

Making Your Customer the Hero:

How a construction software company increased revenue 53% by doing the opposite of what feels right

DAN BRISCOE

VP of Marketing,
HCSS



Dan Briscoe

VP of Marketing,
HCSS

Dan's MarketingSherpa Journey

"In two years, I want to win Best-in-Show."

- Dan Briscoe, 2016



2016
MarketingSherpa Summit
attendee and speaker



2017
MarketingSherpa Summit
Best-in-Show winner

Results — since January 2015

- 53.6% increase in annualized revenue since launch of campaigns in January 2015
- 187% increase in monthly web visits
- 198% increase in monthly social web traffic
- 300% increase in video views
- Doubled the size of our marketing team from 10-25 employees
- Received free PR valued at greater than \$300,000, including Fox TV news, Fortune Magazine, industry press and more



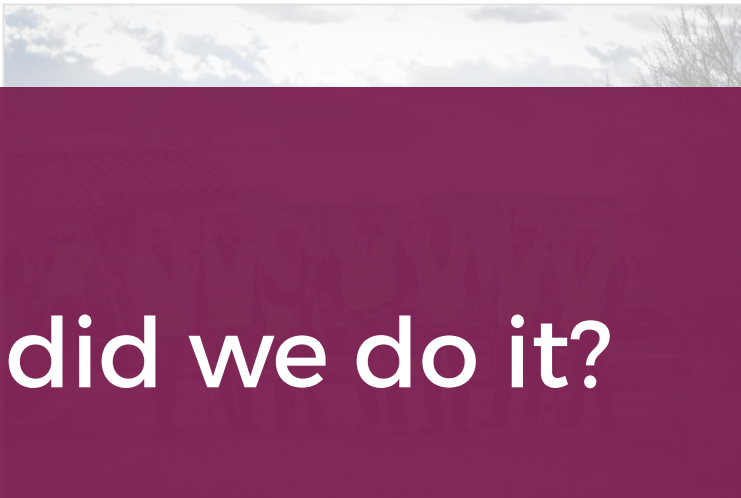
**EQUIPMENT
WORLD**

FORTUNE

Results — since January 2015

- 53.6% increase in annualized revenue since launch of campaigns in January 2015
- 187% increase in monthly web visits
- 198% increase in monthly social web traffic
- 300% increase in video views
- Doubled the size of our marketing team from 10 - 20 employees
- Received free PR valued at greater than \$300,000 including Fox TV news, Fortune Magazine, industry press, and more.

So how did we do it?



EQUIPMENT
WORLD

FORTUNE

“Simply put, we got over ourselves”

- Quit the sales and marketing obsession to focus only on our company
- Quit trying to show how innovative our products are and how beloved our customer support is
- Learned to make the customers the true hero of our stories
- Our customers now love us more and each quarter sets a new record in sales

The image is a screenshot of the I Build America website. The top navigation bar includes links for 'Get Involved', 'Start A Career', 'Stories', 'Companies', 'Projects', 'Store', 'Videos', and 'LOGIN / REGISTER'. The main content area is split into two columns. The left column has a red background with the I Build America logo (a yellow star with wings) and the text: 'I Build America is a movement dedicated to changing the perception of construction in America.' Below this, in smaller text, it says: 'We are telling the real story of construction, one person, project, and company at a time to build pride, educate the public, and recruit the next generation of workers.' The right column features a video player with a construction scene and the text 'WATCH THE FILM' with a play button icon. The footer is a dark blue section with the I Build America logo and the text 'IS AN INITIATIVE'. Below this, it states 'TO RECOGNIZE THE VALUE THAT CONSTRUCTION BRINGS TO OUR MODERN LIFE.' At the bottom, there are three columns: 'GENERAL PUBLIC' with the tagline 'Recognize that Value', 'CONSTRUCTION' with 'Source of Pride', and 'YOUNG PEOPLE' with 'Rewarding Career'.

I BUILD AMERICA

Get Involved • Start A Career • Stories • Companies • Projects • Store • Videos • LOGIN / REGISTER

I BUILD AMERICA

I Build America is a movement
dedicated to changing the
perception of construction in
America.

We are telling the real story of construction, one person,
project, and company at a time to build pride, educate the
public, and recruit the next generation of workers.

WATCH THE FILM

I BUILD AMERICA
IS AN INITIATIVE

TO RECOGNIZE THE VALUE THAT
CONSTRUCTION BRINGS TO OUR MODERN LIFE.

GENERAL
PUBLIC
Recognize that Value

CONSTRUCTION
Source of Pride

YOUNG
PEOPLE
Rewarding Career

How HCSS Serves its Customers

- Small (roughly 250 employees), private construction software company
- Helps construction companies streamline their operations
- 4,000 companies with 45,000 end-users in the U.S. and Canada
- Recognized by the *Wall Street Journal* as one of the “Top Small Workplaces in America”

THE
WALL STREET
JOURNAL



Challenges and Goals

Company Challenge

Competing against multi-billion dollar corporations, ERP and accounting vendors and venture-backed software companies for voice in industry

Customer Challenge

Customers in construction industry are struggling to find and retain good employees

Mutual Goal

Help construction improve its image and attract next generation of workers while simultaneously becoming a major voice in industry



Build a Base of Success

Through marketing, sales and your customers



Marketing: HeavyJob product page – before

Very wordy-
No place to
view software

Only CTA on site

What is HeavyJob?

It's tracking your job costs and giving you power to manage what goes on in the field. It's letting you analyze the jobs and their production to determine what's going right and what needs improvement. It's a job-planning tool to help you figure out the best way to correct production issues. It replaces the old paper-and-pencil method and stores everything electronically for immediate review.

In other words, HeavyJob is the best possible tool you could have to know if your company is making money. It does more than organize your company—it gives you control of your company.



Clipart images

From this...

Marketing: HeavyJob product page – after



Software Services Careers Events About Us

Streamline your job management and payroll processes.

HeavyJob is an **easy-to-use time entry system** designed for foremen.

Instantly see **daily job costs** against the estimate.

Empower foremen to **plan ahead**.

Work offline or online, from your phone, tablet, or PC.



Download Now: HeavyJob Mobile App Demo



Reduce foreman



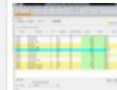
Get daily costs



Document



Choose your



Run operations;



Send directly to

**12-Month
Money-Back
Guarantee**

24/7 Instant

To this...

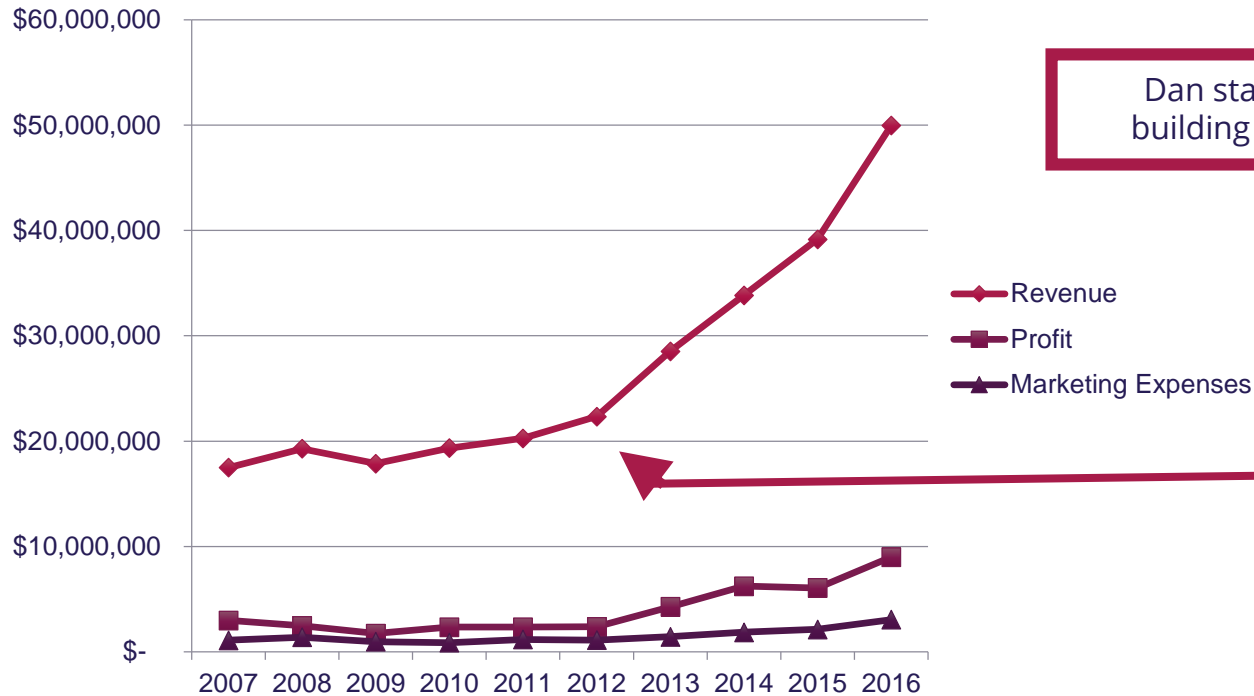
Real images of software

CTA with free trial download

Many places to view software

Marketing: Results from website redesign & customer focus

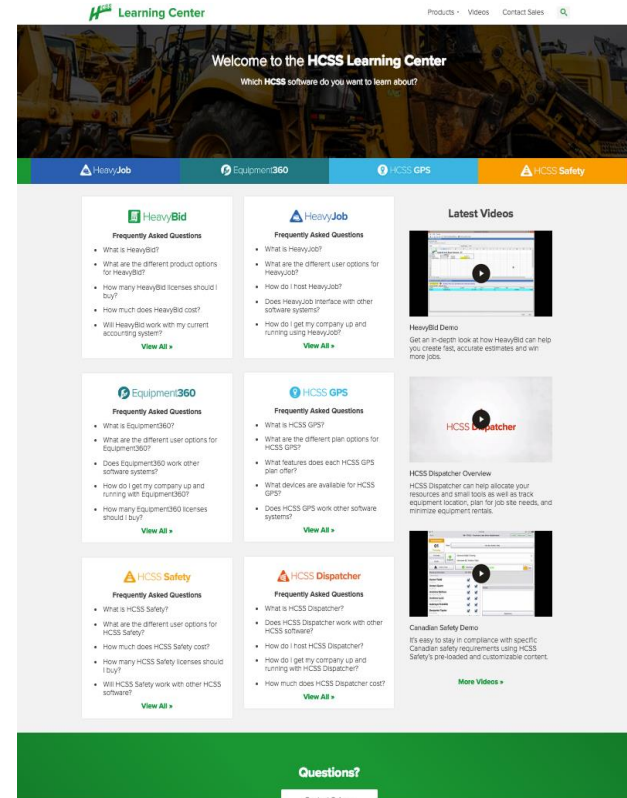
Revenue & Profit vs. Marketing Expenses



Dan starts at HCSS and begins building team to change website

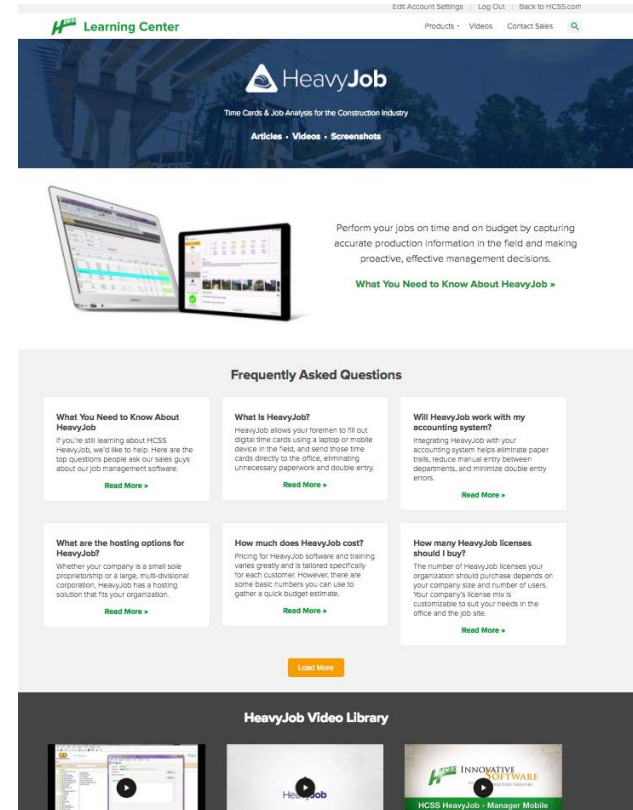
Sales: HCSS Learning Center

- A library of information answering every question a prospect would want answered
- Exists behind lead capture
- Sales and Marketing working together to create content
- Automates more of the selling process so Sales can be more helpful
- Also used internally to train new sales reps
- www.learn.hcss.com
 - Select Sherpa17 as role



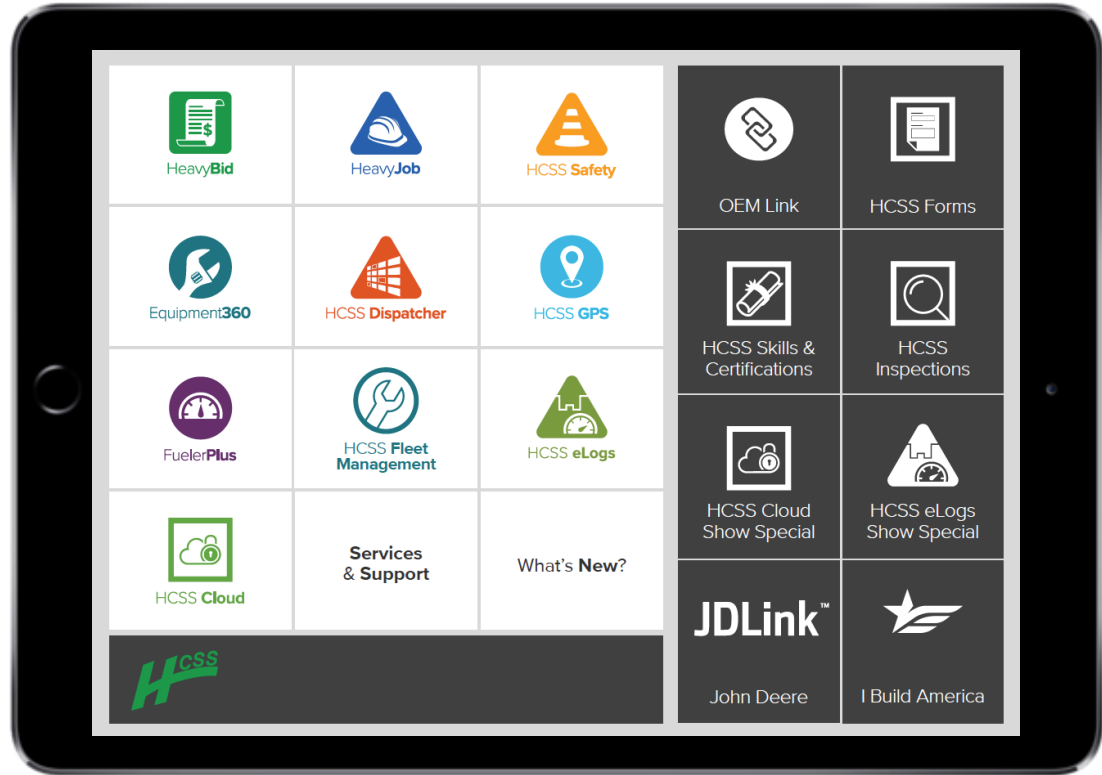
Sales: HCSS Learning Center results

- 30% increase in session duration
- 25% increase in returning visitor rate
- 467 new leads in month 1
- Sales team is now actively using the site to save time



Customers: Champion's slide deck / mobile app

- Collaboration between Sales and Marketing
- Promotes cross-learning of all HCSS products
- Helps the customer champion sell internally to execs and other divisions
- Popular download offer and lead-nurturing asset
- Dan.Briscoe@hcss.com for access



Start Small and Experiment



Project Timeline

March 2015

Most Interesting Project

November 2015

I Build America

August 2016

Construction Intern Awards
\$50K

January 2017

IBA / AGC
Partnership

August 2015

Construction Intern Awards
\$25K

February 2016

Construction
Impact Awards

September 2016

I Build America -
Wyoming

“The Most Interesting Project”



Dancing Bear Tunnel



Frederick Bridge

VS.

“The Turn” Seawall



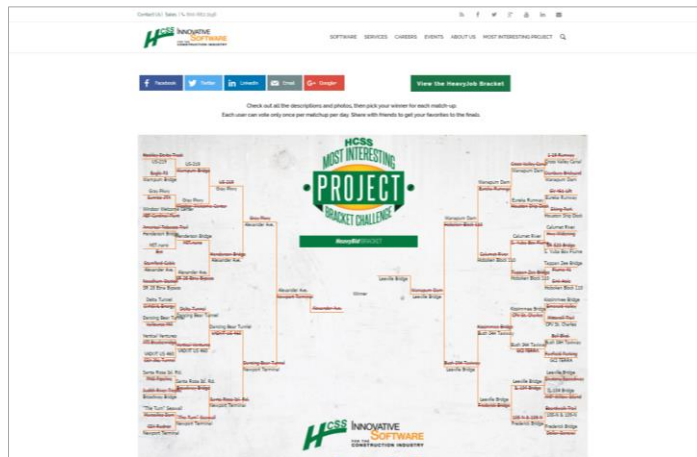
Wanapum Dam



- A bracket-style tournament of customer-submitted projects
- Recognized that our customers are extremely passionate about their projects
- Presented a dozen brand awareness ideas to executives with this as our favorite; they chose it and provided the budget

Challenge Website

- Each person was allowed to vote once per day
- Each entry highlighted the project and mentioned HCSS support
- Helped us overcome the challenge of getting success stories from our customers
- A fun way to get user-generated content



Maggiore & Ghisetti, Inc.

The **Bunker and Mitchell Roads and Alexander Ave** project was on a tight deadline, as the widening of Alexander Avenue just north of the Golden Gate Bridge needed to be completed prior to the July 1 start of the America's Cup. Earth could not be disturbed prior to April 1, so the widening and improvements would need to be completed in three months. Work came to a stop due to hard rock until HMC brought in a C20 Dozer with a blade removed to fit it in the cut. The project involved upgrading of the facilities serving the park, including a main roadway, new parking lots; restoration of a wetland; retaining a hillside known as Fort Coville Annex Parade Ground Quarry, which was excavated during WWII; and retaining walls, valued engineering during the project (HCSS was used to value engineering and present proposals to the RMHS).

What makes it interesting?

The project was located in one of the most beautiful parks in the country, overlooking the Golden Gate Bridge in San Francisco, California. The project included the National Park Service, RMHS, the City of Sausalito, and the entire San Francisco Bay area and very tight deadline were involved to have the site ready for San Francisco's first America's Cup. It is the largest contract that Maggiore & Ghisetti has been awarded.

[Read More About This Project](#)

How HCSS Software assisted with this project

There was a short timeline to bid the project, and Maggiore & Ghisetti could not have done it in time without Heavy Bid. They utilized Heavy Bid to set up cost coding and Fowler's reports. The cost report was their "Bible" on the project. Maggiore & Ghisetti used cost reports to present proposals and value engineering to the owners.

5241

Newport International Terminal

Two WWII ships were sunk in Newport, Oregon's Yaquina Bay in 1948 to form the **Newport International Terminal**. One of the ships settled on an uneven bottom and tilted toward the Bay, and the tilting became worse over time. By 2004, the entire facility was in a poor state with disassembled docks and rotting buildings. The port's original design of a new terminal included no environmental cleanup or ship removal, and after years of delays, the new plan was way behind the port's budget. NMC did the work around, delivering a budget/phase layout that allocated estimated costs by objective to prioritize construction. The project involved remediation of both ships, removal of the cracked ship – NMC saved the port \$1.4 million by determining removal of the second ship was unnecessary – new cargo and fishing docks, and new on-/off-dock.

What makes it interesting?

Environmental concerns forced a two-year delay to construction, and plans were reworked. The owner's budget did not include the changes, and NMC saved the owner money by saving one ship originally slated for demolition and demolishing the other while it floated. NMC had to work within bi-lateral ship periods. NMC's complete remediation of both ships earned them the EPA Phoenix Award.

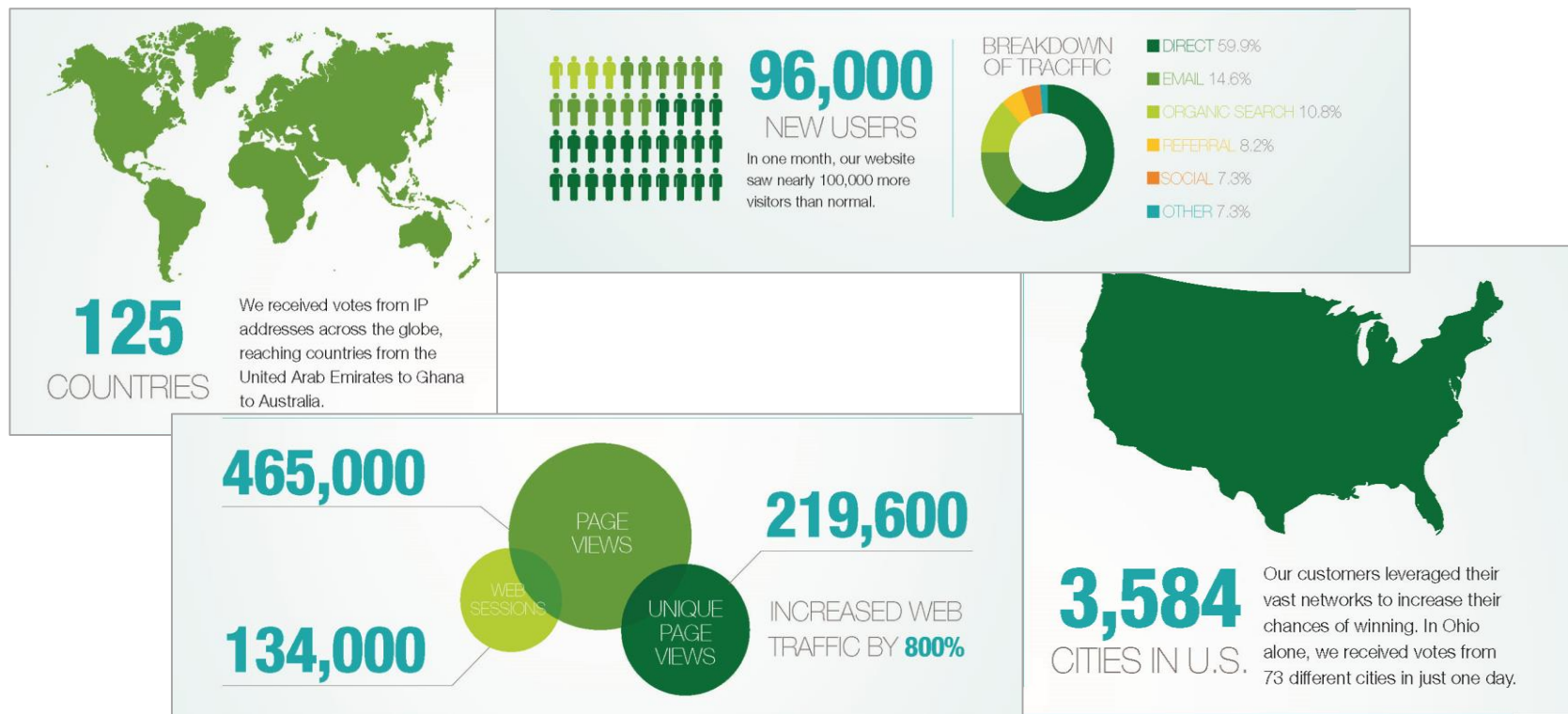
[Read More About This Project](#)

How HCSS Software assisted with this project

NMC adopted the "Ruling GMP," pricing and performing portions of work dictated by permit requirements on several individual packages at a time. Savings on one package were applied to future work, even though that package might not be complete. The project moved ahead piece by piece, within available funding, until complete. NMC executed 28 contract amendments, each one estimated separately in HeavyBid.

5131

“The Most Interesting Project” – results



Project Timeline

March 2015

Most Interesting Project

November 2015

I Build America

August 2016

Construction Intern Awards
\$50K

January 2017

IBA / AGC
Partnership

August 2015

Construction Intern Awards
\$25K

February 2016

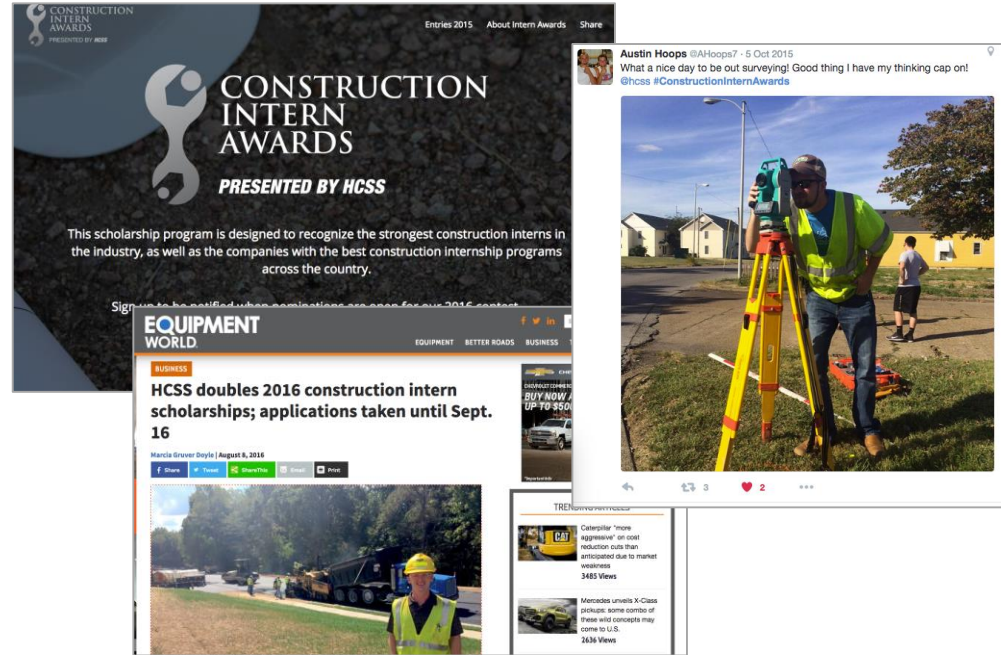
Construction
Impact Awards

September 2016

I Build America -
Wyoming

Construction Intern Awards

- Awarding **\$50K** in scholarships to 17 interns
- Largest construction scholarship program in the country
- Goal was to reach a younger construction audience
- Leveraged social media to engage students
- Recruited a panel of 12 industry leaders as judges
- Earned **free** press mentions
- Achieved **broad industry exposure** to customers, associations and colleges



**EQUIPMENT
WORLD**

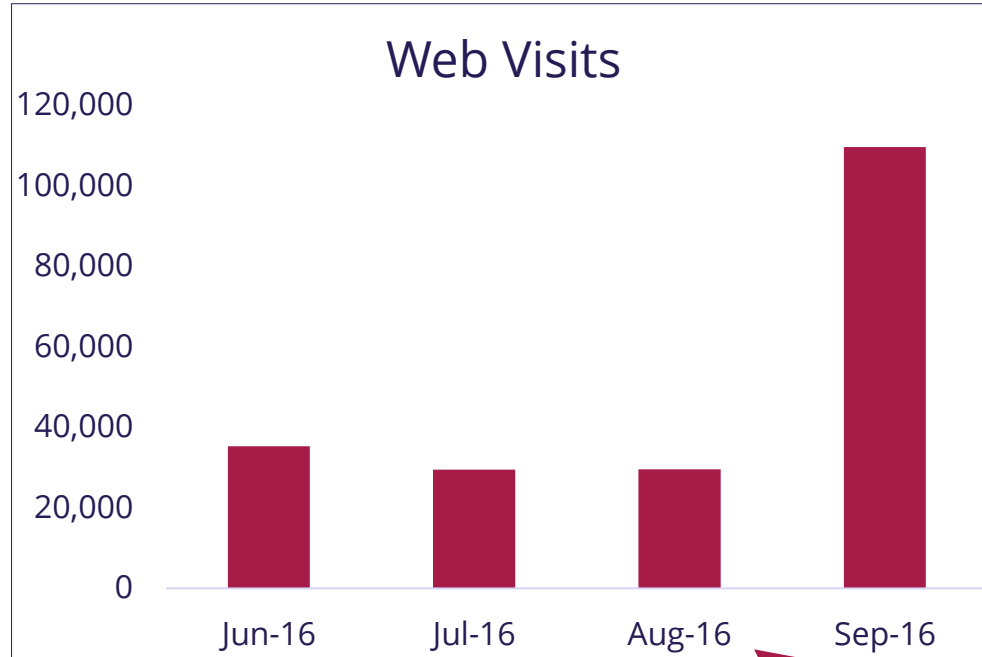
CELEBRATING
25
YEARS
**Trenchless
TECHNOLOGY.**

**CONCRETE
CONSTRUCTION**

#Sherpa17

Results of Construction Intern Awards

- 900 registered
- 241 applications
- 55,000 votes
- 100,000 visitors
- 17 semi-finalists
- 25+ industry publication pick-ups
- 3x increase in web traffic during contest



Launch of
Intern
Awards

Project Timeline

March 2015

Most Interesting Project

November 2015

I Build America

August 2016

Construction Intern Awards
\$50K

January 2017

IBA / AGC
Partnership

August 2015

Construction Intern Awards
\$25K

February 2016

Construction
Impact Awards


September 2016

I Build America -
Wyoming


What is “I Build America”?

- A movement dedicated to changing the perception of construction in America
- A place to share stories and ideas that show the value of and pride in construction
- CEO/founder’s idea as a way to give back to our industry
- Execs approved the budget as a non-profit venture
- Earned **broad industry recognition** – partnership with Association of General Contractors


HOW ARE WE BUILDING A MOVEMENT?




WEBSITE




VIDEOS




IMPACT AWARDS



TURBO UTV



APPAREL




SOCIAL MEDIA

Along with the following

- Membership kits for individual & company
- Recruiting tool kits
- Time lapse videos / real time cameras at projects
- PR - Recent Fortune article

Here Are the Best Construction Projects in America




"I Build America" Partner Promotion

- Industry partner, Association of General Contractors (AGC), sent an email to its list of 30,000 member companies encouraging them to join "I Build America"
- "I Build America" featured in both AGC booths at the 2017 AGC Convention



I BUILD AMERICA



STEPHEN SANDHERR
CEO, AGC of America

I Build America + AGC of America

AGC of America has partnered with I Build America in an effort to change the perception of construction across America and recruit the next generation of employees.

Please join us and get involved in this important movement.

JOIN THESE COMPANIES AND INDIVIDUALS AS FOUNDING MEMBERS

APAC-ATLANTIC, INC. ACHEN-GARDNER CONSTRUCTION ALLEN CONTRACTING AUSTIN INDUSTRIES BALLARD MARINE CONSTRUCTION BERENDSON LAND DEVELOPMENT C & E TRENCHING, LLC CSL WATER SOLUTIONS CAROLINA BRIDGE, INC. CHRIS-HILL CONSTRUCTION CO., LLC CJ MILLER, LLC CLYDE COMPANIES CRM INC. / WALBEC GROUP CRIFT CONSTRUCTION, LLC	C.W. MATTHEWS CONTRACTING CO., INC. DIVINE CONSTRUCTION DUB ENTERPRISES, LLC DUIT CONSTRUCTION CO., INC. ECLIPSE CO. ED BELL CONSTRUCTION COMPANY E.R. SNELL CONTRACTING, INC. FBK CONSTRUCTION FIDLER'S CHOICE ENTERPRISES FORO CONSTRUCTION GRANITE GREGSON CONSTRUCTION, INC. HBP CONSTRUCTION J.P. BRENNAN COMPANY, INC.	KENT POWER INC. KEVIN & TIFFANY MURPHREE MARTIN BROTHERS CONSTRUCTION, INC. NICHOLSON CONSTRUCTION POSILLICO, INC. REECE ALBERT, INC. REMAN CORP. STACY AND WITBECK, INC. SILVER STAR CONSTRUCTION CO., INC. S.T. WOOTEN CORPORATION SUNDT TRACER CONSTRUCTION WYOMING CONTRACTORS ASSOCIATION REGIONAL TRAINING CENTER
---	---	--

If you believe in our mission, we would love to have your support as a Founding Member. All proceeds go towards building pride in the construction industry and contributing to the success of the movement by investing in quality video content, recruiting efforts and website maintenance.

FOUNDING MEMBERSHIP

[Click Here For More Information](#)

Join the Movement!

AGCEvents

98TH ANNUAL AGC CONVENTION

Photo: P.6, 2017
Las Vegas, Nevada

REGISTER NOW

I BUILD AMERICA



STEPHEN SANDHERR
CEO, AGC of America

I Build America + AGC of America

AGC of America has partnered with I Build America in an effort to change the perception of construction across America and recruit the next generation of employees.

Please join us and get involved in this important movement.

JOIN THESE COMPANIES AND INDIVIDUALS AS FOUNDING MEMBERS

APAC-ATLANTIC, INC. ACHEN-GARDNER CONSTRUCTION ALLEN CONTRACTING AUSTIN INDUSTRIES BALLARD MARINE CONSTRUCTION BERENDSON LAND DEVELOPMENT C & E TRENCHING, LLC CSL WATER SOLUTIONS CAROLINA BRIDGE, INC. CHRIS-HILL CONSTRUCTION CO., LLC CJ MILLER, LLC CLYDE COMPANIES CRM INC. / WALBEC GROUP CRIFT CONSTRUCTION, LLC	C.W. MATTHEWS CONTRACTING CO., INC. DIVINE CONSTRUCTION DUB ENTERPRISES, LLC DUIT CONSTRUCTION CO., INC. ECLIPSE CO. ED BELL CONSTRUCTION COMPANY E.R. SNELL CONTRACTING, INC. FBK CONSTRUCTION FIDLER'S CHOICE ENTERPRISES FORO CONSTRUCTION GRANITE GREGSON CONSTRUCTION, INC. HBP CONSTRUCTION J.P. BRENNAN COMPANY, INC.	KENT POWER INC. KEVIN & TIFFANY MURPHREE MARTIN BROTHERS CONSTRUCTION, INC. NICHOLSON CONSTRUCTION POSILLICO, INC. REECE ALBERT, INC. REMAN CORP. STACY AND WITBECK, INC. SILVER STAR CONSTRUCTION CO., INC. S.T. WOOTEN CORPORATION SUNDT TRACER CONSTRUCTION WYOMING CONTRACTORS ASSOCIATION REGIONAL TRAINING CENTER
---	---	--

If you believe in our mission, we would love to have your support as a Founding Member. All proceeds go towards building pride in the construction industry and contributing to the success of the movement by investing in quality video content, recruiting efforts and website maintenance.

FOUNDING MEMBERSHIP

[Click Here For More Information](#)



Become a Founding Member for a limited time this February (2/21-2/28)!

Visit with I Build America at ConExpo

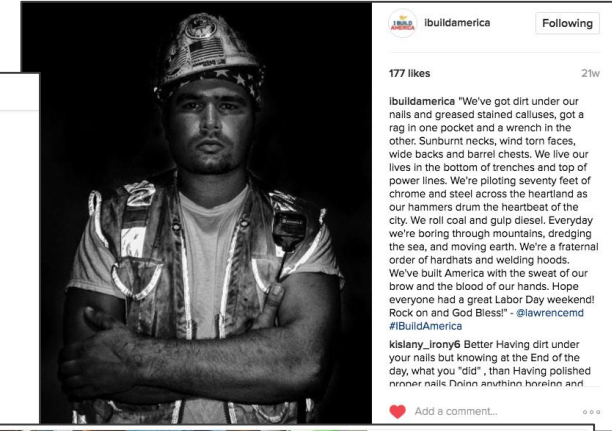
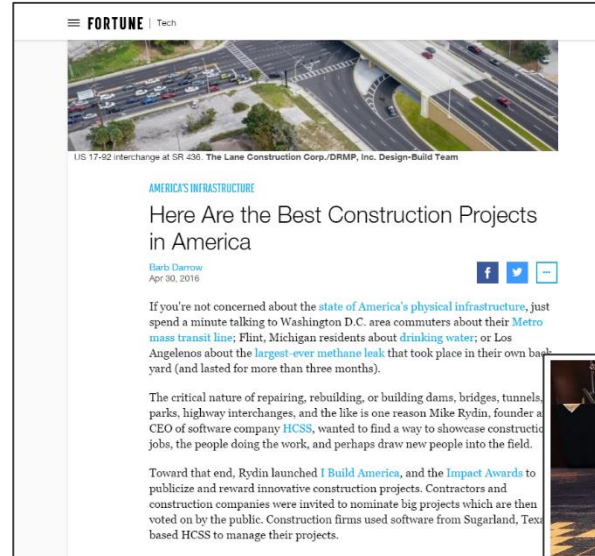
Visit with us! I Build America partners at ConExpo in the following areas:
[AGC Booth #1007](#) | [AGC Booth #1010](#) | [AGC Booth #1011](#) | [AGC Booth #1012](#)

Associated General Contractors of America
 2330 Wilson Blvd., Suite 300 Arlington, VA 22201
 703-948-1710 | www.agcusa.org

AGC of America
 CONSTRUCTION QUALITY PROGRAM
 Quality People. Quality Projects.
www.agc.org

"I Build America" Results

- 30K social network
- 130,000 web visitors
- Built pride in employees for what we do



“I Build America” Results

- Industry partnerships
- \$1,000 donations from 50 founding members
- State collaborations – Wyoming, Texas, California
- IBA helps **win over potential software customers** because they believe in the movement and appreciate what we're doing

We talk about “I Build America” in many of our sales calls. It helps to build trust in our company and show that we care about the industry.

- Mark Reeves, Director of Sales, HCSS



Learn From Experiments That Fail

(and make the most out of them)




Facebook Lookalike Ads




- Goal was to increase awareness of our new safety software and drive leads
- Started with 24 experimental ads, optimized from there over 8 weeks
- Average cost per lead went from \$430 to \$262 but goal was \$200
- Sales had too many leads
- Our customers don't spend a great deal of time on Facebook...yet



 **HCSS**
Sponsored · 

The time to start thinking about safety isn't after you have an accident, it's before. Careful not to push your luck too far...




How to Get Your Employees Trained
Safety is a team effort. With a little help from the app, you can get everyone on board in no time.
WWW.HCSS.COM/SAFETY



 Like  Comment  Share

 **HCSS**
Sponsored · 


When all of your safety management practices are in one simple-to-use app, imagine the possibilities:




Cutting-edge Software Will Revolutionize Construction Safety Practices
Digitize the paperwork associated with jobs to work faster. Welcome to the future of construction safety.
WWW.HCSS.COM/SAFETY

 **HCSS**
Sponsored · 

The construction industry recorded 874 job site fatalities in 2014. Don't let one happen in your company:



Brand New Safety Software Will Make You Rethink Construction Safety Forever 

The easier, faster, and safer way to get construction projects done. PERIOD.
WWW.HCSS.COM/SAFETY

Growing Campaign Awareness

- Spent \$50K on a Polaris RZR 1000 Turbo
- Wanted a fun way to raise awareness
- Employees flipped it during company picnic
- Took up too much time on video shoots
- Giving it away as part of a fundraiser for "I Build America"



Power Your Growing Marketing Organization with a Strong Team



Hiring and Recruiting

- Strong internship program
 - Advisors at local college
 - Attend job fairs
- Have a backlog of people wanting to join the team
 - Company culture
 - Recruiting blog with employee-generated content
 - Improved Glassdoor page
 - #InsideHCSS

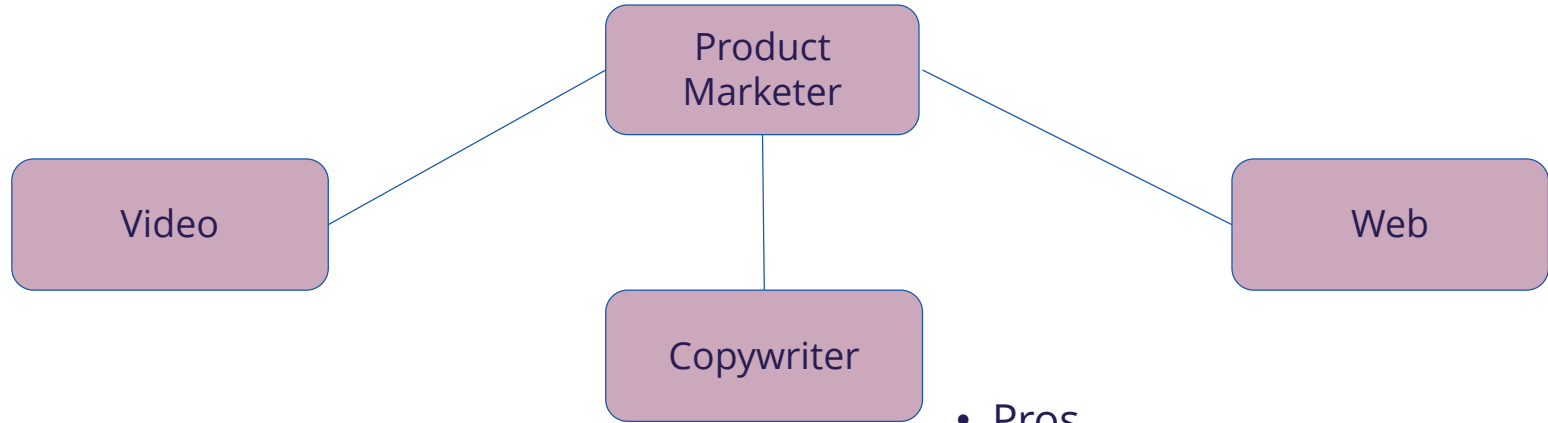
The collage illustrates HCSS's hiring and recruiting strategies. It includes social media engagement (Instagram posts), employee-generated content (Glassdoor reviews), and a dedicated careers website with informative articles.

Marketing Team – 8 people

- Individual-based
- Agile marketing
- Met in scrums
- Everyone just pitched in wherever needed
- Pros
 - Small and nimble
 - Could accomplish any priority project
 - Fun
- Cons
 - Poor product marketing
 - Reactive
 - Difficult to scale

Marketing VP - Dan <ul style="list-style-type: none"> • Marketing strategy • Value propositions (ROI Calculators) • Annual marketing plan • Marketing ROI / analytics • Sales marketing alignment • Opportunity \$ created • Software sales 	Marketing Manager - Kara <ul style="list-style-type: none"> • Marketing team coaching • UGM & ConExpo • Marketing systems & automation • Lead nurturing • Salesforce admin • Systems improvements • Marketing qualified leads 	Web Manager - Skyler <ul style="list-style-type: none"> • Web team coaching • Website strategy • SEO & SEM • A/B Testing / web CRO • Interactive content • Website visitors • Demo conversion rates
Tradeshaw & Events- [Open] <ul style="list-style-type: none"> • Events - Travel & logistics • Event marketing & branding • Marketing financials • Marketing surveys • Marketing admin / support • Event leads • Event cost per lead 	Advertising & PR - Amy <ul style="list-style-type: none"> • Email marketing • Advertising • Public relations / reviews • Sales campaigns • Campaign opportunity \$ • Email to web traffic 	Web Development - Daven <ul style="list-style-type: none"> • Web development • Mobile optimization • Company web support • Web standardization • Web projects • System improvements
Content Writer - Krysten <ul style="list-style-type: none"> • Content writing & editing • Sales assistance & copywriting • Publish quarterly newsletter • Blog & social media • Story collection • Content published • Sales aids 	Digital Marketing - Jose <ul style="list-style-type: none"> • Video production & editing • Photography • HCSS YouTube channel • Other digital media • Purchasing • Videos published • Video views 	Graphic Design - David <ul style="list-style-type: none"> • Graphic design • Photography • Branding guidelines • Office tour sales areas - UGM, GPS • Sales aids / advertising • Pieces designed • Photo shoots

Marketing Team – 25 people



- Product marketer owns project from awareness through closing
- Each product marketer has his/her own dedicated creative team for each project

- Pros
 - Improved product marketing
 - Better focus on buyer personas
 - Able to scale
- Cons
 - Tougher to manage marketing priorities across the department

To Learn About Building vs. Buying...

3:00 p.m. - 3:25 p.m. BREAKOUTS

Email & Mobile

How the World's Fastest-growing Watch Brand Used Email to Grow Revenue 98%

Blake Pinsker, Marketing & Brand Director, MVMT

General Session Room

Digital & Data

How a Canadian Automotive Maintenance Service Company Achieved Lift in Customer Engagement Metrics by Leveraging Data to Create a Personalized Experience

Andrea Shaikin, Former Director, Customer Experience & Engagement, Mr. Lube Canada

Content & Social

An Inside Look at Dell EMC's Framework for Scaling its Successful Content Strategies Across a Global Enterprise

Lindsay Lyons, Director, Global Content Strategy, Dell EMC

Best Practices

Build vs. Buy: A how-to session featuring a behind-the-scenes look at how Best-in-Show winner, HCSS, decides when to outsource and when to create from within

Kara MacDonald, Director of Marketing Operations, HCSS



Kara MacDonald
Director of Marketing Operations
HCSS

Prioritize the Most Effective Tactics



Prioritizing

- Prioritize projects based on:
 - Expected value and ROI
 - Expected exposure and PR
- Choose 4-5 major projects each year



Collaboration with State of Wyoming

- Completed this project as a pilot project in a small, friendly state
- Cost \$50K but has jump-started “I Build America”
- Association of General Contractors signed on as official partners
- Founder really wanted to do it & Marketing also believed in the project



Optimization of University Program

- A project that was put off due to **lack of bandwidth and resources**
- A university program exists but it has not been optimized
- This is a project that will likely take higher priority in 2017 and 2018



Results — since January 2015

- 53.6% increase in annualized revenue since launch of campaigns in January 2015
- 187% increase in monthly web visits
- 198% increase in monthly social web traffic
- 300% increase in video views
- Doubled the size of our marketing team from 8 to 25 employees
- Received free PR valued at greater than \$300,000, including Fox TV news, Fortune Magazine, industry press and more



**EQUIPMENT
WORLD**

FORTUNE

Customer Appreciation

"I very much appreciate the work you put in to make it possible for me to enter. 'I Build America' is the reason that **HCSS stands head and shoulders above every other tech software company** in the world: **total devotion to the success of your clients**. You have earned my respect!" Warmest regards, *Frank Chandler, VP Construction Division, GMC Contracting*

"A **very impressive** project. This is what 'I Build America' is about. The roads and bridges are what people see, but this is the type of project that America doesn't think about that really has an effect on the people. The **impact is enormous** yet goes unseen." *David Luytjes, VP of Estimating, Texas Sterling Construction Company*

"My initial impression is that this is a **very impressive** group of [interns]. Could you give me some background on the contest: how long you've been doing it? What your goals are for it? I'm thinking about **doing an editorial** on what I'm seeing here." *Marcia Gruver Doyle, Editorial Director, Construction Media, Randall-Reilly*

Top Takeaways

- Make your customer the hero of the story
- Show, don't tell
- Experiment to overcome internal blindspots; invest where you find success
- Consider starting a movement
- Leverage user-generated content
- Consider hiring in-house vs. an agency approach

Roundtable Discussions

How to Get Your Sales Team to
Co-own the Content Strategy

Roundtable

18



DAN BRISCOE
VP of Marketing,
HCSS

Sales and Data: Which comes first?

Roundtable

20



KARA MACDONALD
Director of Marketing Operations,
HCSS



Thank You!

Dan Briscoe, HCSS
[@dfbriscoe](https://twitter.com/dfbriscoe)