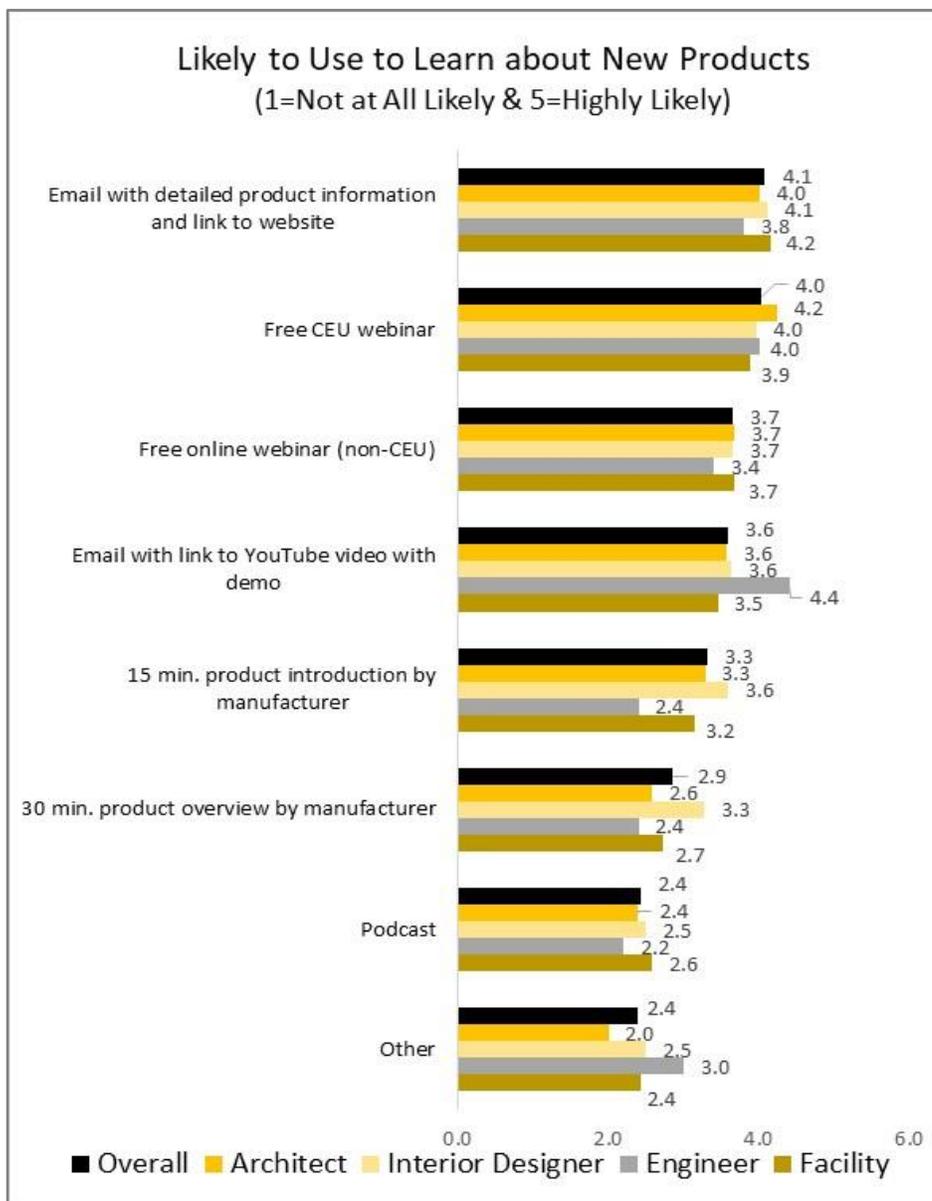


Building professionals are likely to use email or free online webinars or CEUs to get product information during COVID.

How likely are you to use the following types of communications to learn about new products/materials?



TAKE AWAY: Building professionals are likely to use a variety of different sources for product information. They primarily rely on email and free webinars to get new product information. Where possible, manufacturers should include a direct link to specific product information or to a product demo video.



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Purpose:

To learn how likely building professionals would be to use different sources of product information.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 144 completed surveys.

Conclusion:

Since many design firms and facilities are restricting manufacturers' reps from making product presentations or face-to-face meetings, manufacturers need to make sure they are offering building professionals a variety of online resources to disseminate product details. Over half of building professionals surveyed indicated they would be highly likely to use an online CEU presentation or email with a direct link to product information. In addition, over 40% would use a free online webinar even if it was not a CEU. Some of the other sources building professionals mentioned they would use for product information include; outdoor gatherings, phone communication, Zoom/Team type meetings, manufacturers' websites or printed literature. Interestingly, several respondents also indicated they would like to receive product samples. In order to ensure building professionals are getting the product information they need to purchase, specify or recommend a specific product, manufacturers need to expand and simplify their communication channels and online resources. The more options offered with the most current information will enhance a manufacturer's market penetration.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=156. AIM is a business-to-business marketing communications company, ©August, 2020. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.