



# How to Promote Your Building Business: An Advertising Guide for Members

## **Promoting your business through advertising**

When looking to promote your business it is important to understand what options are available. Keeping up with all the various ways to advertise and promote can be overwhelming.

To simplify things, we have broken down some great ways to advertise, and how to make it happen.

Advertising can help to create awareness of your company, reach new audiences, and ultimately bring in new customers. This may be the first time a customer deals or interacts with your company, so it is important to make a good first impression.

What can advertising do for your business?

- Generate awareness
- Increase sales by informing potential new customers about your product or service
- Reminding existing customers about your business
- Provide basic information such as your contact details and website address
- Tell new or existing customers about changes to what you offer, new product launches, special offers and improvements
- Change people's attitudes and perceptions
- Help to create or develop a distinctive brand, so they remember you

Types of advertising

- Social media – below we have highlighted popular social media platforms
- Online and digital – this includes online publications, digital display ads, Google ads, and apps
- Print – newspapers and magazines
- Broadcast – radio and TV
- Outdoor advertising – billboards, buses, posters, and signs

**On the next page we have broken down each of these types of advertising**

## SOCIAL MEDIA

### What to consider or ask when developing your social media

Social media covers a range of channels. It's not just for young people, or only for certain brands. Instead, there are platforms and creators of all kinds, producing content for all people. The question isn't 'should I be on social media?' It's 'what platforms should I be using and how should I be using them?'

The most important thing is to remember you need to create content that your audience will find interesting and relevant. This is the key to creating the engagement and attention your business will need to make social media effective.

Ask yourself and/or your team:

- What audience are you trying to target? Do they use the platforms you've chosen?
- Are you creating the right content for the platform? Is it the right format? Does it meet the platform's specifications?
- What do you want the person who sees the post to do? Consider including a call to action e.g. call us or visit our website.
- How are you going to measure whether your advertising is paying off?
- How many people do you want to see your post? Do you need to put some advertising spend (money) behind your post, so it reaches more people?
- Would people find this interesting enough to stop scrolling and pay attention?

### Paid vs Organic:

When talking about, your social media posts, or how well your posts are performing, you will usually refer them as either *paid* or *organic*.

'Paid' activity or posts have had advertising spend (money) assigned to them to ensure they reach and engage with a wider audience.

'Organic' posts haven't had any advertising or boosting spend assigned to them (boosted posts are ads you create from posts on your Facebook page). They rely on the performance they receive on the social media channel without any money being put towards them to help.

When a post is published on social media, it starts to be distributed to relevant people. From there you can choose to spend money to reach more people, or let it happen "organically". When looking at the metrics, your post would have organic, or free, performance, as well as paid performance.

### Facebook

Facebook is a popular social media channel, reaching over 80% of Kiwi internet users, and offers relatively affordable advertising. This advertising can be highly targeted by selecting criteria such as age, gender, location, interests and more. This allows you to either be very specific with the audience you target, or to reach a wide range of New Zealanders. Facebook is also suitable for both business-to-business and business to consumer marketing.

### How to post on Facebook:

1. On your page or timeline click "Create post."
2. Here you can choose to write a text post and add a range of features e.g., photos/videos.
3. To make the post go live click "Post."

[Click here to learn how to share and manage a post on Facebook.](#)

[Click here for a guide on how to advertise on Facebook.](#)

[Click here to learn how to “boost” a post on Facebook \(boosted posts are ads you create from posts on your Facebook page\).](#)

## **Instagram**

Instagram is a great platform to get your audience talking to you and keeping up to date on what you're up to. It's a simple app that allows you to communicate using photos and videos, and Instagram enables you to both to build your brand and engage with users by showcasing the work and services that your company provides. Instagram users tend to be slightly younger than Facebook users, but it still reaches 50% of all Kiwi internet users.

How to post organically on Instagram:

1. Tap the plus button on the top right-hand corner of your screen.
2. To upload a photo from your phone's library, tap 'Library' at the bottom of the screen and select the photo/s you'd like to share.
3. Tap "Next".
4. Here you can edit or put filters on your photos.
5. Tap 'Next'.
6. Write your caption, tag people, you can even choose to add the location of where your photo was taken.
7. Don't forget to add hashtags. Hashtags make your post more easily seen by others who are potentially searching for the content that you're sharing. E.g. #masterbuildernz or #christchurch
8. Tag the RMBA Instagram account, @masterbuildernz. We often share posts we're tagged in, which can extend your reach.
9. Tap "Share" – your post will now be live.

[Click here to learn how post an ad on Instagram.](#)

[Click here to learn about advertising objectives.](#)

[Click here for further information on how to track your Ad's performance.](#)

[Click here to know what to do if your ad is rejected.](#)

[Click here for a more in-depth guide to Instagram ads.](#)

## **LinkedIn**

LinkedIn is the ideal social networking site to target other working professionals and businesses. LinkedIn can help you drive website traffic and generate leads, and they offer a range of ad formats. It's also a great platform to share your expertise, grow your network and connect with others in your industry. This can help grow your business and brand.

How to post on LinkedIn desktop:

1. To begin writing your first post visit your business LinkedIn "Feed" page and type your message in the box at the top of the page where it says "Start a post".
2. After you have finished writing you have the option to also add an image, link/add a video, a document, mention/tag an occasion or add a poll.
3. You can also determine who can see your post by clicking "Anyone", here you can decide who will have permission to view your post.

4. There is also the option to add hashtags related to the content you are posting. Hashtags make your post visible to people who are may be searching for the content that you're sharing. E.g. #masterbuildernz or #christchurch
5. To make the post go live click "Post".

#### How to post on LinkedIn mobile:

1. Make sure you are on your business page, not your personal one.
2. Tap the plus button at the bottom of the page which says "Post", here you can begin writing your post.
3. Below the text there are options to add a photo, link/add a video, a document, mention/tag an occasion or add a poll.
4. There is also the option to add hashtags that related to the content you are posting. Hashtags make your post more easily seen by others who are potentially searching for the content that you're sharing. E.g. #masterbuildernz or #christchurch
5. You can also determine who can see your post by clicking "Anyone"
6. To make the post go live click "post".

Campaign Manager is LinkedIn's all-in-one advertising platform. You'll be able to set up ad accounts, run campaigns, and control your budget. All you need is a LinkedIn account to get started.

[Click here to learn how to post an ad on LinkedIn.](#)

[Click here to learn about choosing objectives.](#)

[Click here for further information on how to advertise on LinkedIn.](#)

#### **Twitter**

Twitter is based on dialogue rather than image or video so it's a great platform to use when developing your brand's "voice". Its audience tends to be more tech, journalism, and politics oriented which also means the users generally have a higher income. However, establishing your business on Twitter, sharing content, and driving engagement, can be a time-consuming process. If you're heavily interested in advocacy and engagement for long term profile, it can be useful. Generating organic (unpaid) engagement will mean you need to spend a significant amount of time on the platform, on an ongoing basis. Without this, you can still use Twitter effectively as an advertising platform.

#### How to post a tweet:

1. To create a tweet, write your message (which can up to 280 characters) in the "compose" box at the top of your home page, or click the "Tweet" button on the navigation bar.
2. You can attach up to two photos, a GIF, or a video.
3. There is also the option to add hashtags that related to the content you are posting. Hashtags make your post visible to people who may be searching for the content that you're sharing. E.g. #masterbuildernz or #christchurch
4. Click the "Tweet" button to post the tweet on your profile.

- OTHER INFORMATION

To save a draft of your Tweet, click the X icon in the top left corner of the compose box, then click Save.

To schedule your Tweet to be sent later, click on the calendar icon at the bottom of the compose box and make your schedule selections, then click 'Confirm'.

To access your drafts and scheduled Tweets, click on 'Unsent Tweets' from the Tweet compose box.

[Click here to learn how to create a Twitter Ads account.](#)

[Click here to learn how to post an ad on Twitter.](#)

[Click here for more information on how create and manage ads on Twitter.](#)

## **TikTok**

TikTok is a relatively new platform, but it's been proven to be a great way to engage and reach your audience. You can target your audience using different ad formats or you can still just post organic content. Either way because the app is video based it means the content should be more engaging than a basic text post. TikTok is a great way to move into video marketing. It's an opportunity to start getting creative to engage with users and grow your brand awareness. If you are worried about coming up with video content, the app showcases millions of trends that you can jump on and use to showcase your content. Finally, if you're worried that it's all young people, 25% of NZ TikTok users are over 30 years old.

### How to post a video on TikTok

1. Tap the "cross" icon at the bottom of the page when you open the app.
2. Here you can choose from a range of speeds, effects, and filters to apply before you start filming.
3. Tap the pink round centre button to film your TikTok.
4. Once you are happy with your video tap the "tick" icon in the bottom right corner.
5. Here you can add more sounds, effects, text, stickers, filters, voice effects and adjust the clip.
6. Tap "Next" in the bottom right corner.
7. Add a caption to your video, hashtags, and tag friends. Here you can also control who can comment, who can watch the video and if users can save the video to their device.
8. To post your video tap "Post."

[Click here to learn how to post an ad on TikTok.](#)

## **PINTEREST**

Pinterest is more of a search engine, like Google, and a visual bookmarking tool used to save ideas and resources from social media. With Pinterest, users search for inspiration and create different boards they can revisit later with "pinned" content that interests them. Because of the nature of Pinterest your organic reach can be very high if you build a well organised page with high quality photography. Since Pinterest ads appear as Promoted Pins (Pins that are sponsored by a company) it's easier for users to discover and save the products or images they aspire to have.

How to post on Pinterest:

There are two ways you can post to Pinterest.

The quickest method is using Pinterest's Chrome Extension:

1. Go to [Pinterest's Chrome web store page](#)
2. Click 'Add to Chrome' and follow the prompts to complete. You will now have a Pinterest button in your Chrome tool bar
3. To pin an image to a board, click on the pin that appears when you hover over the image. Follow the prompts to complete the process.

The other method is to start a post from the Pinterest platform itself:

1. To post on Pinterest click the "plus" button at the bottom right of your profile or home feed.
2. Click "Create a pin".
3. Either drag and drop your desired image or click the upwards arrow to upload your image.
4. Add a title, description, and destination link.
5. Select the board (top right corner) to choose where you would like to post your pin.
6. Click "Save".

[Click here for a detailed guide which goes over the fundamentals of starting up a brand account.](#)

[Click here for help choosing campaign objectives.](#)

[Click here to learn how to post an ad on Pinterest.](#)

[Click here for a more detailed guide on how to post an ad on Pinterest.](#)

## Online and digital

As the online world evolves, so do the opportunities for advertising. Online advertising provides an opportunity to engage with an audience in real time. Sometimes it can even be adjusted in real-time, which can be beneficial for last-minute or time-sensitive promotions.

### Types of online and digital advertising:

#### Online media outlet or newspaper digital sites

- "Sponsored content articles" are advertising on a media outlet e.g., Stuff or NZ Herald etc.in the form of editorial content (which means that your article looks like it is supposed to be just part of the media outlet). This is handy because readers often don't notice that it has been purposely put in there and paid for. Sponsored content is often co-edited or written by the publication with you, to match their tone and style.

#### Digital ads – display and native ads

- "Display ads" are a type of online advertisement on websites (including media outlets' websites) that combine images/videos, text, and a URL that links to a website so a customer can click-through to learn more or drive a conversion (e.g. product or ticket sales). These ads can be static with an image or animated with multiple images, video, or

changing text (also called rich media ads). Banner ads are a common form of display ads that are frequently used for awareness campaigns.

- “Native ads” are a type of online advertisement that matches how the website looks feels and functions. They are often found in social media feeds, or as recommended content on a website. Unlike display ads or banner ads, native ads don't really look like ads. They look like part of the flow of the page. The key to native advertising is that it is non-disruptive - it exposes the reader to advertising content without sticking out like a sore thumb.

## Search Engines

- Google Ads (formerly Google AdWords and Google AdWords Express) is an online advertising solution that businesses use to promote their products and services on Google Search, YouTube, and other sites across the web. Google Ads also allows you to choose specific goals for your ads, like driving phone calls or website visits. With a Google Ads account, you can customise your budget and targeting, and start or stop your ads at any time.

The advantage of Google Ads is that it allows your business to start appearing on Search Engine Results Pages immediately. You just set up the ad, enter your budget and targeting details, and you're there. While getting the most out of this channel is more complicated than that, this is the essential process.

- Search Engine Optimisation (SEO) is the act of optimising your website to be found higher up on the Google (or other search engines) when someone searches for a term that's relevant to you online. Done well, SEO ensures your website is one of the first results when a potential customer is searching for a relevant term.

Search results are highly competitive. Your competitors, direct and indirect, are also likely to try to optimise their websites to rank highly for the same types of search terms that you're targeting. As a result, SEO is an ongoing practise that requires significant investment – particularly if the search terms you're targeting are highly competitive.

SEO should not be confused with paid search advertising. While SEO is about optimising your website to rank highly for organic/free search results, paid search advertising allows you to buy ads at the top of the results for the keywords you specify.

Given that SEO and paid search advertising can be complex, we recommend finding a provider in your area who advise you and implement an effective program.

## Mobile apps

- Mobile apps can have ads inside them that are also good to create awareness or drive a conversion. The ads can be customised to fit and flow within the app and appear across multiple touch points

## HOW TO BOOK AN ONLINE OR DIGITAL AD

1. Before booking an online or digital ad it is important to decide your objective or what you would like to achieve. For example, are you trying to drive awareness or drive an action e.g. click-through to a website or a product?
2. Reaching out directly to the publication can sometimes save money. You can also go through a media or communications agency to book on your behalf, but they will charge you a booking fee. The upside though is they often get access to discounted ad rates.
3. Request a media kit to ensure that you are targeting the right audience. This will normally tell you who their audience is, how many people they reach and more information that you can use to make a decision.
4. Identify the format of the ad you would like to place (or a combination)  
Sponsored content – work alongside the publisher to produce the ad in an advertorial style (mix between advertisement and editorial). You may need to complete a briefing form, which the publisher should give you, so that they can clearly understand your requirements and objectives.  
Digital ads – banners, road blockers (run alongside a sponsored content article and block any ads)  
Native ads – ads that are designed to appear as if they're part of the publication's normal content
5. Book the ad.
  - a. Make sure you allow yourself time to produce the required artwork or information ahead of the deadline.
  - b. Ask for the design specifications which you can give to your designer, if you have one, or know what size you need to create yourself.
  - c. Depending on the frequency of publication, deadlines will range from two weeks to one day before the publication goes to print.

## Print advertising

Print advertising is physically printed media that aims to reach customers on a broad scale. Ads are printed in hard copy across different types of publications such as newspapers, magazines, brochures, or direct mail.

Print advertising can also be shared online. When looking to advertise, it is worth asking whether a print and online advertising package can be arranged.

For those looking to renovate or build, the following print publications are the most popular in New Zealand, according to Nielsen data:

- The NZ Herald

- The Dominion Post
- The Press
- Otago Daily Times
- Waikato Times
- Bay of Plenty Times
- Hawkes Bay Today
- The Southland Times
- The Northern Advocate
- Taranaki Daily News

Outside of these major publications, lifestyle magazines such as *Habitat* or *New Zealand House and Garden*, also provide a way to connect with potential customers.

If you would like to find out more about the demographics and interests behind a publication's readership you can request to see a 'media kit' from them. This will often break down the readership reach, locations of distribution, different advertising specs and costs, and the demographic and interests of readers.

## TYPES OF PRINT ADVERTISING

### Newspaper

Newspaper ads are a useful marketing tool for getting a message out to a specific audience. Consumers that read newspapers are usually proactive and engaging. Newspaper ads can be an affordable way to advertise. They are also trustworthy and create a lasting impact.

### Magazine

A magazine ad could get your business centre stage in specific publications, e.g., building and construction. Magazines can target a specific demographic or industry and stick with readers long after they close the magazine.

### Direct Mail – adverts delivered via mail

If you do your research, you can target a specific demographic through direct mail. You can also measure your results using a variety of methods. Direct mail can be cost-effective and highly individualised to the recipient.

### Brochures

Even in a technology-driven world, few marketing tools put you in direct touch with your audience as well as brochures do. Brochures establish your authority, credibility, and brand all in the same format. They hold a lot of information that you can distribute to hundreds of people in a single sitting.

## HOW TO BOOK A PRINT ADVERTISEMENT

1. Reach out directly to the publication (often these details can be found in the inside cover of a magazine or newspaper or on their website). Alternatively, you can go

through a media or communications agency who will book on your behalf. They will require a booking fee but often get access to discounted ad rates.

2. Request a media kit to ensure that you are targeting the right audience.
3. Identify the format of the ad:
  - a. Display ad – placed anywhere. Typically, you pay for the placement, and create the ad artwork for submission. This could be branded or matched to the editorial style of the publication, with the latter often achieving greater cut-through with readers.
  - b. Sponsored content – work alongside the publisher to produce the ad in an advertorial style (mix between advertisement and editorial).
  - c. Classified – usually to sell a particular item by local businesses (typically at the back of the paper).
  - d. Supplements – magazine-style publications that are usually independently published e.g. grocery ads.
4. Identify the size you would like to pay for:
  - a. This may be a full page, half page, ¼ vertical or horizontal – generally the smaller the size the lower the cost.
5. Book the ad:
  - a. Make sure you allow yourself time to produce the required artwork or information ahead of the deadline.
  - b. Ask for the design specifications so you know the size you are working to produce.
  - c. Depending on the frequency of publication, deadlines will range from two weeks to one day before the publication goes to print.

## **Broadcast and outdoor**

Broadcast and outdoor media are both mass media channels that offer little in the way of targeting but are sure to get you in front of thousands, if not millions, of people. Broadcast can refer to TV and radio advertising. Outdoor refers to anything outside - billboards, street posters etc.

When you're looking for a relatively small group of people who aren't easily identified, for example those looking to build or renovate in the next few months or so, you need a different approach.

This is where you see companies turn to broadcast media like TV ads, or outdoor formats like billboards, knowing that in the million people they reach there will be a few thousand of the ones they are looking for. Mass media can be a useful tool in your marketing mix if you have the budget available.

If you're considering broadcast or outdoor as a part of your marketing mix, we recommend you consult an advertising or media agency who can guide you. Doing this on your own could prove challenging.

## Don't forget your vehicles

Your vehicles provide valuable advertising real estate. Make sure you're using it effectively. Ensure your vehicles display your business':

- Name
- Logo
- Key services you offer
- Website address
- Phone number

With these details professionally displayed, your vehicles become your own mobile billboards.

## How to choose the right advertising/marketing agency or contractor

There could be a stage where due to the complexity of your marketing efforts, or the need for further support, you consider bringing on an advertising agency or contractor to help your business.

We recommend considering the following when selecting an agency or contractor:

1. **Experience.** Where possible, consider whether an agency or contractor has experience working with a business like yours, or whether they're familiar with the building industry. Knowledge of the environment you're operating in is key.
2. **Expertise.** Does the agency or contractor have expertise in the area that you need support in? You may need to invest more for an agency with the right experience and expertise, but this investment generally means better results.
3. **References.** Ask for references from other current or previous clients or employers. This is good practise whether you're working with an agency or a contractor. People who deliver good work will have no shortage of people willing to recommend them.
4. **Make sure you know what you expect.** It's important that you have a clear understanding of what your company needs from your agency or contractor. Even if, initially, that understanding is broad, make sure that expectations are clear on both sides before signing any contracts.