



AMERICAN INSTITUTE of
BUILDING DESIGN

Strategic Marketing Plan 2012 - 2013

Marketing Committee

Michael Battaglia

John Fought

Sam Liberti

David Ludwig

Dan Sater, II

Varina Wooster

Jim Wright

Contact:

Phone: 800-366-2423

Fax: 866-204-0293

Email: info@aibd.org

Address:

529 14th St. NW

Suite 750

Washington, DC 20045

www.AIBD.org

Creating where people live™

© 2013 American Institute of Building Design

Enhancing, developing, educating and promoting the value of the residential design professional.

Strategic Marketing Plan

January 29, 2013

Introduction

Developing a marketing plan is one of the most important things that can be done to ensure that any enterprise will be successful.

This Strategic Marketing Plan has been developed with that goal in mind, and to meet the requirements of the mission for the AIBD Marketing Committee:

“..to set a direction and a message that AIBD wants to share with specifically targeted entities, including consumers, the building industry and media.”

Consequently, this document will provide specific parameters that the committee believes will help promote the success of the AIBD and fulfill this mission. These parameters will be used to develop the Marketing Campaign put forth by this committee in the upcoming year. These parameters will also allow AIBD leadership to modify marketing programs and direction as needed for the most effective method to meet strategic objectives.

In addition, this document was developed and will be used in conjunction with the AIBD Strategic Development Plan, reflecting any changes in objectives or goals contained therein.

The committee shall review and modify the plan yearly, reviewing results and new opportunities to implement as feasible.

Marketing Parameters

In the development of a Marketing Plan, certain parameters must be established. These will guide and inform all decisions made regarding marketing. These parameters are:

Product – What item or service are you providing?

Target Market(s) – Who will be purchasing your product?

Target Market’s Problems and Concerns – What need does your target have that your product will meet?

Marketing Message – What do you want to tell your target about your product and how it fulfills their needs?

Slogan – What simple, straightforward statement best presents your product and/or message?

Brand – What will be your visual identity?

Through research and discussion, the Marketing Committee determined answers to these questions and developed the parameters listed on the following pages.

Strategic Marketing Plan

January 29, 2013

Product

Membership in the American Institute of Building Design

Target Market(s)

The committee established that there are two target markets to be concerned with.

Primary Target Market - *All current and future professional residential designers*

Secondary Target Market - *All consumers of AIBD Members' Services*

Although the committee determined that the actual product of the AIBD would be utilized only by the Primary Target Market, it was also determined that the needs of the Secondary Target Market would be of utmost concern to Institute members, and marketing addressing those needs would be beneficial in attracting Primary Targets and convincing them that membership in the Institute would be an asset to their business.

Market Research

To ensure that the committee understood the needs of these Target Markets, some research was undertaken. Some of the information garnered from that research is included here:

Primary Target Market

All current and future professional residential designers

Primary Target Market Segmentation and Demographics

Market Segments

- Current AIBD Member residential designers
- All residential designers that are not members
- Draftspersons that work in design or residential architecture offices
- Students in residential design or architecture technology programs, also schools that teach architectural drafting

Demographic results from 2009 member survey

- 90% are business owners or decision makers
- 85% report residential design as their primary business activity
- 32% are located in the Southeast
- 80% are residential/building designers
 - 3% are architects
 - 6% are builders/developers
- 52% are also members of the NAHB
 - 17% are members of ICC
 - 11% are members of AIA
 - 11% are members of ICA&CA
- 78% do not purchase professional liability insurance
- 50% of the members design fewer than 10 custom homes per year

Strategic Marketing Plan

January 29, 2013

- 73% of the custom homes designed by members are between \$250,000 and \$1,000,000 in value
 - 17% Are over \$1,000,000 in value
- The top 5 magazines subscribed to by members are
 - Builder
 - DesignLines
 - Residential Architect
 - Residential Design & Build
- 27% of the members report attending the International Builders' Show
- 30% of the members offer design/build services
- 82% of the members use computer design software
 - Over 50% use AutoCAD
 - About 25% use Sketchup
- 63% of the members are involved in sustainable design
- 62% of the members are involved in universal design

Primary Target Market Trends

After several years of historical lows in the number of new homes built in the country, the trend is finally starting back in the upward direction. Consequently, former members and those that have left the industry may begin to return as demand increases. Our goal with this marketing plan is to provide sufficient reason for these professionals to become part of the AIBD family.

With appropriate marketing efforts AIBD should expect significant growth over the next five years from resurgence of the market.

Secondary Target Market

All consumers of AIBD Members' Services

Secondary Target Market Segmentation and Demographics

Market Segments

- current and future home owners
- builders and remodelers
- realtors

Secondary Target Market Trends

After several years of historical lows in the number of new homes built in the country, the trend is finally starting back in the upward direction.

Strategic Marketing Plan

January 29, 2013

Target Markets' Problems and Concerns

The research also provided answers to the questions of the target's needs:

Primary Target Market

- *insufficient levels of work to sustain them financially*
- *lack of good sources for design education*
- *insufficient knowledge to run a business successfully*
- *good designers, poor businesspeople*
- *lack of other designers to network with, share similar concerns*
- *many feel like they are the only people who do what they do*
- *concerns about working in an exempted area of the law*
- *concerns about how their market may of changed and how they can modify their businesses to stay ahead of it*

Secondary Target Market

- *lack of knowledge about the design and construction process*
- *lack of knowledge about designer's credentials*
- *wariness regarding the process of selecting and hiring a designer*

Marketing Messages

The messages that need to be crafted and shared with our target markets should be based on addressing the professional and business concerns with which they identify. Through our messages and stories we need to subtly suggest these pressure points and, in turn, a solution they can embrace. For the Primary Target, we hold AIBD out as a group of fellow designers that can empathize with their concerns and so build trust and consequently, membership. For the Secondary Target, we emphasize that AIBD members are the best source for the services they require, due to the member's knowledge and experience. The messages developed by the committee are:

Primary Target Market Message

The American Institute of Building Design is the only nationally recognized organization dedicated to supporting and promoting residential design professionals. The AIBD is your voice - we understand what you do and what you care about. Join your fellow designers in the AIBD - share your experience, knowledge and expertise, gather new tools for success, and help promote and protect the profession we all love.

Secondary Target Message

If you are looking for a residential design professional for your home design project, look no further than the American Institute of Building Design. Our members have specialized knowledge and expertise in residential design and are held to a high level of professionalism and ethics in their business practices. You can trust an AIBD member to bring a combination of talent and practical value to your project.

All marketing and communications directed at our marketing targets will be informed by, conform to, and reflect these messages.

Strategic Marketing Plan

January 29, 2013

Slogan

A slogan is a simple, straightforward statement that you feel best presents your product, service, or identity to your market. The committee developed and reviewed several slogans and catchphrases, including some already in use by the Institute. It was decided that the existing slogan best fulfilled the requirements, and its use should be continued.

The slogan will be incorporated into all marketing and communications from AIBD national, and all State Societies and individual members will be encouraged to use it in their communications and marketing efforts:

Creating Where People Live

Brand

Brand is the visual identity of an enterprise. It is the logo, the colors, and the fonts utilized in all marketing materials. It also includes the slogan when one has been developed. The committee did much research into the requirements of branding and what a brand means to marketing. One particularly noteworthy item was discovered: *When marketing nationally, a strong brand is a primary concern - It conveys stability and reliability - It gives the consumer a sense of trust.*

With this idea in mind, the committee looked into how well a strong brand was being used within the Institute. Unfortunately, it was discovered that the Institute had no consistent use of a National Brand or requirements for using such a brand. Therefore, the committee went through the process of creating a strong National Brand and specifications for its use. This was done utilizing the existing logo and some of the existing color scheme as a starting point, as the committee felt these were strong and had history and recognition. Logo specifics, colors, fonts, and slogan were all determined, and layouts for letterhead, envelopes and other business items were developed. A Branding Guideline booklet has been created that shows the specifications of this new Brand, and sets forth the requirements for utilizing the Brand in marketing materials and communications. This Branding Guideline will be considered a companion to this Strategic Marketing Plan. All marketing efforts from this committee and the National office of the Institute will conform to these Branding Guidelines.

It is strongly recommended by the committee that all members and affiliates of the Institute obtain the Branding Guidelines and make adjustments to any marketing materials as necessary to conform to the new National Brand, thereby assisting in marketing the AIBD on a national basis.

Goal

The goal of the committee is to develop a Marketing Campaign, based on the parameters set forth in this document, that will create greater awareness of the Institute amongst the public in general, and professional designers specifically, ultimately resulting in increased membership and an enhanced reputation for the Institute.

Strategic Marketing Plan

January 29, 2013

Actions

The committee will take the following steps to market the American Institute of Building Design during the 2012-2013 fiscal year.

Promote the National Brand

The committee and the AIBD National Office will utilize the specifications set forth in the Branding Guidelines in all communications and marketing materials produced. The committee will strongly encourage all AIBD members and affiliates to embrace the new National Brand, and utilize the Branding Guidelines when producing any marketing or business materials as well as when communicating as an affiliate of the Institute. The committee will also strongly encourage affiliates to discard any current branding that does not reflect the new National Brand, and develop new materials that are in agreement with the standards developed by the committee and put forth in the Branding Guidelines. The committee hopes that it will be able to report full compliance with this matter by the 2013 Annual Convention.

Marketing Campaign

The committee utilized the parameters set forth in this document, research into existing marketing methods used by the Institute, research into industry standards, studies of marketing method effectiveness, and consideration of budget constraints to develop a marketing campaign that will be launched in 2013. Some of the specifics of this campaign are still under development, and methods and materials may be adjusted as effectiveness is determined. The underlying idea of the campaign is simply to place the AIBD name, brand, and relevant benefits before members of the target markets as often as possible. This must be accomplished with a very limited budget, so the campaign utilizes digital methods and existing internal structures as much as possible. The basic marketing methods of this campaign are as follows:

E-Mail Blasts and Blog Articles

Weekly e-mails will be sent to all names on the AIBD contact list. These e-mails will be sent in a cycle of three informational and one promotional each month. The informational e-mails will direct recipients to articles written on the AIBD Blog. These articles will be on topics the committee feels are relevant to the target markets. A year-long schedule of these topics has been created. The promotional e-mails will provide information about the benefits of membership in the AIBD. A year-long schedule for these promotional topics has been created as well.

Social Media Bumps

Weekly "Bumps" will be placed upon all AIBD social media sites. These bumps will contain the same information that is within the e-mail blasts described above. Placing this information on the social media sites will reach members of the target markets that are not on the AIBD contact list.

The committee hopes to expand the content of these bumps over time.

Strategic Marketing Plan

January 29, 2013

Forum Mobs

Volunteer members will monitor various internet forums that contain content relevant to the target markets, and will contribute content when specific topics arise. The content provided by the volunteers will always contain mention of the the benefits of AIBD membership, or the expertise of AIBD members (conforming to the Marketing Message for each target market). These volunteers will also always have their AIBD Membership status listed within their forum profiles and/or forum signatures.

Press Releases

A third-party source that will assist AIBD Members in writing and disseminating press releases has been obtained and a pricing deal established. This benefit will be promoted along with the Branding promotion.

The committee will also encourage society officers to provide contact information for local press outlets to National staff so that AIBD National releases may be disseminated easily. The committee will also encourage societies to develop and disseminate press releases regarding local activities and society information on a regular basis. The committee will develop templates for releases and make these available to society officers.

Internet Videos

Promotional, informational, educational, and documentary style videos will be developed and placed on the current AIBD video channel. The launch of these videos will be noticed in e-mail blasts and social media bumps. The committee will work along with other committees of the Institute to develop and promote these videos.

Longer term projection of this method is to develop regular educational videos that can be marketed to the primary target market at a dedicated website and produce a revenue stream.