

Marketing Architectural And Engineering Services: A Portfolio Approach

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ABSTRACT

This article has been written as a theoretical guide for architectural and engineering firms to develop a strong services marketing plan for the geographic location in which it operates. It will outline a step by step approach to develop, administer, and utilize this services marketing approach. It will also outline the logic and understanding to support this claim.

Keywords: Architectural Services Marketing; Engineering Services Marketing; Portfolio Approach; Managing a Mix of Service Products and Projects

INTRODUCTION

rchitectural and engineering firms are business enterprises that operate in the consulting services industry. These firms are capable of providing a wide range of services to a vast amount of clients. Any organization or individual may need the services provided by an A & E firm at different times throughout their professional life cycle. The scope and breadth of the services vary greatly, resulting in different levels of client importance.

These firms offer services to clients by selling their knowledge and capabilities. Demonstrating that value to capture clients is a difficult aspect of the A&E field. Without obtaining work from clients, A&E firms do not exist. To identify and obtain clients, A&E firms must demonstrate an understanding of the market place in which they operate.

The modern day architectural and engineering firm is competing in a diverse and ever evolving market place. This level of complexity will vary greatly depending on the size of the firm and/or the size and amount of opportunities available within the geographic region of the firm. The region in which a firm operates will vary depending on geographic location, economic demographics, capabilities, size and types of the firm. The amount of types of competition within this market place will also play a major factor in the overall capabilities of the firm to obtain work.

The common factors in every market place is that each firm will be exposed to a wide variety of customers and competitors. These marketing demographics will need to be outlined and summarized into an easy to use medium for a firm to fully understand the opportunities available and how best to capture these opportunities.

Of the firms operating within the Architectural and Engineering industry, each one has a unique set of skills and staff that provide its own set of opportunities within the market place. Based on that fact, a single medium of approach should not be utilized by every firm. Instead, each firm should follow a procedure to develop its own approach.

"From a managerial perspective, the question is thus how to mobilize the expertise of professional workers in collective process while coordinating their actions and maintaining managerial oversight and control of activities" (Ollila, Srybree & Wern, 2015).

For a firm to develop the proper medium to organize and strategize its marketing approach, a marketing portfolio should be developed. A Marketing portfolio is the organization of the different client opportunities that a firm has within a specific region. It contains all relevant information pertaining to that client to provide insight into the future

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Marketing Architectural and Engineering Services Weld Coxe,1971 **Leading with Marketing** Brian Gallagher,Kimberly Kayler,2009-11-23 How do successful architecture engineering and construction AEC firms become leaders in their markets While there is not one formula for all AEC firms a common characteristic is effective marketing These firms dont view marketing as an expense but as a strategic approach to winning Leading With Marketing embodies how an AEC firm approaches their business their marketplace and their customers When companies lead with marketing they strategically choose which markets to target what to offer how to differentiate how to communicate and how to win To truly lead with marketing a firms marketing strategy must be an ongoing dynamic process The process must enable a company to focus its resources on the right opportunities to increase profitability while satisfying the customer needs and achieving a sustainable competitive advantage Leading With Marketing will provide you with the insights expertise and knowledge needed to lead with marketing Having worked with Brian and Kimberly for many years and seeing the direct results of their wisdom help Structural Group grow to over 500 million in sales now having their wisdom detailed in this great book will allow more of us to apply marketing strategies to our everyday business I highly recommend this book to every Architectural Engineering and Contracting company that desires a profitable growth strategy Peter Emmons CEO Structural Group Kimberly has helped ACI develop many successful communications and program launch campaigns by integrating key message development online and traditional marketing public relations and so much more Brian helped guide ACI into and through several new promotion search and communications initiatives as member then chair of our Marketing Committee Their combined expertise in marketing and how to market concrete has been a huge asset to our organization and our members Kevin Mlutkowski Manager Marketing American Concrete Institute www.LeadingWithMarketing.com

Marketing for Architects and Engineers Brian Richardson,2003-09-02 Professional services marketing is a relatively new form of marketing that has been recognized only since the late 1980s Most of the attempts to write about marketing for professional services have been a regurgitation of the traditional marketing approach that has evolved since the 1960s and have concentrated on minor differences and adjustments In many ways what is needed is a fresh approach which takes into account the complex political social economic legislative and cultural backdrop and provides a way for design professionals such as architects and engineers to look to the future This book does just that **Marketing for Architects and Engineers** Brian Richardson,2003-09-02 Professional services marketing is a relatively new form of marketing that has been recognized only since the late 1980s Most of the attempts to write about marketing for professional services have been a regurgitation of the traditional marketing approach that has evolved since the 1960s and have concentrated on minor differences and adjustments In many ways what is needed is a fresh approach which takes into account the complex political social economic legislative and cultural backdrop and provides a way for design professionals such as architects and

engineers to look to the future This book does just that Marketing Architectural and Engineering Services Weld Coxe,1990 **Construction Marketing Ideas** Mark Buckshon,2010-04 Buckshon addresses the architectural engineering and construction industry s marketing challenges with a positive and practical approach especially for business owners who don t want to be bogged down in clichs and who have been encouraged to try a variety of marketing ideas which simply don t work **How to Market Professional Design Services** Gerre L. Jones,1983 *The Role of Public Relations in Marketing Architectural and Engineering Services* Diane Claypoole Creel,1974 Advanced Marketing Techniques for Architecture and Engineering Firms Margaret Spaulding,William D'Elia,1989-01-01 **Marketing Professional Design Services** University of Colorado at Denver. College of Engineering and Applied Science,University of Colorado at Denver. Division of Continuing Education,1986* **Marketing for Architects and Designers** Harold Linton,Laura Clary,Steven Rost,2005-04-26 Large and small architecture firms alike will appreciate this survey of the broad array of promotional materials that can help design professionals increase business The well designed print and electronic materials shown here brochures books slide shows Web sites and multimedia presentations will serve as models and inspiration for enhancing their own publications whether designed in house or out Marketing Handbook for the Design & Construction Professional Society for Marketing Professional Services,2000 The Society for Marketing Professional Services SMPS was chartered more than 25 years ago to serve the needs of individuals who market architectural engineering interior design construction and related services that create the built environment Through its formation and growth SMPS created the profession of professional services marketing Today marketing is an integral part of almost all the services that design and build the environment in which we live work and play Over the years SMPS has helped create and identify the leaders in this profession It is those leaders who were called upon to revise and expand the Handbook for Marketing Professional Services The original first edition of this handbook was created to fill a gap that existed in the literature of marketing While much has been written about product marketing little has been written about services marketing and even less about marketing services for the built environment When SMPS created its Certified Professional Services Marketer Program the need for marketing again became apparent In this new edition many of the original authors have updated their material and eight new chapters have been added Many of these new chapters are reflective of how mature and complex the process of marketing professional services has become This new edition of Marketing Handbook For The Design Construction Professional is destined to become an indispensable resource and a well worn volume on the bookshelves of those involved in marketing professional services for the built environment Success Strategies for Design Professionals Weld Coxe,1987 Marketing and Selling Professional Services in Architecture and Construction Basil Sawczuk,2009-11-02 This practical book on selling and marketing will help architects engineers project managers facilities managers surveyors and contractors sell themselves to prospective clients As clients become more sophisticated at both local and international level and as

competition in the construction industry increases both contractors and consultants have to take a more professional approach to selling themselves This is especially true for PFI bids where vast resources are committed to winning multi million pound contracts Through a simple to follow process illustrated with plenty of diagrams and checklists Marketing Selling Professional Services in Architecture Construction sets out the seven key aspects of selling and marketing professional services It is full of applicable ideas and examples and is well structured to enable readers to dip into the section relevant to their current needs

Marketing Green Buildings Jerry Yudelson,2006-01-01 Annotation Engineers architects and contractors seeking to expand their involvement in the green buildings market need a firm grounding in the marketing strategies and tactics which are being used most successfully in this specialized and growing field This book is intended to serve as an effective tool for professional green building enthusiasts and advocates in presenting green design features sustainable strategies and new products to the potential green building client The author addresses key questions such as How is green building marketing different from other types of professional service marketing What tools and techniques from conventional marketing can be used to greater effect in marketing green buildings What is the size and potential of the green buildings market And how should a firm position itself to succeed in this growing marketplace You ll find clear descriptions of successful strategies and approaches to marketing and selling green building related services as well as up to date information on the role of LEED in green building projects

Class & Industrial Marketing ,1920 Industrial Marketing ,1961 Marketing Green Building Services Jerry Yudelson,2012-07-26 Marketing Green Building Services Strategies for Success presents all the information key decision makers need to respond to the fast growing market for green buildings design and construction services and products Completely updated revised and expanded from the author s previous works this book is the one resource you need to succeed in the green building marketplace With a sound grounding in contemporary marketing theory and practice the book assembles hard to find information to assist executives and partners in design and construction firms in crafting competitive strategies that build on their firm strengths while shoring up their weaknesses Since most design and construction firms specialize in particular market sectors the book systematically examines the important market segments for green buildings It also presents key business case justifications for green buildings that help architects engineers and builders to understand client motivations and respond to them with appropriate marketing tactics and communications strategies The book examines how the green building market is adopting certain new products and design approaches information that will help manufacturers and product sales teams to craft appropriate marketing strategies The book also helps owners and developers understand the green building business case and to find out what other leading edge firms and projects have learned how to market and sell green buildings and green developments in a highly competitive marketplace

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Marketing Architectural And Engineering Introduction

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