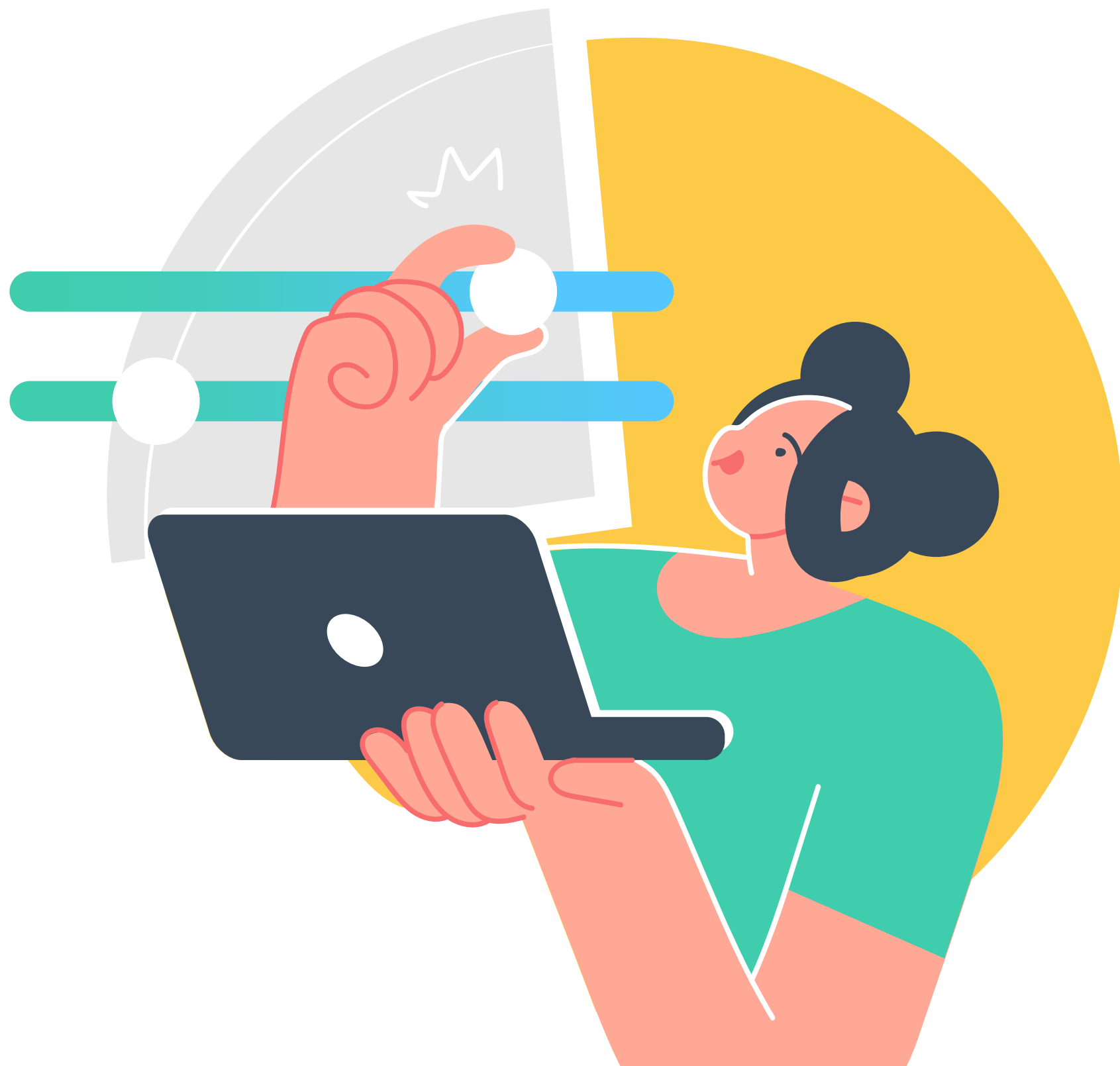# BRAND
DIRECTION

Marketing Presentation

**BUSINESS
MARKETING**
SOLUTIONS GROUP

Competitive Analysis –
Overview

In the following slides of this competitive analysis you will find:

✓ Purpose

✓ Intro

✓ Top competitors

✓ Other branding/organic angles

Competitive Analysis – Purpose

The purpose of these slides is to cover the competitors of SAAS START UP to better understand their service, the industry in which they serve, and SAAS START UP value proposition so our companycan market their company effectively. Allow customers to "have their own seat at the table of their custom home build."

Competitive Analysis - Intro

SAAS START UP is a fully integrated construction management software that specializes in communication between project managers and clients. Their niche is spec home builders.

Competitive Analysis –
Top Competitors

SAAS START UPO has 3 main competitors in the project management niche:

- **BuilderTrend (Formerly Co Construct):** https://buildertrend.com/

- **Procore:** https://www.procore.com/

- **My Home Story:** https://myhomesstory.com/

In the next slides, we have broken down each company individually.

Competitive Analysis – Builder Trend

Formerly known as Co Construct, Builder Trend acquired Co Construct. This acquisition made Buildertrend the largest construction management software company dedicated to empowering independent and custom homebuilders, contractors, and remodelers with the tools to better coordinate projects, control finances, and communicate with clients and crews.

So, what is Buildertrend merged with Co-construct? Together, they offer an integrated, SaaS-enabled platform with:

- Flexible project management
- Bookkeeping
- Supplies procurement
- Customer engagement
- Payment services

Competitive Analysis - Builder Trend
(Flexible Project Management)

There are several value propositions with builder trend regarding project management. These propositions are: **https://buildertrend.com/how-it-works/features/project-management/**

- Daily logs
- To-Do's
- Documents and photos
- Messages
- Mark up plans
- Warranty

Competitive Analysis - Builder Trend (Bookkeeping)

The bookkeeping tools make contractors stay on top of bids and estimates much more efficient. Here are the key features of the bookkeeping tools:

https://buildertrend.com/how-it-works/features/financial-tools/

- Purchase orders
- Change orders
- Time clock
- Online payments
- Lien waivers
- Integrations

Competitive Analysis - Builder Trend (Customer Engagement)

The customer engagement tool allows for several benefits for the customer that make communicating with clients easier:

• Mobile app: Full functionality on mobile

• Customer login: The Customer login gives the customer a private page where they can communicate with clients, post pictures, etc.

Here are some of the features with the customer login:

• Gives customers a unique login page

• Ability to track progress on the build

• Upload photos and send messages

• Share photos right to social media and leave comments, etc.

• Ability to see "change orders"

• In app signature to approve purchases

• In app selections for custom projects (ex: Cabinets, tiles, etc.)

• Full demo: https://buildertrend.com/full-demo-ty/

• Surveys/reviews: Create and post reviews right from the platform to your website

• Selections: Project management tool

• Communication: Streamlined communication in one place making it easy to find conversations and share it with others

While the communication tool is helpful, there is a gap where Progress could fill (and potentially sell the technology to buildertrend) here are the communication features:

• Streamline push notifications directly in app
• Can use your existing email
• Organized contact folder for easy navigating
• Sub-contractors and customers can see any email you send regarding the job
• Responses to emails go directly to builder trend app
• My critique: Email heavy, should utilize multiple channels (SMS, email, in-app, etc.)

NOTE: Tag line - "Convenience and better communication makes happy homeowners with builder trend"

Competitive Analysis - Builder Trend (Reviews)

Reviews from current or previous customers:

- https://www.softwareadvice.com/construction/buildertrend-gc-profile/reviews/?review.rating=4

- https://www.getapp.com/construction-software/a/buildertrend/reviews/

- https://www.g2.com/products/buildertrend/reviews?utf8=%E2%9C%93&filters%5Bnps_score%5D%5B%5D=4&filters%5Bnps_score%5D%5B%5D=3&filters%5Bnps_score%5D%5B%5D=1&filters%5Bkeyphrases%5D=&order=g2_default&filters%5Bcomment_answer_values%5D=

Competitive Analysis - Procore

While Procore isn't a direct competitor, there are some features about Procore that make it stand out. Procore focuses heavily on the commercial construction side. Procore, however, separates itself from the competition by offering tailored solutions as opposed to an all-in-one platform like you see with builder trend.

Competitive Analysis – Procore (Key Features)

- Exceptional PM to GC to Owner communication (Field to office communication, accurate project information, early issue detection): **https://www.procore.com/project-management?fid=5647&tid=1235987178.1637771334.5311319628**

- Tracking of project progress in real time

- Insert drawings and create real time markups to ensure accurate project completion

Competitive Analysis - Procore (Reviews)

Here are some reviews of Procore:

- https://www.softwareadvice.com/construction/procore-profile/reviews/?review.rating=4

- https://www.g2.com/products/procore/reviews?utf8=%E2%9C%93&filters%5Bnps_score%5D%5B%5D=4&filters%5Bnps_score%5D%5B%5D=3&filters%5Bkeyphrases%5D=&order=g2_default&filters%5Bcomment_answer_values%5D=

- https://www.getapp.com/construction-software/a/procore-construction-project-management-software/reviews/

Competitive Analysis – My Home Story:
"Connecting builders to buyers"

My Home's Story is a platform/app for home builders with the intention of generating more leads and referrals. They do this by harnessing the power of creating an app that is easy to share content to social media.

For connecting with clients and contacting, this app is perfect. Communication is impeccable, but for project management this platform needs improvement, and the overall user interface needs improvement.

There doesn't seem to be a lot of reviews on this platform.

Competitive Analysis – My Home Story: (Key Features)

- Unique page for each buyer (that said, the blog structured page is disgusting)
    - The page is there so when buyers share the content friends and family can land on the page and see homes you have available, communities you're building in, etc. (think of the page as branding your homes) as well as showcase the home build from the ground up (a great way to think about this is the page is like a wedding registry)

- Folder screen:
    - This screen makes accessing your clients and communities that you are building in easy.

- CRM for accessing buyer information:
    - This is found in each folder and shows what each client has posted, what the builder has posted, contact information, etc.

- Contacting clients:
    - Through the built-in CRM you can: Text clients, call them, email them, etc.

- Automated SMS updates with project updates (like design pickle with slack)

- https://www.youtube.com/watch?v=GFOfX1D2heM

Competitive Analysis – Organic Branding angles

In doing this competitive analysis, we researched some other angles that SAAS START UP could take advantage of. Here is what we found:

- NARI branding
- NAHB branding
- HBA branding
- Subcontractor specific organizations

How Do We Appeal To Our Audience?

Value propositions & Marketing Opportunities:

Efficient Builder & PM to Customer communication

Free up time

Save money by catching possible changes early

Efficiently keeping records

Protect builds from turnover

Keeping team on same page

Create project convenience

Getting more referrals through client engagement

Shareable "Progress" Photos to FB/IG

Examples Of How To Take The Progress App To Market

Targeted Ads based on saving time

Targeted Ads based on saving money

Targeted Ads based on increasing referrals by sharing stories

Targeted Ads based on the importance of efficient communication

Branding based on the values of the ads

Branding based on trust

Branding based on being the authority in the contractor space

Branding based on embracing the future of construction technology

Build your brand on the platforms it will be put in front of the most eyes

Adjust marketing budgets based on A/B tests of initial branding push
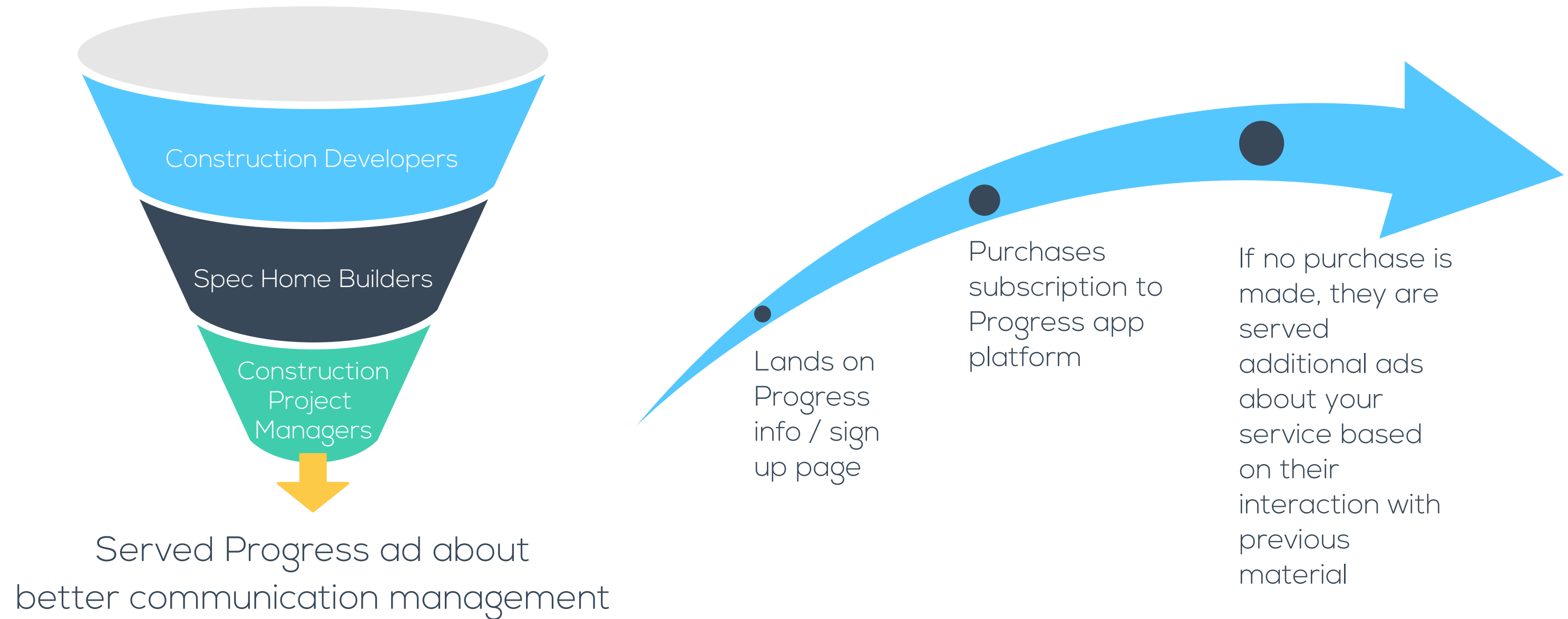
Target Audiences

Spec Home Builders

Construction Developers

Construction Project managers

Construction Owners

Construction Marketing managers

Keywords

- home builders – 60,500
- construction company – 49,500
- communication skills – 27,100
- builders – 27,100
- construction worker – 27,100
- building a house – 27,100
- task management – 27,100
- under construction – 22,200
- project management software – 22,200
- program manager – 22,200
- nature of communication – 22,200
- effective communication – 18,100
- agile project management – 18,100
- miscommunication – 18,100
- new construction – 14,800
- sub contractor – 14,800
- project planning – 12,100
- verbal communication – 9,900

- intrapersonal communication – 9,900
- nonverbal – 9,900
- construction site – 9,900
- communication strategies – 9,900
- communication is – 9,900
- types of communication – 8,100
- mass communication – 8,100
- construction engineering – 8,100
- construction project management – 6,600
- building contractors – 6,600
- construction contractors – 6,600
- steps to building a house – 6,600
- pro builders – 6,600
- commercial builders – 6,600
- house construction – 5,400
- residential construction – 5,400
- build a home – 5,400
- communication media – 5,400

- communication competence – 5,400
- direct communication – 5,400
- effective communication skills – 3,600
- organizational communication – 3,600
- project management professional – 3,600
- best project management software – 3,600
- Metacommunication – 3,600
- project tracker – 3,600
- communication is key – 3,600
- written communication – 2,900
- good communication skills – 2,900
- project management plan – 2,900
- communication matrix – 2,900
- important of communication – 2,900
- project management software monday – 2,900
- project schedule – 2,400
- transactional communication – 2,400
- technical project manager – 2,400

- construction management software – 1,900
- construction planning – 1,900
- way of communication – 1,900
- verbal and non verbal communication – 1,600
- two way communication – 1,600
- mode of communication – 1,600
- improve communication skills – 1,600
- construction software – 1,600
- the art of communication – 1,600
- agile management – 1,300
- computer mediated communication – 1,300
- project integration management – 1,300
- project management timeline – 1,300

Customer **Journey**

Construction Developers

Spec Home Builders

Construction Project Managers

Served Progress ad about better communication management

Lands on Progress info / sign up page

Purchases subscription to Progress app platform

If no purchase is made, they are served additional ads about your service based on their interaction with previous material
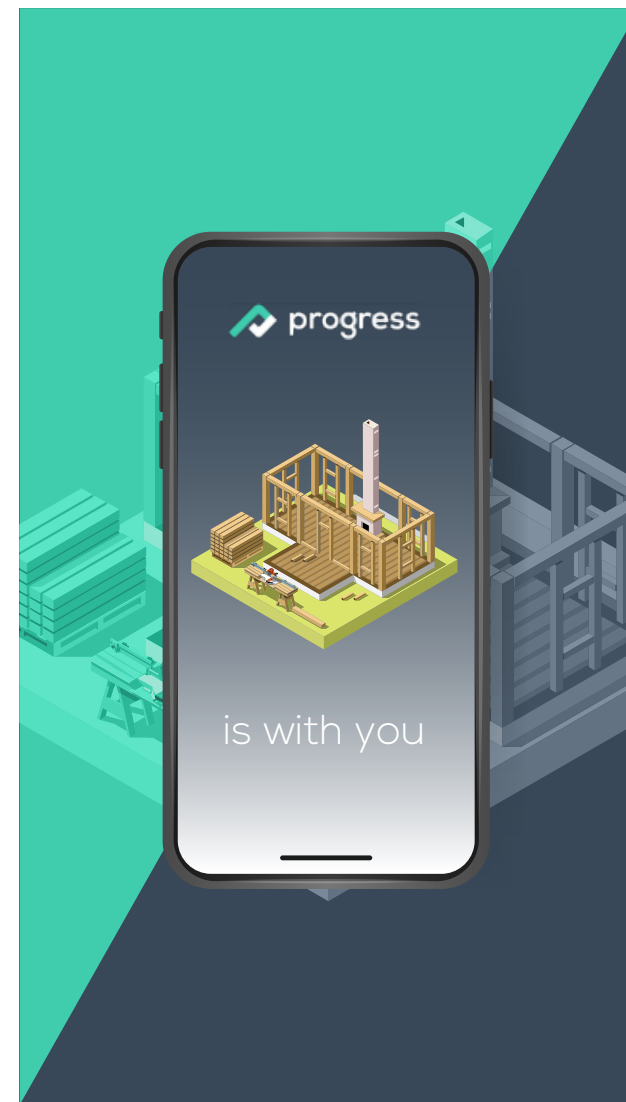
Digital Ad Copy Examples

- Put Progress in your communication toolbox

- Communication starts with a solid foundation

- Progress is with you from start to finish

- You build homes, we build relationships

- The best way to move forward is Progress

- The future of construction communication is Progress

- The blueprint of homeowner satisfaction

Digital Ad Creative Examples - Carousel
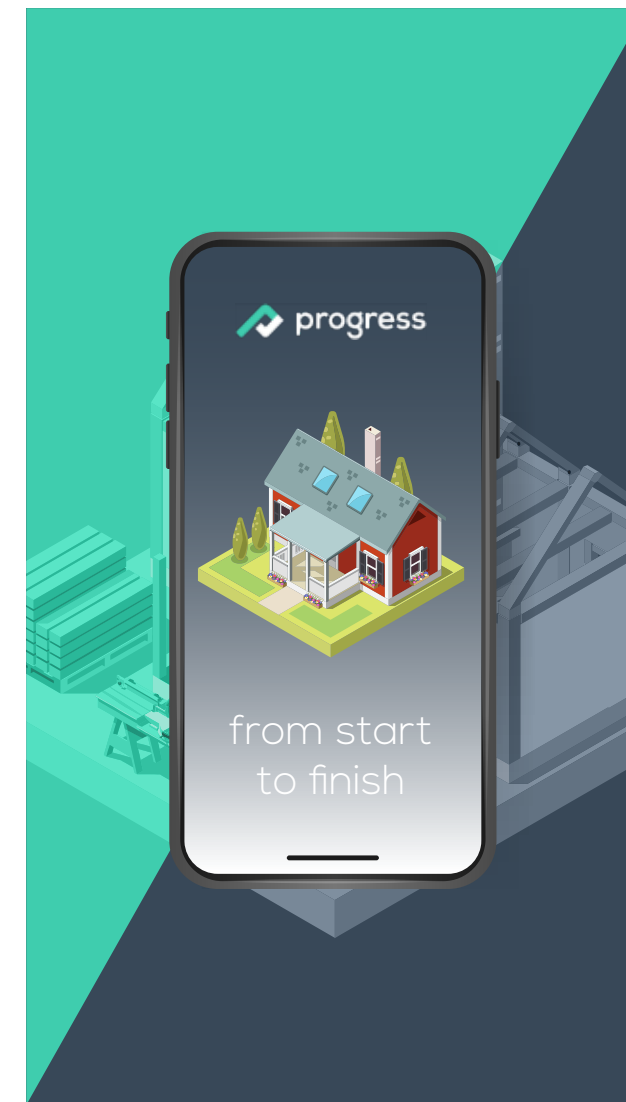
Digital Ad Creative Examples - Static Image

Is communication in your toolbox?

Do you have enough communication in your toolbox

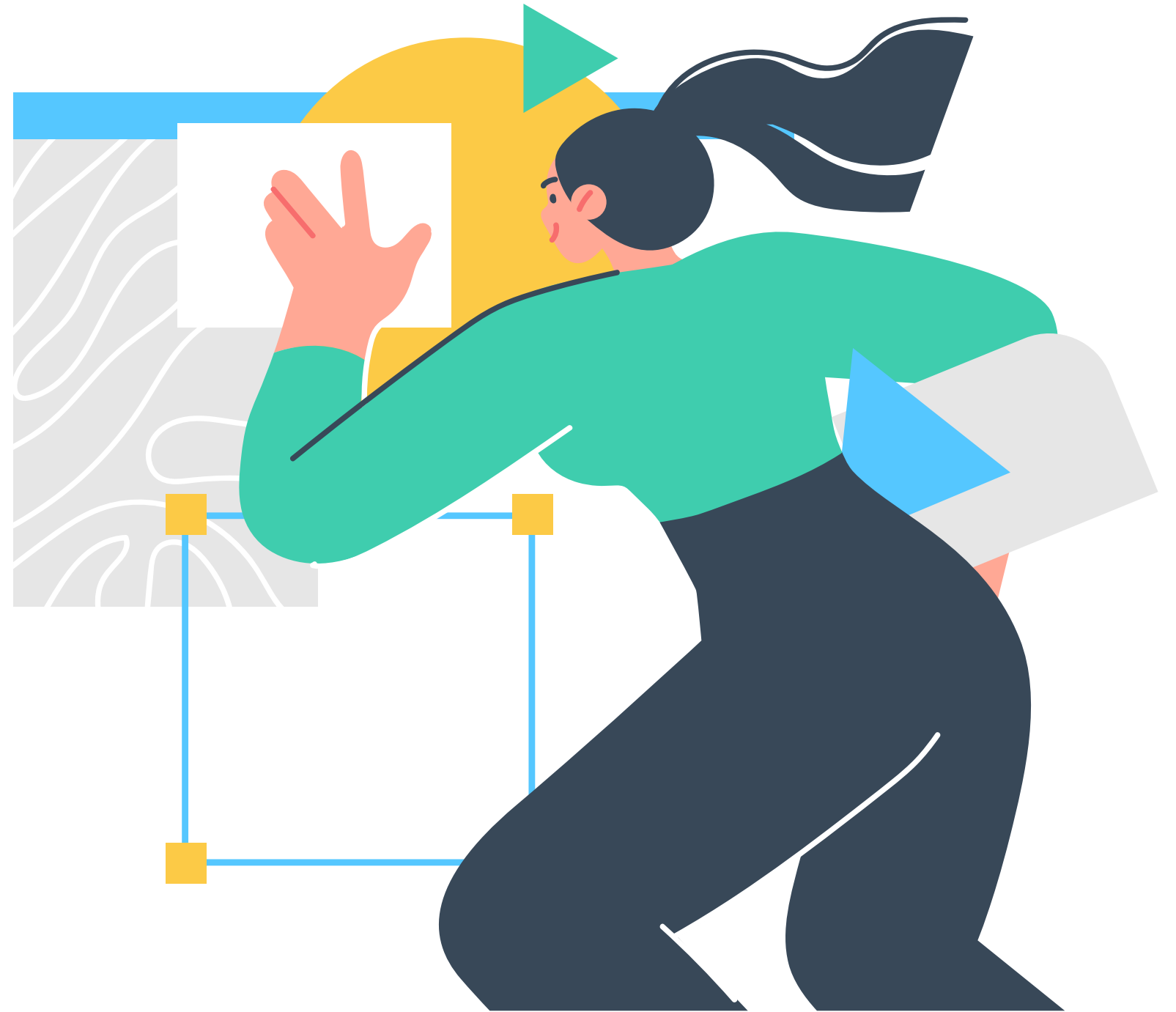# Budget Recommendations (Google Ads)

Total budget 50%

- Search ads: 10%

- Display ads: 80%

- Remarketing ads: 10%

Budget Recommendations (Facebook/IG)

Total budget 50%

- Dynamic image ads: 20%

- Carousel image ads: 20%

- Video ads: 30%

- Remarketing ads: 10%

Progress App Functionality Wants & Needs

- App needs Demo

- App needs push notifications

- App needs SMS integrations

- App needs to have downloadable PDF's

- Have Spec Home items auto-populate into the progress list?

- Share Files, Videos, Share Progress on Social Media Automatically?

- Gantt chart integration?

Progress App Functionality Wishlist

- SMS integrations

- Share Files, Videos, Share Progress on Social Media - Automatically?

- Have Spec Home items auto-populate into the progress list

- Need to have downloadable PDF's

- Gantt chart integration