

# Communicating with Engineers



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# Communicating with Engineers



Engineers play an important part in the specification of many building products. As more also take on the role of Sustainability Consultant, their influence will increase.

Deciding how best to spend a limited marketing budget can be difficult. In the past various publishers have issued reports to show how and where specifiers get their information but, not surprisingly, each piece of research tends to favour the sponsoring publication. For this reason Competitive Advantage has decided to undertake its own research into this area, providing an impartial review of sources of information used by engineers.

- ▶ **Use marketing spend effectively**
- ▶ **Impartial research – no publisher influence**

## Sample

The research was conducted during September and October 2009 with a sample of 300 UK engineers working on a cross-section of construction projects; residential, commercial, government.

## Information Gathered

- Principal sources of information.
- Usage of traditional media such as journals, product cards and product directories.
- How the digital media of websites, online communities and twitter is being adopted.
- Credibility given to forms of press coverage such as advertising and the different forms of PR.
- The role, usage and importance of hard copy literature.
- Importance and usage of other forms of communication such as conferences, exhibitions and CPD.
- What support is required from manufacturers and how products are specified.

## Reporting

The report costs just £250.00 + VAT. Subscribers receive the 76 page report, provided in electronic PDF format, and a PowerPoint management summary to save you time when presenting the findings to your colleagues.

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