

**NEWS RELEASE**  
For Immediate Release  
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## ***Strategic Marketing for Construction Brands: Webcast March 15***

Naperville, IL—February 17, 2012—A webcast from the Construction Marketing Association (CMA) will address the challenge of strategic marketing for construction brands, and offer guidance on how to achieve market growth. The free webcast for members and non-members is scheduled for **Thursday, March 15, 2012**, at 1 pm CST.

CMA Chairman Neil M. Brown will focus on the importance of strategic marketing, new market and new product development, and marketing programs that emphasize new customer acquisition and customer retention strategy. Additionally, he will explain how market research, planning, and various tools support strategic marketing.

*“There is a strong need in the construction industry for more strategic marketing initiatives. It is important to consider all the opportunities available for construction brands in order to develop and grow existing and potential business,”* explains CMA Chairman Neil M. Brown.

To **register** for the free *Strategic Marketing for Construction Brands* Webcast, link to:

[http://www.constructionmarketingassociation.org/CMI\\_Events.cfm](http://www.constructionmarketingassociation.org/CMI_Events.cfm).

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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 Construction Marketer of the Year Awards. Full information on the association is available on the website at [www.ConstructionMarketingAssociation.org](http://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](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.*

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