

The current state of the construction industry market presents many opportunities. BIM is becoming a common requirement for construction processes around the world, and this leads to a growing demand for BIM content and offers a new unique way to reach out to potential clients. Product manufacturing companies should react quickly and develop a BIM marketing strategy, in accordance with market demands, when it's still relatively easy to become competitive in a BIM environment, and position themselves as market leaders.

BIM has opened new communication channels between product manufacturing companies, and professionals who specify products in projects can take advantage of this over their competition who does not work in BIM. BIM is currently maturing, promotional venues and BIM marketing are still emerging, pushed by the surge in this technology.

The above statement presents a great opportunity for Online marketing. It energizes content publishing, social media, and traditional ads, adwords, and SEO, where good positioning is based on originality, relevance, web history, content quality/quantity, and competitor's content. For example, to try and position the phrase "my product" may be hard to achieve since there is much competition on that subject already. The same might be said for some themes related to "my product", but others may not be saturated and may allow room for growth. Additionally, if we add the BIM factor to these themes, then it is a recipe for success.

In other words, BIM is currently at a key moment where it's on the cusp of becoming a standard, and there are still many opportunities to get ahead of the competition with relative ease. This moment represents an opportunity, where timing is crucial, since competition gets generated rather quickly and the first ones to position themselves benefit the most.

In this sense, the 10 year experience of our team in consulting, BIM catalogue development, and market research, guarantees a comprehensive evaluation for a manufacturing company which leads to an effective BIM marketing strategy.



In order to help the manufacturing company grow, we offer the following services:



Creative strategies



BIM positioning



BIM content marketing



Development of BIM events



BIM publishing and promotion



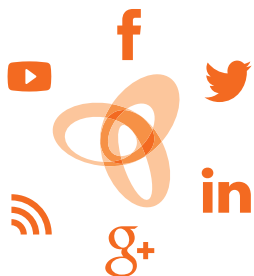
Banner space

Creative Strategies



Definition and auditing of objectives.

There is an exchange of information between Manufacturers in BIM and the manufacturing company in order to establish communication links, analyze resources, and locate opportunities. This will give rise to objectives that can be measured and kept track of.



Online communication and marketing plan.

Based on the strategy and objectives defined with the manufacturing company, we'll propose a marketing and communication plan, and timetable, that includes multimedia content (graphics, texts, audiovisual material, etc.) and platforming (Social Media, Blogs, YouTube, Others).

BIM Positioning



BIM Search engine positioning.

It is recommended that all developed content included in the marketing strategy is optimized correctly for Google positioning, in order to generate the most segmented traffic and identify what the user is looking for. For this reason, SEO strategy sets parameters on how the generated content should perform.



Current company SEO auditing.

Manufacturers in BIM will coordinate with the manufacturing company on updating its current SEO to take advantage of new opportunities in BIM positioning while reinforcing its current status.



Competitor analysis.

Competitors will be analyzed to detect their strengths, weaknesses, and map out opportunities and difficulties when competing with them over BIM content.



Keyword search and strategy.

Manufacturers in BIM will coordinate with the manufacturing company will develop a list of phrases that may be suitable for search engine positioning. These will be refined depending on their performance, results, and competitiveness. The objective for these phrases is to turn out a high volume of traffic and work as part of the overall marketing strategy.



Internal (In-page) SEO.

Web pages generated in collaboration with Manufacturers in BIM, whether they are in the company's domain or on one of Manufacturers in BIM's channels, will be optimized with the developed keywords and phrases based on the defined strategy.



External (off-page) SEO.

Developed SEO will be monitored. Its performance will ensure and define, or redefine, results. Monthly summaries will be submitted to the manufacturing company.



Follow-up , analysis, and performance reporting.

The behaviour of the developed content will be monitored in order to ensure the best performance. Monthly reports will be issued.

BIM Content Marketing

Depending on the resources that the company may want to include, and the desired objectives, content will be developed. Such content may be in the form of an article in a particular blog, posting on social media sites, press releases, or renderings. This will be defined in the Creative Strategy phase, and the themes to be developed will be selected on these three factors:



Defined SEO and Keyword strategy.



Interest in particular themes (online) – for strategic reasons.



Creative proposals that include collaboration between the marketing and Manufacturers in BIM.

Desired objectives may be that of generating more segmented online traffic, reaching online authority status, generating trust online, receiving user feedback , or having more presence in specific communities.



Development (and editing) of text and graphics.

Manufacturers in BIM, based on a defined strategy, will develop press releases, articles for online publishing, and renderings that promote virality and stand out on feeds and online searches.



Development (and production) of audiovisual content.

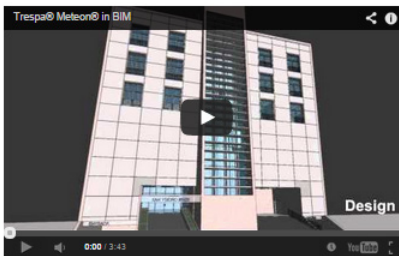
Youtube being the second most important search engine (Google being the first), and video formats being more preferred and easier to index; we recommend considering video development on youtube as part of a content strategy.

Some types of videos that work well for product manufacturing companies are: tutorials on the use of their BIM files, interviews or documentaries about the use of BIM in that company, BIM catalogue promotion, or other videos with interesting subject matter promoted by the company.

Examples of some types of promotional videos:



<https://www.youtube.com/watch?v=0rLtAlsiE3s>



<https://www.youtube.com/watch?v=cSekyLaAqkw>



<https://www.youtube.com/watch?v=2Pt2bxdgeEs>



<https://www.youtube.com/watch?v=K2-r7--O2Ys&list=PLQc-4W0-ojQjzdnvTDETJ->



<https://www.youtube.com/watch?v=-02j5r-WDK0Q>



<https://www.youtube.com/watch?v=-jZ2kBI0z8y0>

Development of BIM events

Manufacturers in BIM has experience in the development and promotion of BIM events, on-line or in person. All events are tailor-made per theme and manufacturer company.

We publish BIM catalogues to the right market niche. Also, we collaborate with various expert BIM professionals from the construction industry with wide experience, which is an added value to the professional user who attends to these events.





https://www.youtube.com/watch?v=K2-r7-_O2Ys&list=PL-Qc-4W0-ojQjezdntDETJZlr9hq_gqFo



<https://www.youtube.com/watch?v=0rLtAlsiE3s>

BIM publishing and promotion



Promotion of a Manufacturers BIM content in Bimetica.com's user base.

Promotion of developed BIM content with Manufacturers in BIM is done through Bimetica.com's user base, by email notifications, banners, and social media channels.

Bimetica.com has a user base of registered BIM professionals from over 60 countries.



Promotion of a Manufacturers BIM content in Bimetica's BIM channel.

Specialized forums, Blogs, and various platforms. Manufacturers in BIM, in coordination with the manufacturing company, promotes the manufacturer's BIM catalogue and multimedia content (Press releases, videos, images, articles, etc) through Bimetica's own channels as well as third parties, in order to reach all desired virtual communities.



Follow-up and analysis and performance report.

Content evolution and behaviour is monitored in order to better its performance.



Social Media promotion.

We will promote different campaigns throughout Manufacturers in BIM and Bimetica's social media venues, sending an adequate message for each market niche.

SOCIAL NETWORKS	TOTAL FOLLOWERS	REACH
Bimetica.com	20.000 (Growing)	200.000 (Growing)
Facebook		
Linkedin		
Twitter		
Google +		
Wordpress		
Youtube		
Rebelmouse		
Pinterest		

Banners

Be straightforward, and reach your potential clients.

Bimetica.com offers the opportunity be seen by qualified construction industry professionals, in order to promote products, services, and brands, through website banner space.

The main interests of our registered users are: BIM files of construction products, specialized software and apps involved in the construction industry, services for project development, specialized training, BIM consulting, and new technologies focused on construction design.

The main disciplines of our user-base are: Architects, Engineers, Quantity Surveyors, Interior designers, Construction managers, Project managers, and Students.

Info

Traffic profile:

Construction industry professionals.

Interests:

BIM, Technology, Construction products, Collaborative work.

Estimated duration of visit:

6:00 min.





Banner A

Slider on start page.

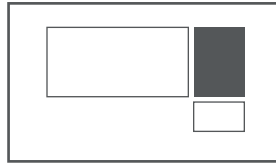
Size:
1920 x 605 px.



Banner B

Slider on registered user homepage.

Size:
880 x 348 px.



Banner C

Lateral rectangle on registered user homepage.

Size:
400 x 420 px.



Banner D

Basic banner on registered user homepage.

Size:
400 x 215 px.



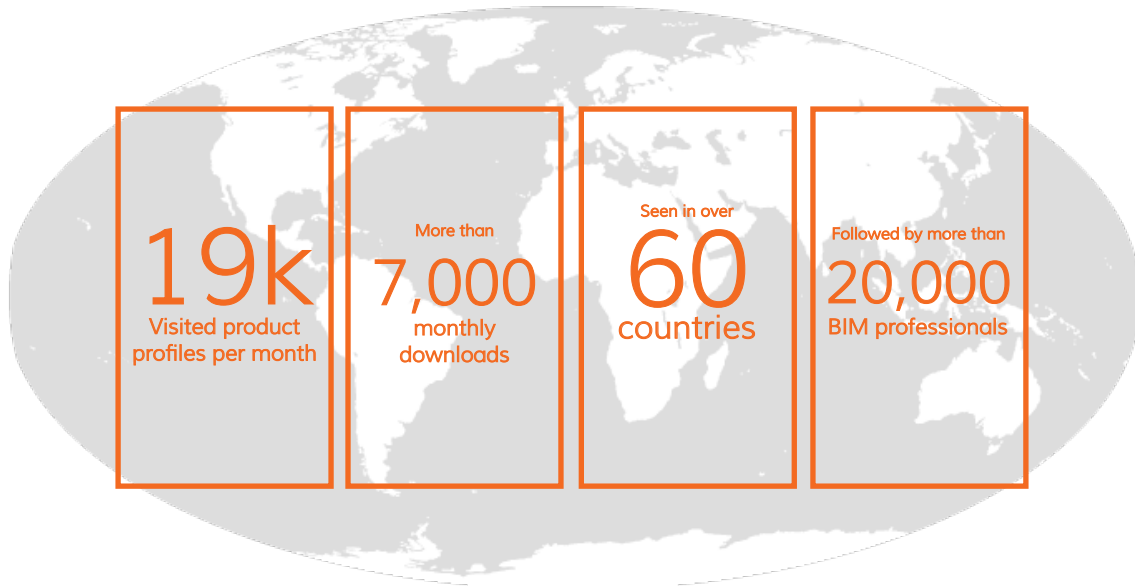
Banner E

Basic banner on product results page and blog. Visible to registered and non-registered users.

Size:
500 x 250 px.

OUR RANGE Bimetrica.com 2013/2014

We are constantly growing



In **Manufacturers in BIM**
we generate business opportunities
for your company.

For more information, call us at +34 932 267 322 or email us at info@bimetrica.com / www.fabricantesbim.com

