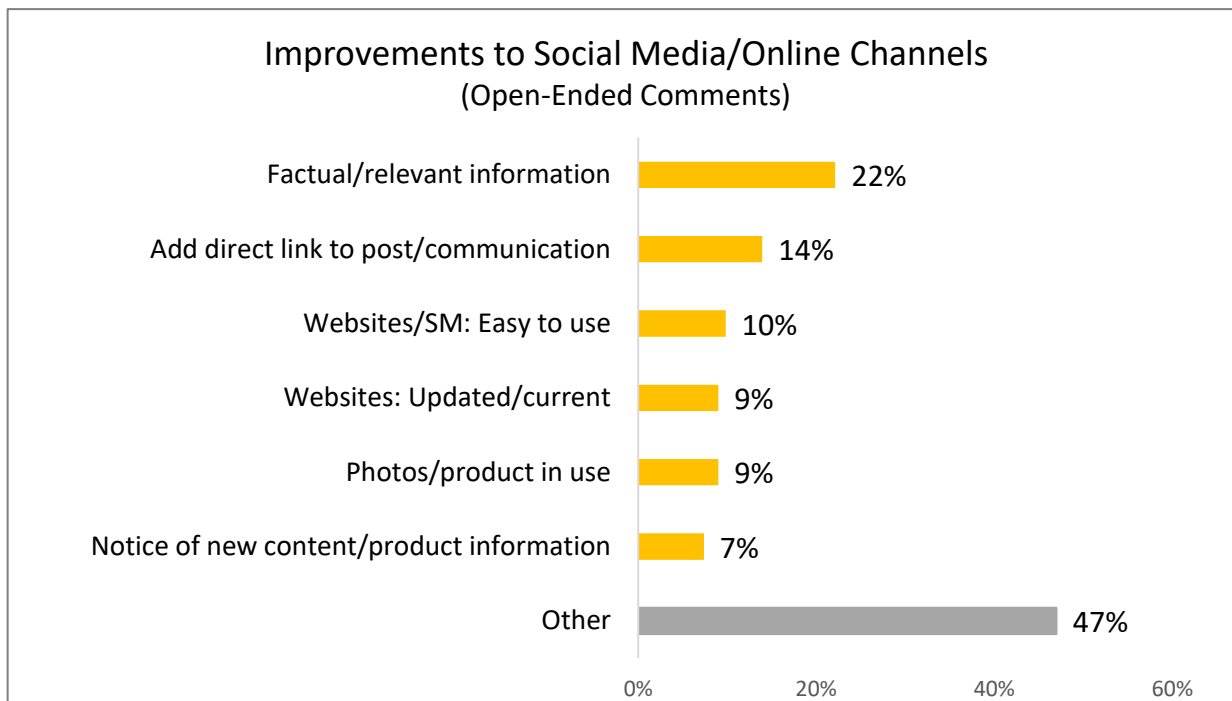

Manufacturers need to make sure the information they provide in social media and online is relevant, factual and easy to find.

How can product manufacturers improve their social media and digital tools to ensure you are getting the product information and support you need for your projects?



Open-Ended Comments

- *Add links to posts.*
- *Concise, short, clear. Way too much froth out there.*
- *I hate pointless posts. It should have some substance.*
- *Less is more. Quick hits of info with links versus drawn out posts.*
- *Provide easily identified sources of non-biased, fact-based information and news.*
- *Provide current and useful reports and info to supplement usual postings.*
- *Redesign for more direct targeted access.*
- *Solid info and links to products.*
- *Use links and posts to direct me to the right products and services I'm looking for. Be active on the platform.*
- *Websites are sometimes too over-designed and don't function well. I would prefer less is more.*

TAKE AWAY: Professionals involved in building construction want current information that is both factual and relevant. Manufacturers should include direct links and easy to find information in their social media, websites and other online communication channels.



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Purpose:

To find out what improvements manufacturers should make to provide building professionals the information they need for their job.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in January, 2021. Overall response was 153 completed surveys.

Conclusion:

In open-ended comments, most often building professionals indicate what they want and need is factual and relevant information. To eliminate the time professionals spend "searching" for the information they need, manufacturers should simply include a direct link in their social media posts or in any online communications. A manufacturer's website is the source building professionals use most often to get information they use in their job. And yet, many professionals indicate the information is often not current or the website is not easy to navigate to find the specific information needed. Manufacturers should review and "update" their website continuously to make sure their target audiences can find what they need quickly and efficiently. Every day building professionals receive an abundance of communication from a variety of different channels. To ensure the message is received and digested, manufacturers should be brief and include only relevant, factual information. As many professionals indicated – "less is more." If more detailed information is available, manufacturers can provide a specific link to the area of the website or link to a report with more details. Other suggestions building professionals provided include: provide a contact person either local or with expertise needed, offer more digital tools and make sure the message is targeted to the appropriate audience.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=153. AIM is a business-to-business marketing communications company. © September, 2021. 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.