

DIGITAL MARKETING CASE STUDY

Construction Executive Magazine

A blog series published in May 2013 is featured in the March 2014 issue of Construction Executive Magazine.

Magazine Background

Construction Executive is an award-winning monthly magazine that reaches more than 50,000 contractors and construction-related business owners. Since first being published by Associated Builders and Contractors Services Corp. In 2003, the magazine has served as the leading source for news, market developments and business issues impacting the construction industry.

Each issue includes articles designed to help owners and top managers run a more profitable and productive construction business, covering hot-button issues such as workforce development, insurance, estimating, project management, safety and liability, technological advancements and legislative action.

Generation of the Blog Series

With the use of an outdated white paper, the corporate marketing team updated the information and split the paper into three parts to create a blog series.

The blog series is called, Cost Savings Using Simulation. Each blog addressed a different issue:

- Part 1: To Simulate or Not to Simulate
- Part 2: Time is Money
- Part 3: Considering Simulation?



Spreading the Word

To spread the word about the blog series, the team shared the links via social media. In addition to posting links about the blog series, relationships with trade magazines, industry organizations and publications take place.

An editor of Construction Executive Magazine sees the link via Twitter while researching for the upcoming feature story.

Contact Haskell Subject Matter Expert

The editor reaches out to the noted subject matter expert mentioned at the end of each blog.

Hi Bela – While conducting research for an article on manufacturing-related construction scheduled for the March issue of ABC's *Construction Executive* magazine, I came across a couple Haskell blog posts on simulation.

The editor conducts an interview with Haskell subject matter expert, Bela Jacobson to learn more about the simulation for the feature story.



Published in Award Winning Magazine

In the March 2014 issue of Construction Executive Magazine, Haskell had a full page in the feature story about simulation.

At the end of the simulation article in the magazine, the editor references the Haskell blog.

Cost for Full Page in National Publication : \$0.00

For Haskell's three-part blog series on the advantages of simulation, visit www.haskell.com/moving-ahead.

- Joanna Masterson

