

PROJECT
PROSPECTA

The Sales Manager's Complete Guide to Managing Barbour ABI Leads

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Email gives you the power to be constantly engaged with specifiers, installers, and other key decision-makers, opening up key lines of communication.

Used well, email is one of the most potent tools in your marketing arsenal.

-Leigh Simpson, CEO, Insynth Marketing

Introduction

Barbour ABI is the market leader in construction market intelligence. They have the largest UK-based research team in the country and are a great source of new leads for building products businesses.

Barbour ABI provides subscribers with a searchable database of construction projects in the UK. They provide details including timelines, project types, size, and budget. They also give you contact details for many of the contacts associated with the project.

For the past 80 years they have been an integral part of the construction industry.

This guide covers who Barbour ABI are, what they do, and how they do it. It also discusses four strategies for managing Barbour ABI leads and evaluates their pros and cons. Finally, we suggest an optimal lead management strategy.

Let's start with the basics first...



How does Barbour ABI find this information?

Every major construction project in the UK must pass through the planning system. As plans are submitted, researchers from Barbour ABI are given the relevant information so they can list the project on their database. This way, they can keep track of most projects underway in the UK.

Even Her Majesty's Government has partnered with Barbour ABI because of the comprehensiveness of their data.

However, some construction projects don't require planning permissions. These are generally refurbishment and renovation projects. These projects require a bit more research, but the teams at Barbour ABI do their best to gather information on these types of projects too.

After the information on a project is initially uploaded to the database it must be updated with any changes to the timeline, budget, or scope of the project. This is where the extensive team of researchers come in again to follow up on projects and update listings with any changes. These changes are reflected on the database and users can change their outreach accordingly.



What information do they supply?

Research teams can gather and list the following information in a searchable database:



Project locations



Project region



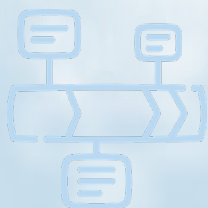
Category
(residential, commercial,
industrial etc)



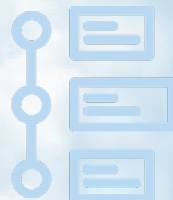
Project stage



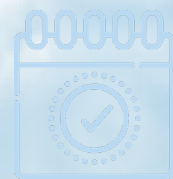
Value



Project Timeline



Stage



Build phase



Materials



Measures



Budget



Companies



Contacts by role

With this information, you know where, when, and what is being planned and specified for every new build project in the country.

You also have the contact details of key decision makers.

Why not just stop reading here? You could pick up the phone and get access to this incredible database in the time it takes to read the rest of this article.

However, there are a few things to think about first. Primarily, lead management. How will you manage the leads once you subscribe?



The most obvious way is – just call them!

But if you come off too strong you risk joining the rest of the project vultures who inundate architects and engineers with cold calls and cold emails as soon as projects are listed.

Not to mention the quantity of calls you'd likely have to make.

There are good and bad ways to initiate contact, and in the information age, disruptive phone calls and emails aren't always the best route.

How to use Barbour ABI?

If you want to use Barbour ABI, determining how to use it is the next step.

While Barbour ABI is a great resource, not all lead management approaches get equal results.

Barbour ABI provides access to project and contact information. But once you become a subscriber and access the data, it's up to you to create a workflow for those contacts that will generate ROI. There is no replacement for a great sales and marketing strategy.

Without that strategy in place, Barbour ABI will likely be underutilised.

Let's look at four different ways to manage Barbour ABI leads: sales calls, telemarketing services, and marketing automation. We'll evaluate pros and cons of each and then give a suggestion for the best way to manage leads.



How To Use Barbour ABI?

#1 Coldcalling



This is the most popular method for managing Barbour ABI sales leads.

Sales teams agree that Barbour ABI is a great source of new leads. Reps can look up jobs in their area, with the criteria that works for them, and find the contacts they need to talk to.

Pros: Personal. Direct. Reps can research prospects before making contact.

Cons: Consistency. Time.

#2 Telemarketing Services



You can employ the services of a telemarketing service to reach out to all relevant contacts for you. This overcomes the hurdles of consistency and time but has its own challenges.

Pros: Consistent follow-up.

Cons: Cost. Outsourcing your sales conversations creates space between the buyer and your sales representative.

#3 Email Blasts



One of the easiest ways to contact the large number of contacts available through Barbour ABI is to download a list of segmented contacts and email all of them.

Pros: Very little work required.

Cons: Promotional emails struggle to capture attention in an "attention economy".

#4 Marketing Automation



This is like the email blast except contacts receive a series of emails instead of a one-off. It faces some of the same challenges, while being more work to implement.

But it is quickly becoming one of the most highly valued marketing tactics because of its capabilities and results.

Pros: Interest can be nurtured by a series of emails. Segmentation allows for very targeted campaigns, cost effective, good ROI.

Cons: Moderately challenging to set up.

Which Way is Best?

You must decide what's right for your business. But here's a two-stage approach that works. Use marketing automation for its reach, then pass off a short list of hot leads to your sales team. This works with the strengths and weaknesses of both approaches.

You can do this by having contacts from Barbour ABI imported daily into your CRM.

From there, they are entered into workflows where they are sent a targeted series of well-crafted emails.

Then hot leads are sent to your sales team to follow up with. This gets rid of the need for the sales team to constantly check Barbour ABI and narrows down their list of contacts to a manageable amount. This way they can spend more time researching those contacts and making sure those calls go well.

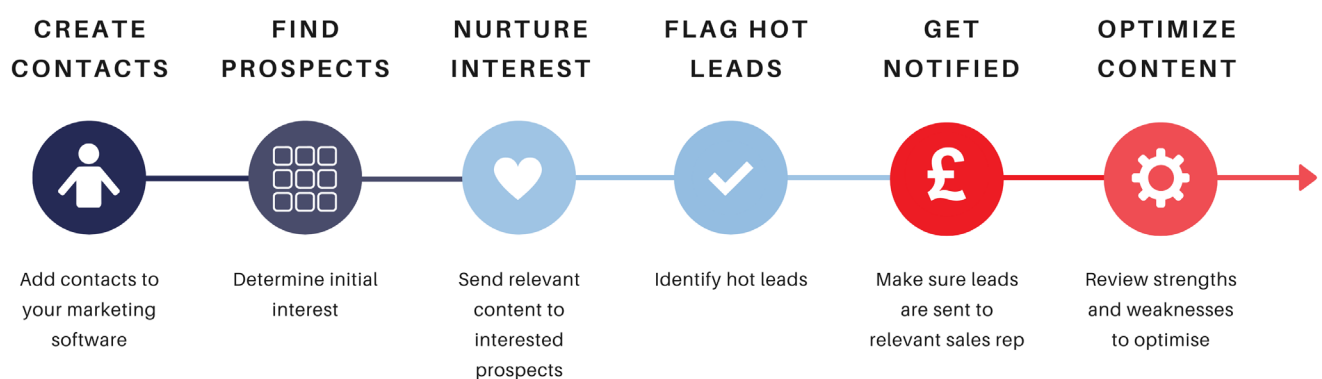
If you are not familiar with marketing automation, here is a quick description and some best practice tips...

What is Marketing Automation?

In a marketing context, automation is used to perform outreach on large scale, with a complex series of actions and emails, automatically.

You can build the workflows of these automations in the way that best nurtures your contacts.

This diagram shows the process.



Services like Mailchimp and Hubspot provide tools to build these types of workflows.

What Marketing Automation is Not

It isn't Spam.

When people think of marketing automation, they often think of mindless marketing tactics where emails are sent out repeatedly. Recipients feel spammed.

This is blunt force marketing and reminds me of a quote from David Ogilvy, "you can't bore people into buying your products".

You can't send them "enough" emails that they finally buy your products either.

What Marketing Automation Should Be

We all know what bad marketing automation looks like. We don't necessarily know what good automation looks like. That's because if it's done right, you won't even know it's automated.

Here are three successful marketing automation practices

Timing

Spacing emails out makes them feel more human. With most marketing automation platforms, you can set a certain amount of time to pass before sending the next email.

Or wait for specific actions to be taken. This makes the campaign responsive and considerate to the recipient.

You can also adjust the timing to send at specific times of the week with higher open rates. In the past these days have been Tuesdays, Wednesdays, and Thursdays. Recently, Sundays, Mondays, and Tuesdays perform better.

By optimising your timing, you can make your automated marketing seem much more human and reach your prospects at the right time.

Tone

The tone comes down to the humans behind the automations.

This is where a lot of construction marketing falls down. The language is joyless and filled with jargon.

But if you are talking to another person, then be human. Talk to them like you'd like them to talk to you. Don't be overly wordy or formal. Just be friendly and to the point.

Also, personalisation features add a lot to your emails. By including a personalisation tag you can make sure your contact's first name is included in the email subject line. This makes the email stand out in their inbox.

Content

Content is where the value comes in.

Imagine there's a sales representative waving at you, smiling, asking you to buy something. This type of selling has become less and less effective. And when emails take this approach (the "we're great, buy from us" approach) it has the same effect.

Content-based emails help readers solve problems, answer questions or educate them. They are useful to the reader. They don't just smile, wave and ask for your business.

If you build your automations around helpful content, you'll be practicing the best type of marketing.



Marketing Automation & Sales

With this approach to timing, tone, and content you can use marketing automation the right way.

You can reach all your relevant Barbour ABI leads and figure out, based on their engagement, which contacts are most interested.

Then your sales team can focus on the leads who want to engage with you. This capitalises on the broad reach of automation and the selling power of your sales team.

When implemented in this way, you can use Barbour ABI to its full potential. It can be a constant source of warm leads and business growth.



Case Study: National Platforms

Our clients have seen great results.

One client, National Platforms provides access platforms for construction jobs in every part of the United Kingdom. John Hall, the managing director, had just finished setting up the business when he got in touch with Project Prospecta.

National Platforms was ready to go, now they just needed leads.

After an interview with John, we determined which pieces of his marketing content would work well to nurture interest in his business.

Then we built an email campaign of 30 different emails each catering to different levels of prospect engagement.

We also asked John which categories of projects he'd like to work with, and the roles of the contacts that he'd like to talk to.

After determining his audience, building his campaign, and setting up Project Prospecta we pressed the "On" button.

It was immediately a success as John started receiving notifications of qualified leads within days. To date (only 3 months after starting) he has pulled through more than 5,000 contacts, generated 100's of marketing qualified leads, and dozens of sales qualified leads.

He had his best month ever for lead generation the month after starting with Project Prospecta.



Another client said this about Project Prospecta...

The team at Project Prospecta have been a pleasure to deal with.

Jack took the time to discuss how the system works and presented us with a number of options so that we could have a tailored experience for our business needs.

We quickly accrued a number of fresh leads that we would likely have otherwise missed.

Brilliant service at an affordable cost. We would highly recommend the team at Project Prospecta.

-Rob Eckersley, The Solid Wood Flooring Company

Conclusion

Barbour ABI is a rich resource of information about construction projects in the UK. This is thanks to their research teams and their hard work tracking down new projects. A Barbour ABI subscription gets you access to all this great information.

Developing a plan of how to use it is the next step. There are many ways to do this, but the important part is to have a plan. Expecting a subscription to do all the hard work for you is a mistake. Make sure you have a plan in place to make the most of it.

Our subscribers have had great success with marketing automation.

They initiate with new contacts using marketing automation, then feed warm leads to their sales team. This isn't the only way to handle Barbour ABI leads, but it is a consistent, targeted, and effective approach. If you're looking for a Barbour ABI lead management strategy, this could revolutionise the results you get from your subscription.

Project Prospecta has pioneered this strategy. We create content, set up client campaigns, and feed hot leads directly to sales teams. Our team of professional copywriters and marketers apply up-to-date research and testing to make campaigns as effective as possible.

If you are wondering how to manage your Barbour ABI leads, Project Prospecta can help.

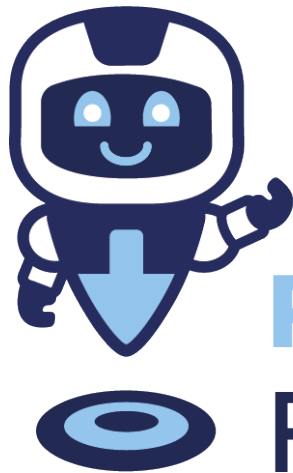
Visit the website to learn more projectprospecta.com.

In conclusion, Barbour ABI lead management is tricky only because of the quantity of leads it provides.

With a little thought and attention given to the planning and implementation of a lead management strategy, you can make sure no lead goes unexplored or undeveloped. Then you will be able to take advantage of the incredible resource of Barbour ABI.

For more information about Barbour ABI visit Barbour-ABI.com.

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