

NEWS RELEASE
For Immediate Release
Contact: Heather Hawes
630.772.1022
heatherh@ConstructionMarketingAssociation.org

Inbound Marketing Strategies for Construction – Webcast

Naperville, IL—November 27, 2012—A webcast entitled *Inbound Marketing Strategies for Construction* will be presented Thursday, January 24, 2013 at 1 PM CST.

Sponsored by the Construction Marketing Association (CMA), Neil M. Brown, CMA Chairman will share inbound marketing processes and techniques with an emphasis on lead generation. In addition, the results of the **Inbound Marketing in Construction Survey** will be presented. The national survey will identify inbound marketing tactics and measurement. CMA seeks to panelists with Inbound Marketing examples for the program.

“Inbound Marketing is a hot topic for good reason, it drives sales results,” states Neil M. Brown. *“The survey results and content will be the first time Inbound Marketing is considered to the nuances of the construction category.”*

To **register** for the free *Inbound Marketing Strategies for Construction Webcast*, link to: http://www.constructionmarketingassociation.org/CMI_Events.cfm. To take the **Marketing Outlook Survey**, link to: <http://www.surveymonkey.com/s/PYKHK8N>

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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. CMA sponsors the annual Construction Marketing STAR Awards, and the Certified Construction Marketing Professional (CCMP) program. Full information on the association is available on the website at www.ConstructionMarketingAssociation.org. The site links to the award-winning [Construction Marketing Blog](#) with marketing news, resources and related content, and the association's [Twitter](#), [Facebook](#), [Google+](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-868-5061.

ABOUT Neil M. Brown



Neil Brown is Chairman of the Construction Marketing Association. He has been CEO of numerous marketing consulting and creative agencies for the past 15 years, managing some of the biggest brands in the construction sector including Emerson Electric, USG and Bosch Tools. Prior to the agency-side, Brown was a brand manager at electrical products marketing powerhouse IDEAL Industries, and later CMO of an architectural metals manufacturer. Neil is a frequent speaker, author and contributor to *BtoB* magazine, *Advertising Age*, *Marketing Week* and the Construction Marketing Blog. He holds a BS–Marketing Cum Laude from Southern Illinois University, and an MBA from Northern Illinois University. In 2012, he published the book, *Tools of the Trade: Modern Marketing for Construction Brands*.

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