

NEWS RELEASE
For Immediate Release
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Association to Study Media Usage of Contractors/Construction Firms

Naperville, IL—May 27, 2010—The Construction Marketing Association (CMA) announces a new research study initiative to identify how contractors and construction firms use media in the search and selection of construction related products and services.

Based on requests from association members, the study will determine how such media as trade publications, search engines, blogs or forums, publisher websites and emails, social media including Facebook, Twitter and YouTube are being used to search for information, ask questions, and ultimately influence a purchase decision in the construction sector.

The benchmark study is being developed by Association staff and one of the top construction publishers. A survey of end-user contractors and construction firm titles will be emailed to participants. Results of the study will be available to association members. Excerpts will be published by a leading construction trade magazine. The study is scheduled to be completed by Fall of this year.

"This benchmark study will help construction marketers understand the realities of media, and how media is trending in construction, where it matters, with the end user", states Neil Brown, Chairman of the Construction Marketing Association. "There is much hype about social media, so a reality check is in order, along with a benchmark to understand trends."

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ABOUT CMA

The Construction Marketing Association (CMA) provides professional development and training, resources and information, networking and recognition to marketers in the construction industry. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.

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