



digital know-how
for the building trade

At True, we value collaboration and growing together as a team. So come and join us — our clients are our most valuable team members.

meet true

Our experience in the building products industry goes back 20 years.

We've helped some of the most innovative building brands harness the power of digital. Our data-driven strategies and industry insight help our clients become preferred in the marketplace. With an understanding of two-step distribution, builder behavior and home center marketing, we are able to develop strategies designed to create results for our clients.

Whether clients need to reach builders, architects, contractors or other industry professionals, we know how to craft messaging that reaches and inspires their specific audiences. Our team uses digital tactics like content marketing, SEO, social media, digital advertising, and website experience and optimization to convert audiences into customers.

Gain the Advantage of Global Insights

As a **Worldcom Public Relations Group** partner, we are able to provide clients with specialized work, like language translations for international audiences, localized cultural insights and more. Through Worldcom, clients gain access to 140 partners from 111 cities across 46 countries on six continents.



WORLDCOM
Public Relations Group

Experience Building Brands



26901 Cannon Rd., Ste. 200



Bedford Heights, OH 44146



888.456.0369



truedigitalcom.com

    @TrueDigitalCom



industry trends

Losing Your Best Workers? See How to Keep Them On Your Team

Professionals in the industry know - the labor shortage is pervasive and only intensifying. Consider these insights:

- 60% of skilled trade professionals believe there is a need for more skilled labor
- 54% of industry professionals have cited difficulty hiring skilled labor in the past year
- The industry is growing rapidly, with the construction industry projected to be one of the fastest growing industries into 2020

With this in mind, brands are making efforts to promote the benefits of working in the industry and highlight the culture to attract workers. However, **brands also need to look for solutions internally to improve retention.** Retaining the employees they currently have is also crucial to building a talented and loyal workforce. And that's not to mention that workforce's value for referring new employees.

True's Take

Sean Williams, Vice President & Practice Lead

"Building strong relationships with your employees starts with effective **communication**, and listening is crucial to that effort. Our Face2Face program gives you the tools you need to create and sustain a culture of dialogue, which breeds engagement and innovation."



Download the True Face2Face Communications book!

www.truedigitalcom.com/f2fbook



True's Take

Tony Fanizzi, Content Marketing Practice Lead

"Players in the building industry are slowly adopting digital marketing strategies.

It's an important piece of the puzzle when you want to share content, make relevant connections with customers and generate more leads."

3 Ways your Business is Losing Leads Online and How to Fix It

Let's face it - the building materials industry is lagging in the fast-paced era of digital marketing. While print and trade show marketing is certainly valuable, digital marketing offers the ability to generate leads and measure results like never before.

Building product manufacturers can use digital to reach audiences and generate sales in several ways:

- 1. Increase brand awareness with digital advertising campaigns**
Digital advertising offers the ability to use granular targeting to reach leads and prospects when they're already looking to buy.
- 2. Design websites with conversion in mind**
If you don't ask your visitors to take action or they don't know how to, they won't. Make it easy with simple navigation, clear calls-to-action and contact forms.
- 3. Use marketing automation to nurture leads**
Once your website and content have inspired audiences to fill out contact forms, you can nurture those leads through the buyer's journey with automated marketing campaigns.



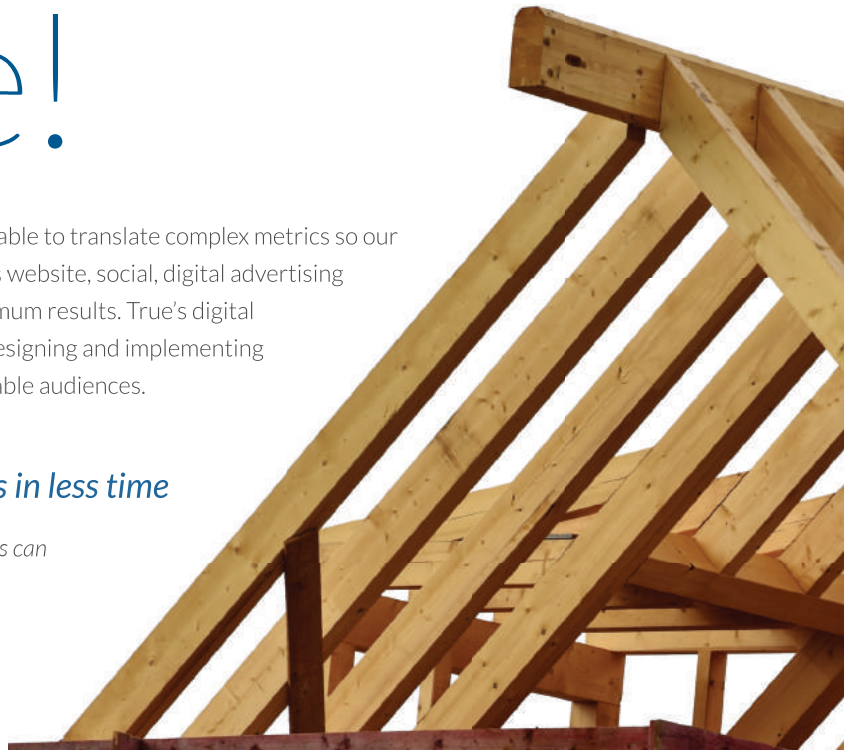
6

we've been doing digital longer than Google!

Digital analytics is our second language - and we are able to translate complex metrics so our clients can easily see the results. We continually assess website, social, digital advertising and search engine performance and optimize for maximum results. True's digital associates and specialists have extensive experience designing and implementing targeted digital campaigns that help clients reach valuable audiences.

Digital Digits – Make more conversions in less time

Studies show that mobile optimization in B2B industries can increase time to purchase by **20%**



case study

Breaking Plumbers' Old Habits Through Digital

The Challenge:

Plumbers and builders have strong loyalty to their plumbing systems, and FlowGuard® Gold - a Lubrizol brand - needed a solution to drive professionals to switch to CPVC piping.

True's Solution:

True spearheaded the "Make the Switch" campaign targeted to both plumbers and builders, which included:

- Digital advertising
- Landing pages
- Automated email workflows
- Print brochures and more



7

The Results:

18,300+

landing page visits

1,600+

click-throughs to website

19

contact form submissions



Ask us about our digital capabilities and other wins.

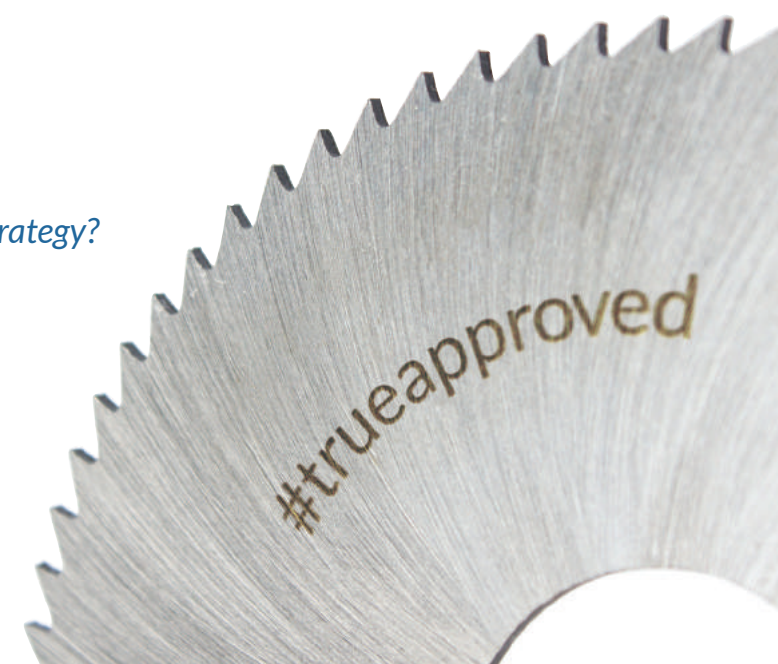
Call 888.456.0369

cutting through the noise with sharp content

True's digital communications and public relations team put sharp content in front of the right audiences. We work closely with clients to develop strategies that reflect their brand's core values while also flexing some creative muscle. Whether it's social media, email marketing, blogging or media outreach, True's content team can write technical language in a way that is understandable and resonates with audiences.

Digital Digits – Does your content have a strategy?

As of 2017,
85% of manufacturing marketers
 used content marketing
 but only
31% reported having a
 documented strategy!



case study

Thought Leadership Generates Leads for Boral TruExterior

The Challenge:

Boral TruExterior Siding & Trim needed to earn the trust of building professionals skeptical of their product, which is comprised of new poly-ash material.

True's Solution:

The Boral TruExterior Content Library was strategically developed and distributed to pull audiences through key conversion points through social media, email and digital advertising. Content-balanced product announcements and case studies with industry-related, resourceful topics like design trends and sales strategies.



The Results:

25%
 increase in organic
 visibility

15%
 conversion rate

700+
 on-site conversions



Learn how we use content to create conversions for our clients.

Visit www.truedigitalcom.com

Building the Framework for Sustainable Growth

Create long-term value for your target customers, investors and employees using an integrated strategy. With our four-part AMMO planning process, we help clients focus communication efforts and create a clear framework for executing marketing and communications strategies.

AMMO: The process for any communication opportunity.

- AUDIENCES**

Audiences are the people you need to reach.

 - Be specific. Who needs to hear? Who needs to add?
 - Who needs to be heard? Who do YOU need to help?
- OBJECTIVES**

Objectives are the actions you want people to take.

 - What do you need your audience to think, feel, do?
 - Do we have a benchmark, target, timeframe?
- MESSAGES**

What do you have to say, show or demonstrate to attain our objective?

 - Be direct. Be clear. Omit needless words.
- METHODS**

How do we need to deliver those messages?

 - Email, face to face, memo, phone call, social media, video, website, search advertising, display advertising, presentation

 **View the webinar to learn our strategy.**
www.truedigitalcom.com/ammo





26901 Cannon Rd., Ste. 200



Bedford Heights, OH 44146



888.456.0369



truedigitalcom.com

