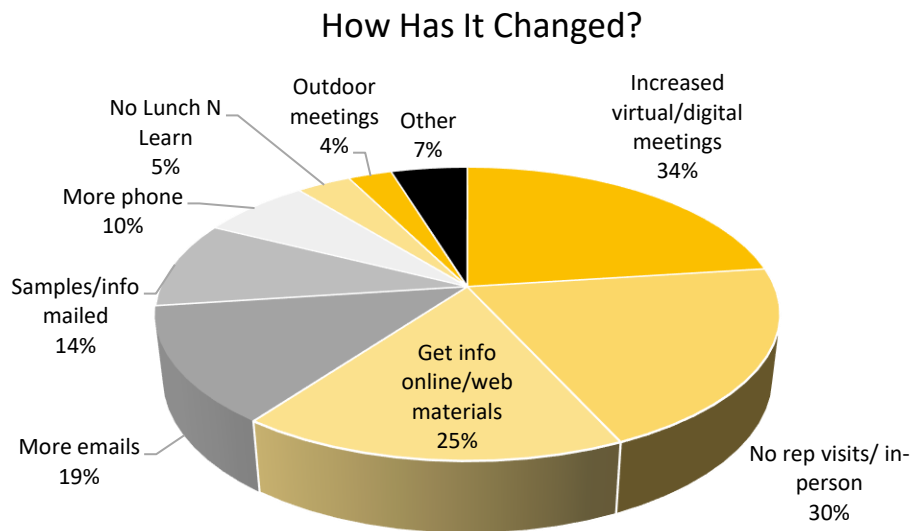
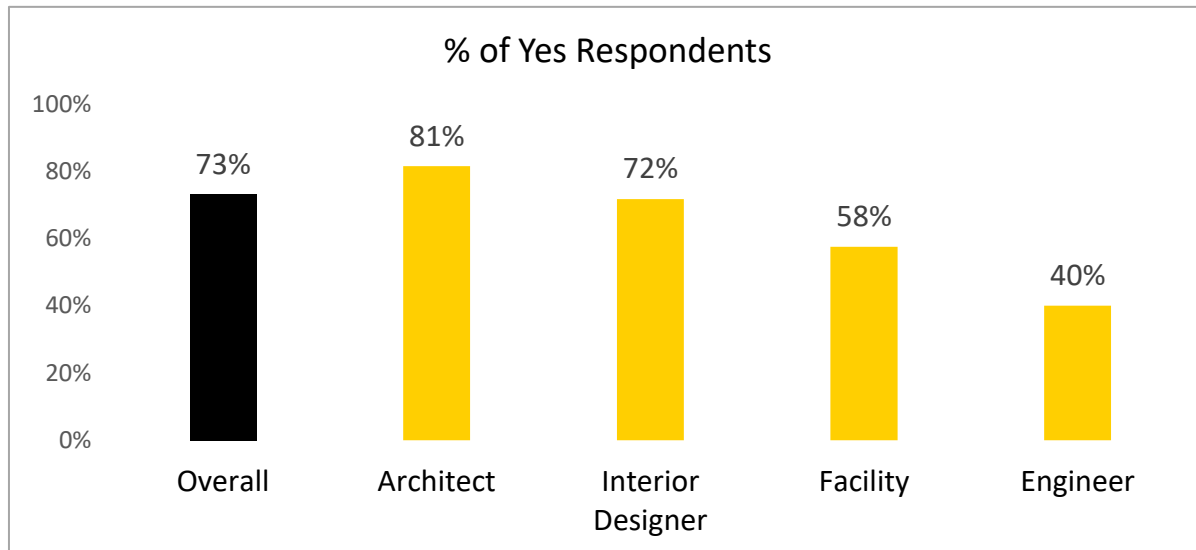


***The COVID-19 pandemic has changed the way building professionals get product information from manufacturers.***

In the era of COVID-19 and social distancing, have you changed the way you get new product information from manufacturers?



**TAKE AWAY:** Building construction professionals are using more channels that do not require in-person contact to get product information. The majority indicated an increased use of digital meetings, online web sources and emails.

# aim SNAPSHOTS

**No. 2020.22**  
**Released: 8/2020**

## Purpose:

To find out how the COVID-19 pandemic has changed the way building professionals find and get product information from manufacturers.

## Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in August, 2020. Overall response was 156 completed surveys.

## Conclusion:

The majority of building professionals (73%) indicated that they have changed the methods they use to get product information from manufacturers. Due to social distancing, their companies no longer allow rep visits and most indicate there are no more manufacturers presentations at the popular lunch and learns. Instead, building professionals are most often using virtual meetings or on-line sources to get the product information they need. Due to the situation, they get more emails, phone calls and even mail from manufacturers. For example, several designers indicated they have reduced their visits to show rooms in favor of getting samples mailed to their home addresses where they are most often working. In addition, respondents that normally would see a rep in their office, are getting product information over the phone or through emails. It was interesting that some building professionals even mentioned they had met reps for outside meetings to maintain social distancing while still benefiting from a face-to-face meeting. Since building professionals are using more and more online resources, it is important that manufacturers maximize their online presence. Not only should their websites be current and easy to use; but manufacturers need to maximize their SEO and also be active in multiple social media platforms including, Pinterest, Facebook, LinkedIn, Instagram, Houzz, YouTube and Twitter.

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](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.