

**NEWS RELEASE**  
For Immediate Release  
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## ***Measuring Marketing Results Webcast Announced***

Naperville, IL —October 26, 2010— A webcast entitled *Measuring Marketing Results Best Practices for Construction* is now open for registration on the Construction Marketing Association (CMA) website, [link here](#). The webcast is scheduled for Monday, November 15, 2010 at 12 pm CST.

Webcast panelists include Pavel Solyak, Social Media Manager for [The Chamberlain Group](#), and CMA Chairman Neil M. Brown.

The webcast is the result of a [recent survey](#) sponsored by the [Construction Marketing Association](#), where construction marketers ranked Measuring Marketing Results as their top priority for 2011, beating all other priorities including Internet and Social Media.

The webcast will share three broad types of measures, with multiple individual tools, 1) **traditional methods** of measuring including research, 2) the use of **internet-based measures**, 3) along with new tools for **social media monitoring**.

*“Clearly in a difficult market, marketing is under increased scrutiny to prove results and justify budgets. Our webcast and corresponding whitepaper addresses the newest, state-of-the-art approaches,”* states CMA Chairman and presenter Neil M. Brown.

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### **ABOUT CMA**

*The Construction Marketing Association (CMA) is a community of members focused on professional development and training, resources and information, networking and recognition in the construction industry. 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](#), [YouTube](#) and [LinkedIn](#) pages. Questions? Contact Neil Brown at 630-579-8383.*

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