AGM 2015
Marketing Portfolio
MUSA SHANGASE

Reportback - Advertising
Reportback – Public Relations

- Visitors – **UP 38%**
- Page views – **UP 44%**
- Total pages viewed in 2014: **187,400**
- Most popular - Brick sizes: **14,845**
- Referrals
  - Chamber of Mines: **495**
  - Apollo Brick: **128**
  - cidb.org.za: **124**

Reportback - Digital

- Suppliers maps (9): **9,000**
  - Full Members list: **5,000**
  - Associate Members list: **1,300**
  - Individual members: **6,000**
  - Federale Stene: **1,830**
  - Stutt Brick: **1,155**
  - Sterkfontein Bricks: **1,082**
  - East London Bricks: **750**
  - Corobrik Avoca: **749**
Reportback - Publications

Reportback - Events

GREEN BUILDING EXPO

HUMAN SETTLEMENTS INDABA
The Marketing Team

- **The Marketing “Think Tank” members**
  - Selected for their strategic understanding of the industry
  - Provide guidance on what is most likely to be effective

- **Executing the Strategy**
  - **Dianne** – since 2001. Expanded her services from the website to include marketing and advertising.
  - **Brent** – since 2014. Continues with below the line publications and media. He defined and will implement the Outside In strategy
  - **Technical contributors**: thank you to Howard Harris, Peter Kidger, Chris Dickinson and the Technical Team.
Marketing Strategy 2016
DIANNE VOLEK
InterComm SA

Our Primary Objective
Increase the total number of clay bricks being bought in SA by influencing decision-makers to choose clay brick over other construction materials

Our Biggest Threat
Alternative Building Technology systems – public sector and NGOs. 60% of government infrastructure in the future is REQUIRED to use ABTs.
GROWING clay brick market-share

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Media Placement</td>
<td>515,000</td>
<td>31%</td>
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<tr>
<td>Advertisement Design</td>
<td>22,000</td>
<td>1%</td>
</tr>
<tr>
<td>Publicity</td>
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<td>3%</td>
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<tr>
<td>Website</td>
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<td>9%</td>
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<tr>
<td>Photography &amp; Videos</td>
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<td>13%</td>
</tr>
<tr>
<td>Publications</td>
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<td>7%</td>
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<tr>
<td>General &amp; Events</td>
<td>99,000</td>
<td>6%</td>
</tr>
<tr>
<td>Outside In Strategy</td>
<td>152,000</td>
<td>9%</td>
</tr>
<tr>
<td>Marketing material from Outside In Workshops</td>
<td>350,500</td>
<td>21%</td>
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</table>

Advertising & PR Media Plan

**Architects & Professional Teams**
Clay Brick is a “green” choice that exceeds building regulations and create beautiful buildings – your clients will love it!

**Public Sector**
Ease of construction, lifespan, energy savings & socio-economic benefits.

**Home Owners**
Attractive & trendy, energy efficient, safe for your family and a good investment.

Our adverts redirect readers to the CBA website to select an accredited supplier.
1. Update website **SECURITY** & maintainability (now 4 years old)

2. **INTERACT** with members via website rather than only email
   - Polls and surveys – CBA members and the public
   - Email teasers with website links to the full story
   - YouTube (via Google+) is a learning environment suited to communicating complex research & training topics

3. **PROMOTE ACCREDITED MEMBERS** as preferred suppliers
   Over 5,000 people a month come to the website to look for suppliers – is your profile up-to-date?

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Digital Media Plan

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Photography & Video

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Created from nature. Built to last.
See the MARKETING DVD for:

- Publications,
- Media sheets
- Technical Notes
- Presentations
- Videos
- Advertisements

New DISTRIBUTION CHANNELS for our publications:

- Universities and educational institutions
- Professional bodies: NHBRC, CIBD, MBA
- Retail outlets: Builders Warehouse
- and most of all our Members!
Objective:
To provide practical marketing tools to help your sales team to expand our visibility in local markets.

Serving our members

OUTSIDE IN INSIDE OUT

BRENT ALEXANDER
BuildAid
Inside Out
= One way thinking
Two way thinking
So that’s all good and well...

SO WHAT DOES THAT HAVE TO DO WITH US?
ARE WE OUTSIDE IN INSIDE OUT?

In our strategies and approach?
Marketing efforts nationally
YOU EMPOWER US
WE EMPOWER YOU!

OUTSIDE IN INSIDE OUT
Internal marketing strategy in Brief

- Nationwide regional to draw up a basic scope of the marketing areas our members may need help with.
- National online member survey will then be designed to categorise our members according to a number of factors including:
  - Geographical location
  - Main target markets in their area.
  - Product offerings specific to each member
  - Business size
- Strategies and roll out plans are developed with defined needs and member specific criteria.

Develop marketing materials specific to you your product and your target market.
Ensure that all CBA marketing materials are centrally distributed to assist your sales team.
Marketing communications
WE NEED YOU
Publications