

**NEWS RELEASE**  
For Immediate Release  
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## ***Construction Marketing Blog Announced***

Naperville, IL—April 19, 2010— The Construction Marketing Association (CMA) recently launched a blog that will feature construction marketing tips, best practices, industry surveys, association news and related content. The blog links form the association website home page, [www.ConstructionMarketingAssociation.org](http://www.ConstructionMarketingAssociation.org) or can be accessed directly at [www.ConstructionMarketingBlog.org](http://www.ConstructionMarketingBlog.org).

Content will include a Construction Marketing Secrets™ series, as well as a Best Practices series that will focus on specific marketing functions or elements according to Neil M. Brown, blog editor and Chairman of the Construction Marketing Association.

The blog offers a free subscription to email updates, a list of resource links (blogroll) to construction-related blogs, a Tip of the Week, a (CMA) feature member, links to the association's Twitter and Facebook profiles and more.

Users are encouraged to Retweet , comment, Facebook Like and bookmark posts with links provided.

*"The construction marketing blog will disseminate a portion of the extensive content developed by the association for members. Our focus will be on quality content, research-based when possible, and not just volume of posts to drive search,"* states Neil M. Brown.

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Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://www.ConstructionMarketingAssociation.org). The site links to the [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#) and [YouTube](#) pages. Questions? Contact Neil Brown at 630-579-8383.