



Architecture Marketing 360:

How to get a helicopter view of
what's working

By Rachael Bernstone,
Sounds Like Design



Sounds Like Design is a marketing and communications agency for Architects.

We help architects to communicate the value of good design, to increase demand for a better built environment.

- ✓ BA in Journalism (RMIT, 1992);
- ✓ Marketing role at Twentieth Century Fox Films in London (1996-98)
- ✓ MArch in History and Theory (UNSW, 2002)
- ✓ Churchill Fellowship in Sustainable and Affordable Housing (2003);



“Marketing is really just about sharing your passion.”

MICHAEL HYATT

In this Lean In session, I'm going to show you how you can get a 360° view of your marketing activities.



At the end, you'll have the tools and knowledge to obtain a helicopter view of what's working (and what's not!) in your practice.

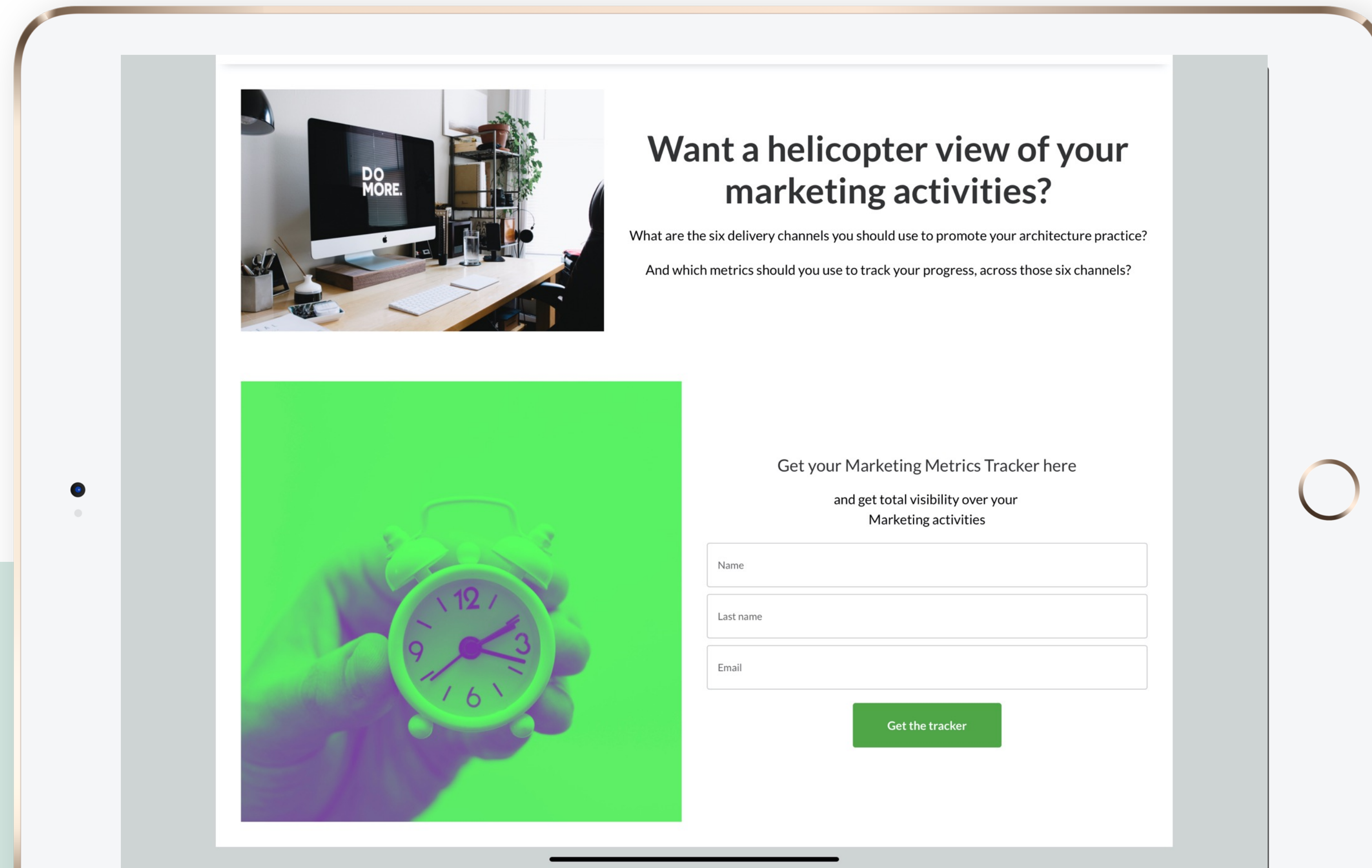
*"Tell me and I will forget,
show me and I may remember,
involve me and I will understand."*

CONFUCIUS

Free download

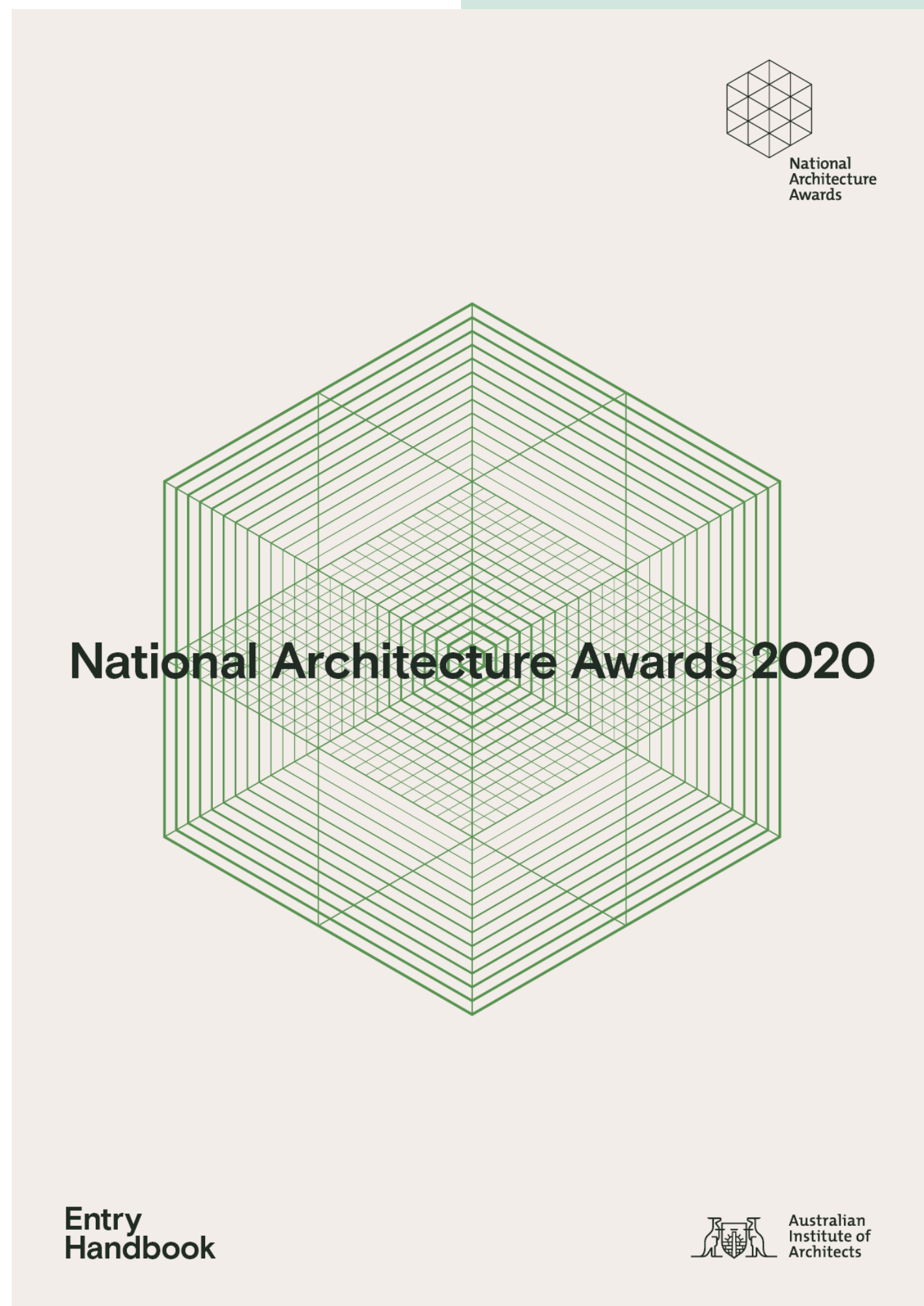
Go to
<https://www.subscribepage.com/marketingmetrics>

**If you haven't already downloaded my
Marketing Metrics tracking spreadsheet**





Turn off any
distractions



**If you feel confused by the all
the marketing options
available to architects
today...**



... and unsure about how to find out what's working in your practice...



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[stuart_vokesandpeters](#) /
Subiaco House
/
Winner, Residential Architecture
The Design Files Design Awards

... and unclear about the right channels to use, so you can attract your ideal clients and projects ...



My Marketing Metrics tracking spreadsheet will help you find clarity, and determine your next best moves.

Marketing for Architects can be simplified into just three key questions:

- 1. Who are you talking to (your audience, or Ideal Client/s)?**
- 2. What do you wish to convey to them (your message, or Unique Selling Proposition)?, and**
- 3. Which channels should you use to deliver those messages?**

■ Today we're going to concentrate on question 3: 'Which channels should you use to deliver your messages?'

I've devised a six-channel system for Architecture Marketing, and they are ranked in order of priority.

The acronym to remember them by is **RESPAW**.

“That which is measured improves. That which is measured and reported improves exponentially.”

KARL PEARSON

01

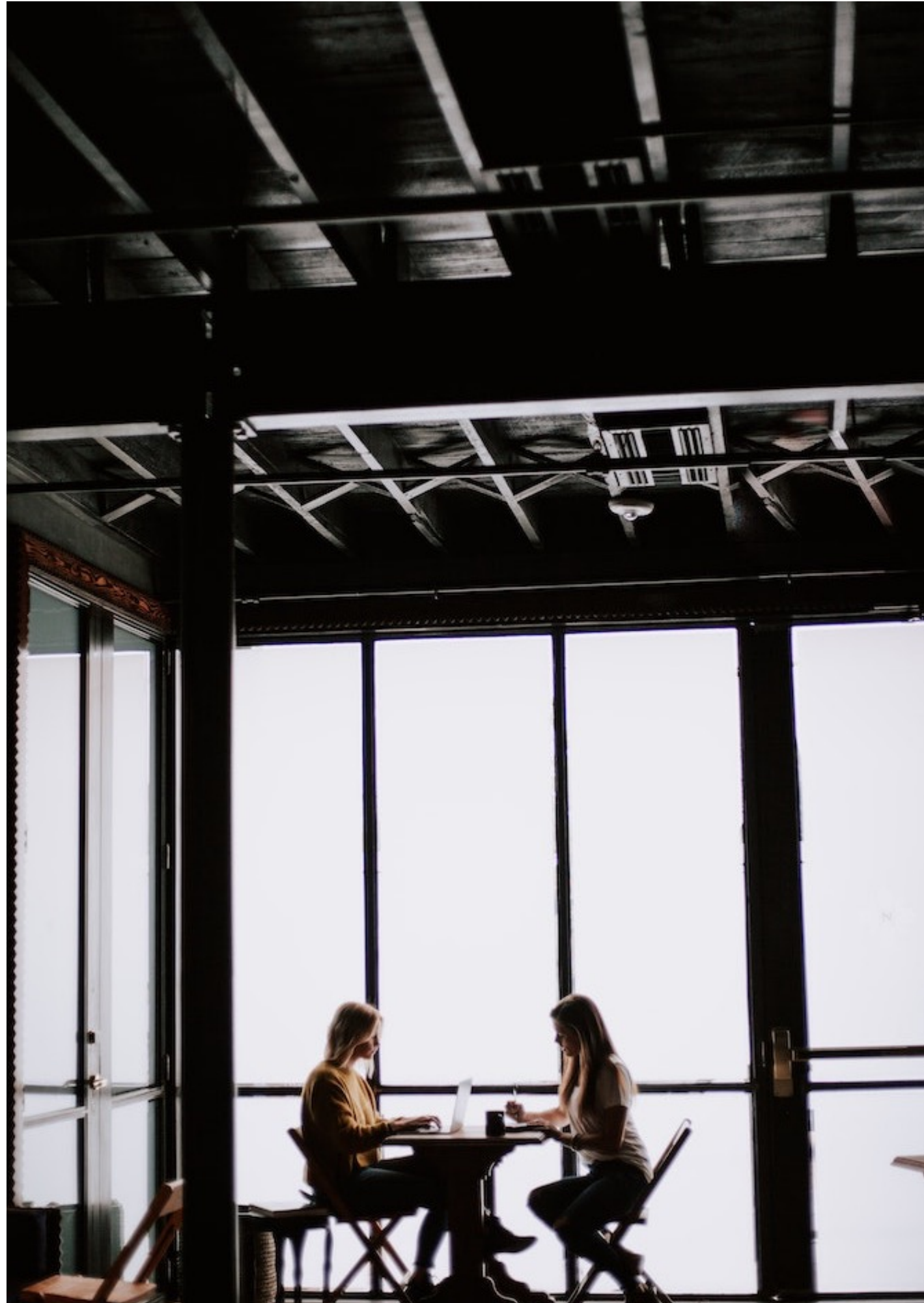
Referrals



Word of mouth is still one of the best sources of new clients for architecture practices



But very few practices use a systematic process to collect client feedback AND repurpose it into marketing materials to attract future clients



- ## Improve your Referral channel first
- Establish a Referral system based on client testimonials
 - LinkedIn is the best social media platform for Referrals
 - Tag in your collaborators, consultants, sub-contractors and suppliers for high organic reach

“A brand is no longer what we tell the consumer it is – it is what consumers tell each other it is.”

SCOTT COOK



Track these LinkedIn metrics in your spreadsheet:

- Firm (page) - Followers
- Directors (profile) - Connections
- Who viewed your profile
- Who viewed your posts



Track these Referral metrics in your spreadsheet:

- Events (record networking opportunities with peers / collaborators / clients)
- Testimonials (record distribution of new client testimonials via Email, Social Media, Website etc)

02

Email Marketing

Email is one of the most powerful channels for modern marketing, because you own it, and it enables you to engage directly with the recipient.



Modern marketing aims to move people through a marketing funnel, by:

- Building awareness of your brand and service;
- Transforming strangers into warm prospects;
- Converting a few prospects into clients, and repeat clients;
- Those satisfied clients become brand ambassadors.



How do the six channels serve your funnel?

- Social media, Publishing and Awards build Brand Awareness at the top of the funnel.
- Referrals, Email and Website are the best channels for Lead Generation, that is to convert warm prospects into clients.



Establish or improve your Email activity

- Continually grow your Email list with a great lead magnet on your Website
- Regularly email the people on your list with updates about projects, events, news, and to promote your unique approach



*"If Social Media is the cocktail party, then
Email Marketing is the 'meet up for coffee'.
The original 1 to 1 channel."*

ERIK HARBISON

Track these Email metrics in your spreadsheet:

- Number of subscribers
- Open rates
- Click through rates
- Unsubscribe rates





03

Social Media



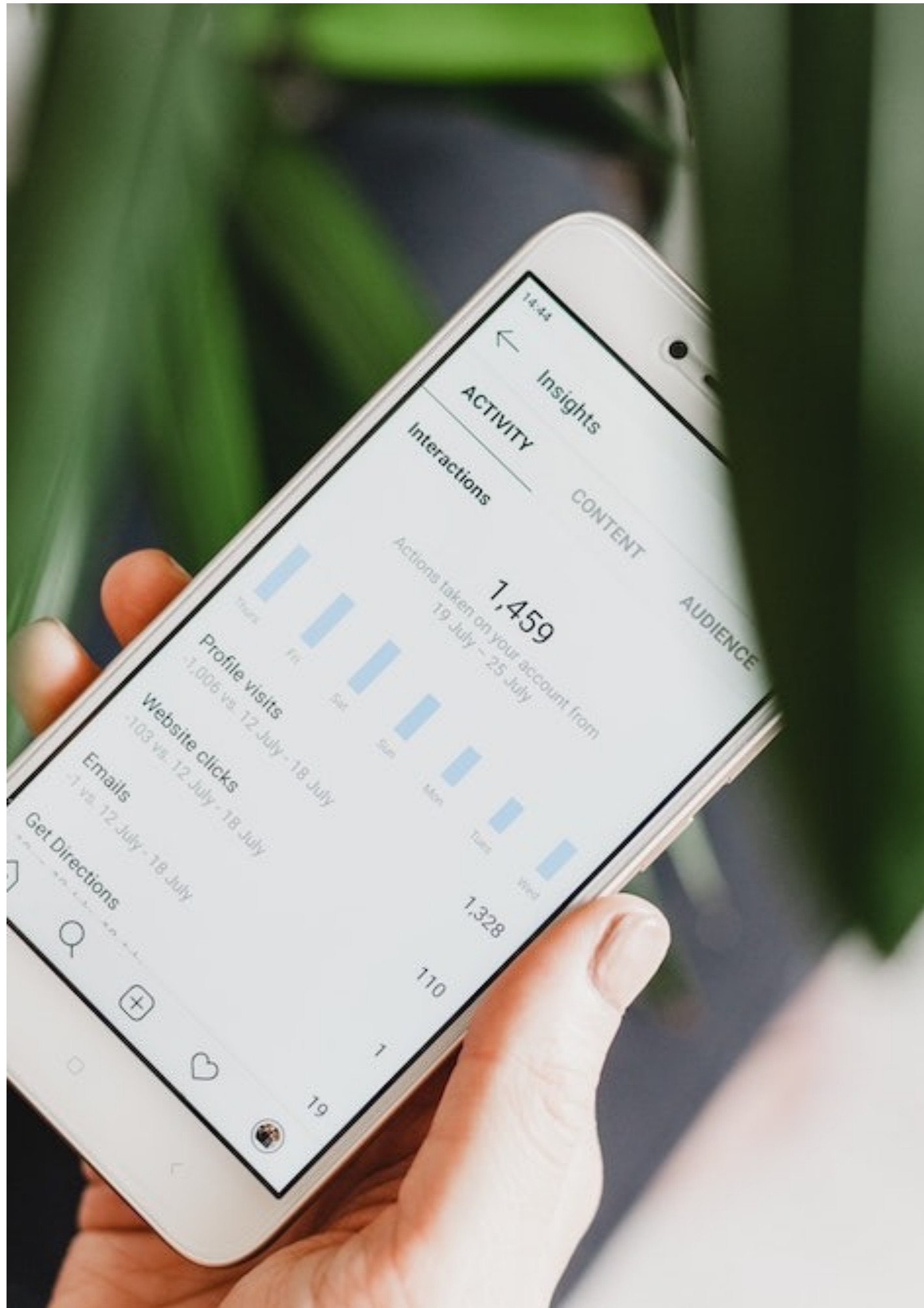
There are plenty of Social Media platforms available today, so how do you choose the right one (or more!) to invest your time and energy into?



The best social media platform for your practice is the one that delivers the most engaged visitors to your website.

“The social media web is a very noisy one indeed and making sure that you are heard requires you to shout more effectively, rather than louder.”

DAVID AMERLAND



Track these Instagram metrics in your spreadsheet:

- Practice - Followers
- Individual directors - Followers
- IG Stories - Views
- IGTV - Likes
- Instagram Engagement rate*
(see Resources)



Track these Facebook metrics:

- Practice - Followers
- Individual directors - Followers
- FB Live videos – Views

Also track metrics for any other social media platforms you use – Twitter, YouTube etc.

**How does your social media activity
impact your website traffic?**

This is how you find out:





04

Publishing

Make sure your Publishing activities are strategic

- Focus on magazines and websites that your clients regularly read
- Refer to my free resources about publishing your projects here:
www.soundlikedesign.com.au/blog/publishing-for-architects-101



*"Marketing is no longer about the stuff that
you make, but about the stories you tell"*

SETH GODIN

Track these Publishing metrics
in your spreadsheet:

- Print publications (list by
publication / project)
- Online publications (list by
publication / project)





05

Awards



Use your Awards entries to speak to three key audiences – jurors, the media and future clients

“Good marketing makes the company look smart. Great marketing makes the customer feel smart.”

JOE CHERNOV



Track these Awards metrics in your spreadsheet:

- Awards - conferred
- Awards - media coverage
- List by Awards program / project



06

Website

Grow your list

- Continually grow your subscriber list with a great lead magnet on your Website
- Regularly email your subscribers to encourage them to visit your website for projects updates, events, awards, publishing news, and blog posts

2020 AWARDS

*The 8-step guide to
streamline your
Awards entries*



Websites that offer Lead Magnets include:

- <https://happyhaus.com.au/resources>
- <https://undercoverarchitect.com>
- <https://talinaedwards.com.au>
- <https://www.soundslikedesign.com.au>

Happy_Haus

About Us



The importance of blogging:

- Use content marketing to create blog articles containing information that serves the needs of your ideal clients;
- Promote that content across your other channels to drive traffic to your website, to improve your organic search results over time.

TRENDING ON LIFE OF AN ARCHITECT

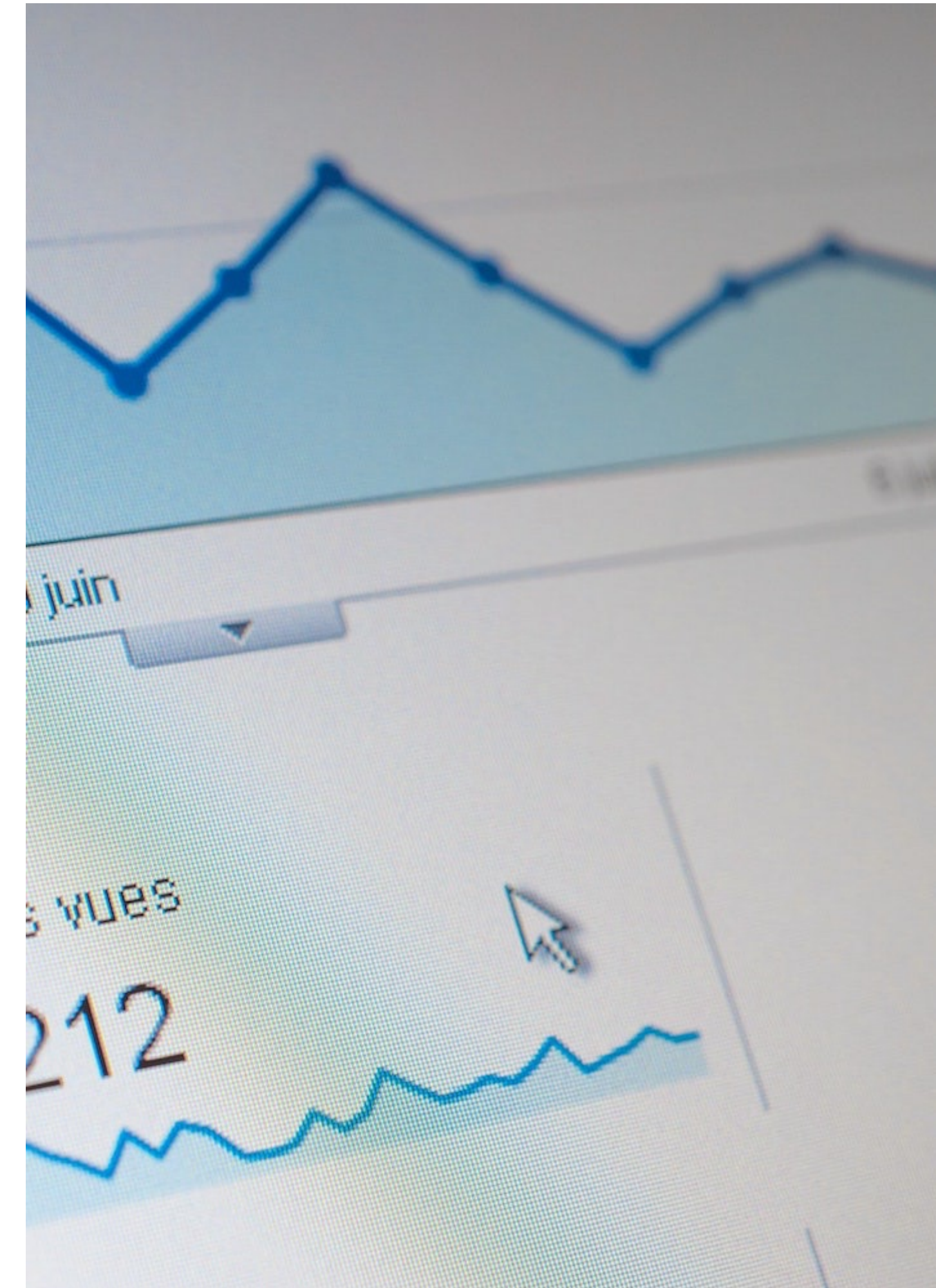


*“Google only loves you when everyone else
loves you first.”*

WENDY PIERSALL

Track these Website metrics in your spreadsheet:

- Page views
- Visitors/Users – unique / new
- Pages per session / Session duration
- Bounce rate
- Goals - new email signups / new project enquiries



And these:

- Visitors from Instagram*
- Visitors from Facebook*
- Visitors from LinkedIn*
- Visitors from Twitter*

* from the Seeking Digital dashboard



**If you'd like more
strategic advice around
your communications and
marketing...**

Comms Consulting

- 1:1 consulting to identify your ICA and USP
- I'll develop your tailored Marketing Communications Blueprint
- You implement the strategy in-house, using Metrics to track your progress
- See: www.soundlikedesign.com.au/comms-consulting

Fly higher

The Architecture Marketing 360 course explores the six channels in more detail and provides step-by-step instructions and links to free tools and resources to help refine your efforts.

You can earn 3 CPD points/hours for this hands-on training. Visit my website to sign up:

www.soundlikedesign.com.au/courses/architecture-marketing-360



- ✓ Thanks for attending today
- ✓ And thanks to the Australian Institute of Architects for the opportunity to present this Lean In session