

top 5 creative marketing ideas for **ARCHITECTS AND BUILDERS**

“It’s almost impossible to overinvest in becoming the market leader.” - Seth Godin

1. Host a VIP party at the finish of every home you’ve built or designed. Use it as an opportunity to get lifestyle photography and video testimonials.
2. Organize something fun (team building) for your crew, like a rafting trip or a volleyball tournament. Take a photograph of everyone and use that as your holiday card.
3. Use time-lapse video on your phone to document the building of something interesting, or a hand drawing to show hands on your work. Post it to social media.
4. Record a phone interview with your favorite clients and hire a writer to make it into a blog post or write it yourself.
5. Form a networking group of people in your community in the custom home world, or people trying to reach the same demographic. Organize the group yourself or join a framework like BNI (Business Network International). Invite a realtor, art gallery director, interior designer, architect, builder, luxury car salesman, furniture store, rug dealer, etc. Meet once a month for lunch or other, and talk about ways to collaborate and discuss marketing strategy.