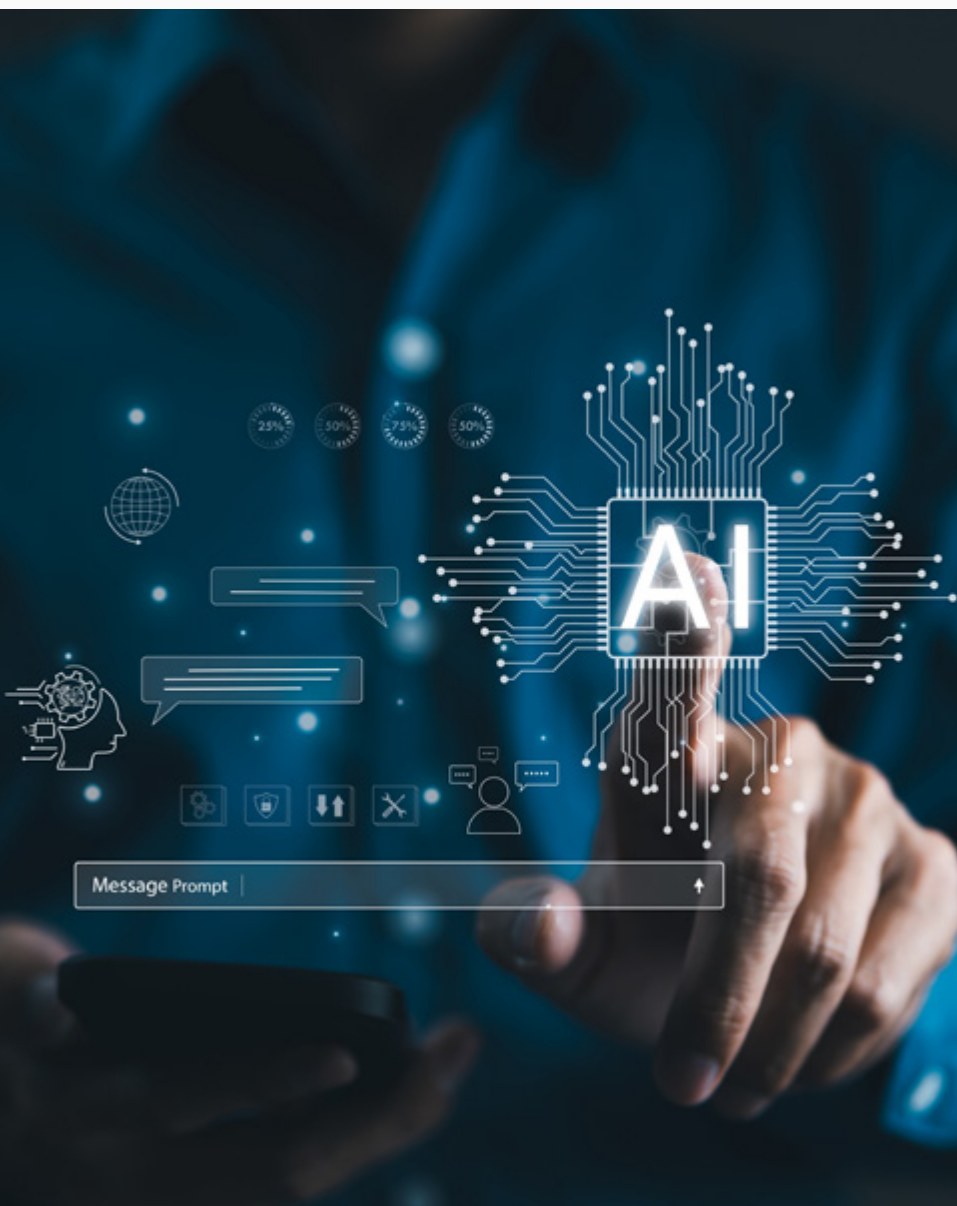
The background of the slide features a complex, isometric line drawing of a building's facade. The drawing consists of numerous overlapping rectangular and square outlines, creating a sense of depth and architectural structure. The lines are thin and light gray, set against a dark gray background. The overall effect is a modern, geometric representation of a building's exterior.

A TURNING POINT FOR MARKETING IN THE BUILDING AND CONSTRUCTION INDUSTRY

The building and construction industry is experiencing one of the biggest shifts in decades. The way that architects, builders, contractors, dealers, and homeowners research products, evaluate purchases, and make decisions continues to evolve. Effective marketing in this space is no longer just about reaching buyers through new channels – it is about finding out how to influence them within complex, fragmented selling ecosystems.

Just as the prospective buyer's mindset is changing, so must building material marketers who are trying to maintain a competitive edge and win in their segments.

At BLD Marketing, we stay ahead of these trends, helping clients optimize their digital marketing ecosystems to drive growth and protect market share.



01 AI is Becoming the First Impression

Architects, builders, contractors, dealers, and homeowners increasingly begin product research using AI platforms before visiting manufacturer websites. AI engines are dominant on search platforms like Google, and the buyer's mindset is to use AI as their go-to. AI increasingly influences product discovery as potential buyers now begin a search with queries like:

- “Best quality luxury vinyl tile”
- “Most fire-resistant siding”
- “Compare composite decking with wood”

Manufacturers must optimize content not only for Google, but also for AI retrieval and recommendation systems.

How BLD Marketing Can Help

- Create AI-friendly technical content
- Structure specification data
- Improve digital authority
- Build machine-readable product information



Identifying “Intent” as a Priority Buyer Signal 02

Historically, building materials manufacturers focused on awareness campaigns, trade shows, and lead generation. These leads took time to emerge, qualify, and prioritize for follow up. Today, the competitive advantage is identifying “buying signals” before prospects raise their hands via a form fill or phone call.

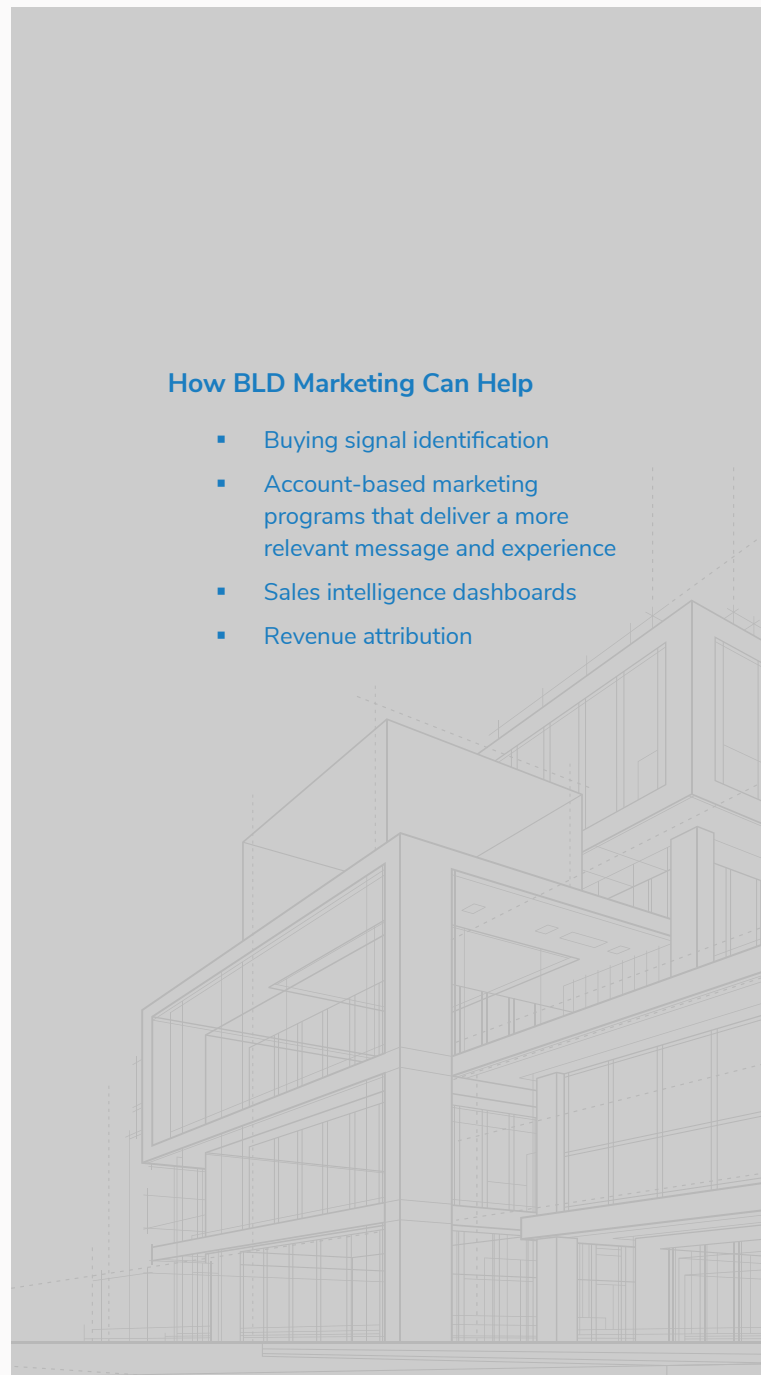
Buyer signals include:

- Architect downloading fire-resistance details
- Contractor viewing installation videos
- Developer reviewing a case study
- Engineer searching for technical specifications

Building materials manufacturers are increasingly investing in “intent” data, first-party behavioral data, and account-based marketing (ABM) to identify active opportunities earlier in the buying cycle.

How BLD Marketing Can Help

- Buying signal identification
- Account-based marketing programs that deliver a more relevant message and experience
- Sales intelligence dashboards
- Revenue attribution



03 Organizing by the Customer Decision Journey

Architects, engineers, contractors, and homeowners are very comfortable navigating their own research and discovery before contacting a brand. Manufacturers need to ensure their digital marketing experience accounts for each stage of the customer decision journey, with unique web experiences for each customer type:

- Design inspiration tools
- Product comparison tools
- BIM/CAD resources
- Installation videos
- Warranty explainers
- Interactive specification tools
- Customer-specific FAQs, which also benefit AI search

How BLD Marketing Can Help

- Digital journey strategy
- Content architecture and development
- User experience design





04 First-Party Data is Strategic Gold

Privacy changes and declining effectiveness of third-party tracking have increased the importance of first-party data. Building materials manufacturers need to directly identify, attract, and engage with prospects by leveraging:

- Website engagement to encourage a form fill
- Dealer portal activity
- Contractor training participation
- Product sample requests
- Webinar attendance

How BLD Marketing Can Help

- CRM management
- Marketing automation
- Training event management and promotion
- Webinar creation and promotion
- Sample collateral development



Making Content More Purposeful

05

The highest performing content today looks less like advertising and more like engineering or customer support. An emotional message still has a place in upper-funnel advertising when talking about the brand. However, it's important for buyers to reward brands that help them make decisions in a credible, direct way. Use content and tools like:

- Installation troubleshooting
- Product comparisons
- Cost calculators
- Performance benchmarks and data
- Regulatory guidance
- Building code updates
- Design and industry trends

How BLD Marketing Can Help

- A team of technical content specialists and industry strategists
- Keyword-optimized blog and website writing
- Digital journey optimization
- A/B testing





06 Video as the Priority Content Format

Contractors and installers are very often visual learners. Emerging decision-makers and homeowners are Millennials and Gen Zers who regularly consume video. Video production is shifting from occasional campaigns to always-on content programs. Opportunities for video content include:

- Installation demonstrations and how-to videos
- Product comparisons
- Influencer videos
- Jobsite walkthroughs
- Manufacturing tours
- Expert interviews
- Customer testimonials
- Problem/solution videos

How BLD Marketing Can Help

- Long-form video for websites and continual learning
- Short-form video in multiple formats and lengths for digital ads and social media
- Video developed for all campaigns and multiple channels



Sustainability With Practical Purpose and Proven Claims

07

Sustainability initiatives, like EPDs, ESGs, carbon reduction, and circular economy efforts are increasingly becoming specification requirements in building projects. From the manufacturer to the end consumer, sustainable practices and transparency are valued by our society today. However, claims must be meaningful and have documented proof, not just feel-good messaging. The more a sustainable practice can be connected to the practical, financial investment of a product, the more probable the sale. Manufacturers can be more effective with sustainability claims by:

- Gaining EPD status and/or ENERGY STAR qualifications
- Using HERS raters for home energy efficiency evaluations
- Developing products with meaningful sustainability goals
- Connecting sustainability efforts with tangible cost savings, resiliency advantages, and lifetime value.

How BLD Marketing Can Help

- Translate technical sustainability data into strong narratives
- Build lifetime savings calculators
- Develop specification-ready sustainability sales enablement assets





08 The Conversion of Brand and Demand

Traditionally, building materials manufacturers separated:

- **Brand marketing** – upper funnel activity to increase awareness and share of voice.
- **Lead generation** – lower funnel efforts to engage and motivate a hand raiser.

The best brand performers now integrate both. A contractor might discover a brand through social media, research it through AI, compare products online, watch an installation video, and request a sample all before ever speaking with sales. Every touchpoint influences the sale.

How BLD Marketing Can Help

- Developing proven planning tools that uncover insights and help set goals, activity, KPIs, and investment strategies across all stages of the customer decision journey. This ensures an effective balance of brand awareness and demand creation.

Creating Marketing Ecosystems Throughout the Channel

09

For many building materials manufacturers, success depends on more than generating homeowner demand. The real customers are the channel partners. Understanding each level of the channel and how to best influence and motivate them is where effective manufacturers are investing more heavily and yielding stronger results. Helpful tools and programs include:

- Dealer portals
- Training programs
- Certification programs
- Reward programs
- Installer communities
- Customer councils
- Digital sales tools
- Point-of-sale

How BLD Marketing Can Help

- Qualitative research on channel needs
- Moderating customer councils as an outside third party
- Building marketing ecosystems, not just campaigns
- Sales enablement support for each channel
- Pilot programs that connect the entire channel – from manufacturer to wholesaler to dealer to homeowner – for test and learns



10 Expertise Is the New Differentiator

As AI makes generic content easy to produce, authentic expertise becomes more valuable. Manufacturers who possess and share strong institutional knowledge are winning the attention of their customers through:

- Sharing technical knowledge
- Publishing original research
- Providing specification guidance
- Being a responsive, reliable problem solver
- Conducting face-to-face visits to observe products being installed
- Offering best-in-class installation training
- Standing behind products with strong warranty support
- Providing access to key decision-makers

How BLD Marketing Can Help

- BLD Marketing is a results-based, data-driven, full-service strategic marketing firm exclusively serving the commercial and residential building materials category. Our fully integrated services help clients build and optimize vibrant digital marketing ecosystems to ignite fast and attributable growth.

Gain strategic insights into your building materials brand.

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