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Digital Social Strategy

CMN 6025: Digital Era Skills

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**ROBINS & MORTON**



## Digital Social Strategy

### Company Situation/Overview

Robins & Morton is a construction and engineering company that consistently ranks among the 100 largest U.S. builders in Engineering News Record Magazine and one of the best companies to work for in America (Robins & Morton). The company founded by Todd Robins in 1946 and from then on, has specialized in commercial, healthcare, government and power and industrial construction. We have offices located in Birmingham, AL, Brentwood, TN, Dallas, TX, Orlando Florida, and Charlotte, NC just to name a few. We complete construction projects that range from hospitals, hotels, stadiums, schools, renovations and more. Our mission is to listen to our clients and exceed their expectations. As we continue to grow as a company throughout the years, we want to make sure that we are consistent with meeting out client needs, even through digital and social media platforms, both internally and externally. Robins & Morton will take the necessary measures to help the company succeed.

### Business Goal and Objective

Our business goal is to increase revenue, provide customer service, marketing, and growth in clientele for the business. The objective is to provide clients and potential clients with a visual of what we do, determine which social platform will work for us, and allow customer feedback. Internally, the objective is to create new innovations that will benefit us throughout the company; ideas, suggestions, techniques that will enhance our policies and procedures. In order to do this, to grasp the attention of our audiences, we must make this plan transparent as possible. The strategy we want to implement is use the social media tools of Twitter, Facebook, and LinkedIn, to provide information to our clients and followers about upcoming projects, ongoing projects, and that we are looking for new hires by recruiting recent college graduates. We want to make sure we show a side of us through marketing that we are not just a general contractor, but we are more like a family, and we welcome you with open arms.

### Competitive Analysis

Currently, Robins & Morton is on track to exceed our sales goal for 2015. Our sales goal for awarded projects in 2015 is 1.25B. As of last week, we have met 1.3B of that in awarded projects. Also, this year Robins & Morton has been named #240 out of 250 in the international top contractors magazine. Also this year, Robins & Morton received 13 Excellent and Merritt awards from the Associated Builders and Contractors, Alabama, Tennessee and Carolina chapters. This includes a children's hospital, a rehabilitation center, a hotel and more. Our Facebook page has 1,280 likes and our Twitter page has 906 followers. The Twitter page does a good job with following other contractors. We like to connect on all levels, and possibly get ideas see what are other contractors doing.



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### Target Audience & Target Audience Analysis

In this industry from an internal perspective, our target audiences are those who receive emails and advertisements on a regular, which will be all of our employees. As a corporate company, Robins & Morton wants to make sure that all employee levels are included in this. From senior level employees, all the way down to frontline employees, everyone will be invited to participate in Yammer. We are looking for ideas and suggestions from our team on how we can market ourselves to our clients and how we can make what we distribute to our employees such as our quarterly newsletter simpler. Externally, our target audience will be potential subcontractors, who possible will like to but in a bid to work with us, healthcare, government, and power and industrial corporate teams. The goal here is to continue to increase business by gaining projects in the constructions field and help increase. Our audience ranges from owners, subcontractors, present employees, shareholders and potential employees. To understand our audience, I believe that we should think like a prospective customer. What else would we like to see coming from a company we trust? As an employer, what would we like to see on the intranet? Recently the marketing team conducted a survey internally to receive feedback on what employees would like to see different or added to the intranet service. We also offered the chance to win a \$100 gift card to the company store for those who participated.

### Digital Social Tools/Tactics

The digital social tools and tactics I would suggest we use are common for the most part. Internally, we will use the social media platform Yammer. Yammer is a tool used in organizations between internal clients for communication purposes. With Yammer, we will exchange ideas, suggestions, links, articles and comments that can help improve how we can reach our target audience. Not only our clients, but us as an organization as well. What would you like to see different on how you would receive your information digitally? With our current newsletter that we mail out, would you rather see that go digital instead? Of course we use email and Youtube as well still as we do. Externally, the vision that I see with social tools are Facebook, Linkedin and Twitter. Facebook is where the majority of our clients, viewers, and employees are, so we will keep updating that page with photos of groundbreaking projects, completed projects and community service events.

Linkedin, we will use for recruiting purposes. We host job fairs, and are always looking for new hires, especially recent graduates in the engineering field. We will continue to look for potential new hires here. Twitter is a fast way to get out information in my opinion. We should use this platform to open up for questions or concerns that our clients do have. Updates on up and coming projects, topping out ceremonies, and more. We can ask our followers who may be in a certain area about community events our job site personnel may can participate in, so we can get them to the marketing and brand ourselves as a more than a general contractor.

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### Implementation

Monitoring these tactics will take effort and dedication to make this strategy work. We do well with our posting to Facebook with showing what all we do as a general contractor and how we help the community by volunteering. We need more customer action with our Twitter and Facebook and that requires proposing questions for responses. What would I customers like from us to keep them aware of up and coming projects? From our customer experience on our job site projects, are there any complaints? If so how can we fix this? Microblogging via Twitter should be stronger than it is currently. The marketing department will stay up t date and with current technology. The marketing team will also collaborate with pre-construction to put develop a digital presentation to market our budget plan, time and estimating, and overall progress for up and coming projects. Marketing will continue to monitor all social media platforms and traffic.

### Suggestions for Monitoring

In an effort to make this strategy successful, we want to make sure we are monitoring our digital and social tools. Google Analytics will help us monitor traffic on how many clients and users are visiting us through that social network. We will also be able to see what are the most interesting topics of conversation that are followers like to see us post about? Our marketing team is responsible for the upkeep of our social networks. It will be the responsibility of the marketing team to stay current on all tools and to keep up with the latest technology. We want to measure our engagement with are followers, subscribers, and friends. We need to make sure that we are listening to everyone, responding. Measurement is not just about counting the number of followers we have, we should also measure the number of retweets and comments. We want to be able to expose ourselves to other potential clients as well. Hootsuite is a tool that we are still testing to be able to monitor all of our social platforms of our choice. By working together as team, Robins & Morton can put these tools to use to help better our brand.

### References:

Safko, L. (2012). *The social media bible: Tactics, tools and strategies for business success (3<sup>rd</sup> ed)*. Hoboken, NJ: John Wiley and Sons, Inc.

<http://www.robinsmorton.com/about/>