

SMARTEGIES

SmartWIN24

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***LEAP INTO THE FUTURE  
OF AEC MARKETING***



# BACK TO THE FUTURE™



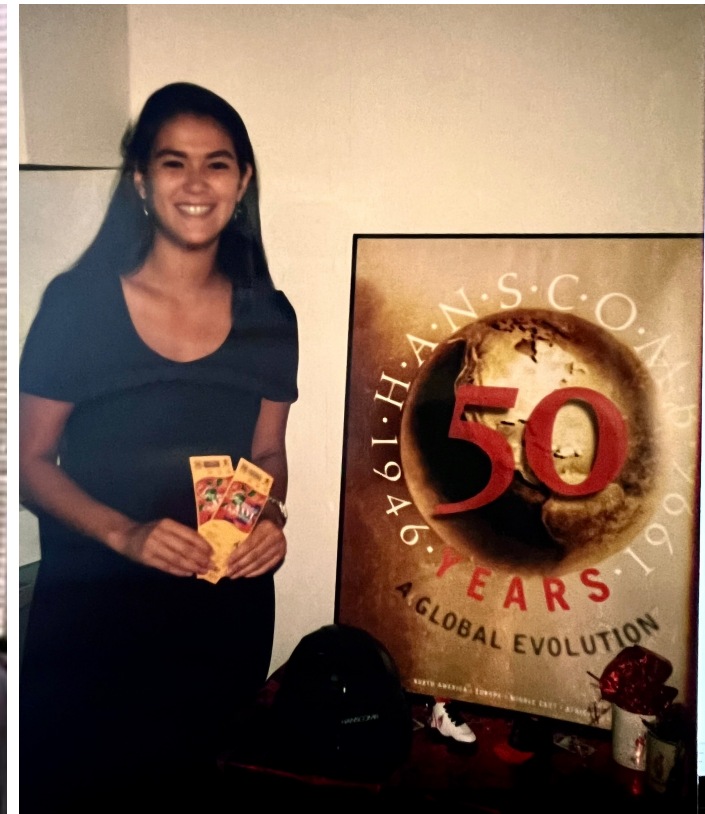
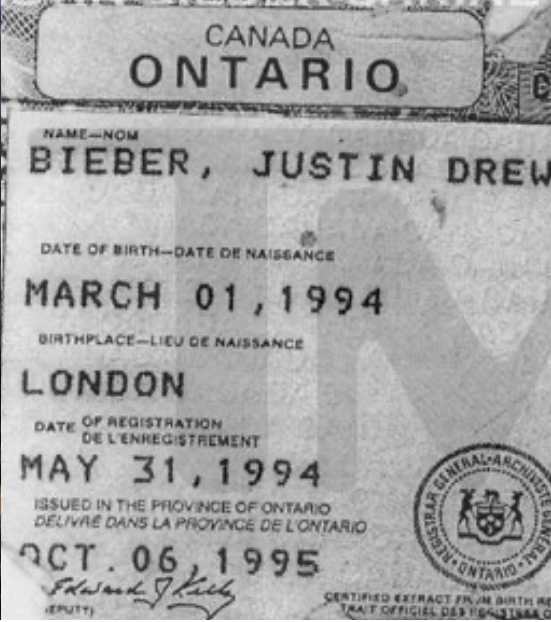


1994



06\_27

This week in 1994, Aerosmith became the first major band to allow fans to download a new track for free from the Internet.





# TOPS Phone Message Book, Spiral Bound, 2-Part, Carbonless, White and Canary, 4 Messages per Page, 400 Sets (4009)

[Visit the Tops Store](#)

4.7 552 ratings | [Search this page](#)

200+ bought in past month

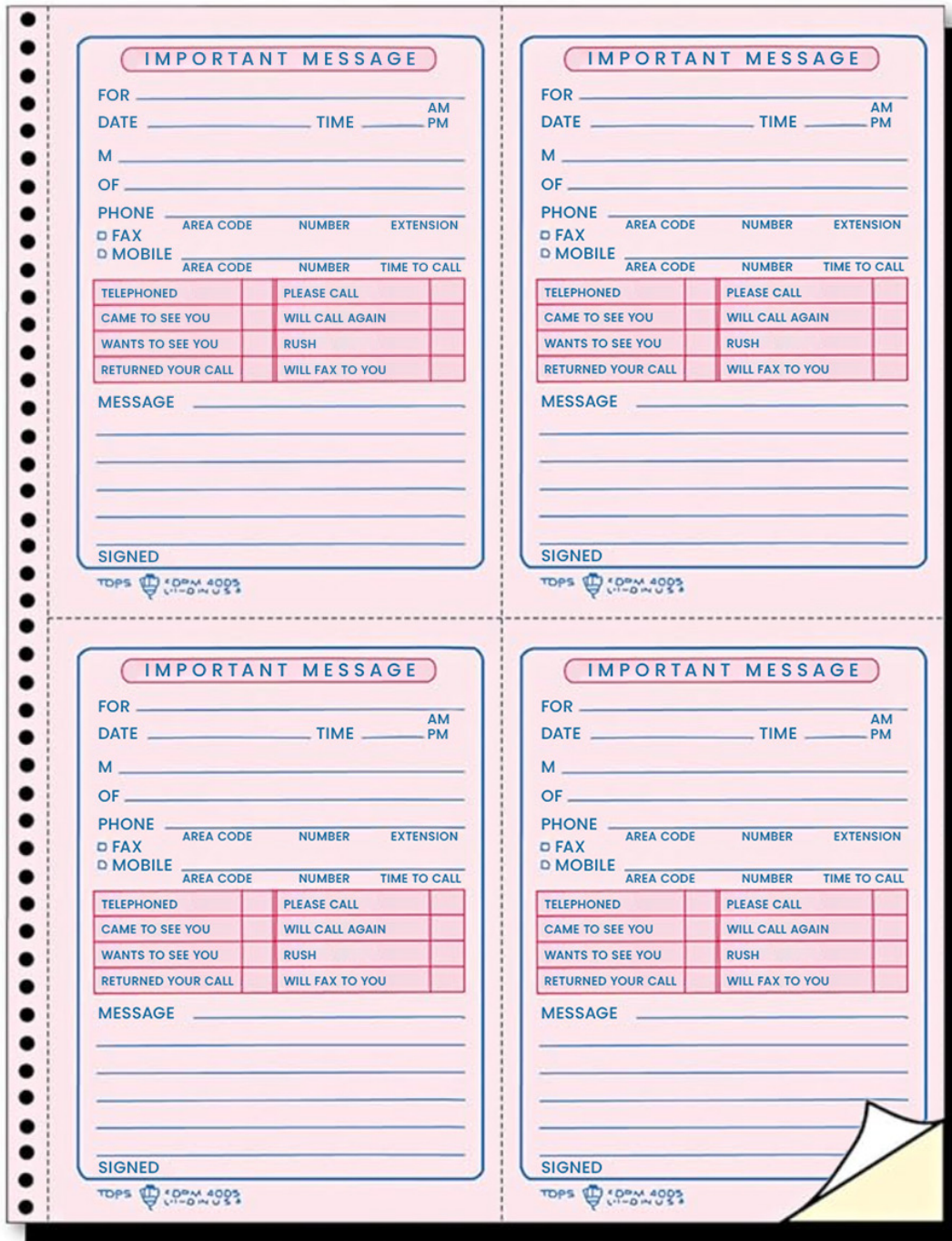
9 Price Changes

Price: **\$13.48** (\$3.37 / Count)

Save \$1

You could have earned **\$281.54** in rewards on your Amazon purchases over the past year with 5% back with an Amazon Prime Store Card. Apply now and get a \$60 Amazon Gift Card upon approval. [Learn more](#)

|                        |                  |
|------------------------|------------------|
| <b>Brand</b>           | Tops             |
| <b>Color</b>           | Dark Pink; Pink  |
| <b>Theme</b>           | Book             |
| <b>Sheet Size</b>      | 8.06 x 11 inches |
| <b>Style</b>           | Traditional      |
| <b>Special Feature</b> | Soft cover       |
| <b>Number of Items</b> | 1                |
| <b>Binding</b>         | Office Product   |













# HOW WE WORK

WHERE WE WORK WHO WE WORK FOR

WHERE WE LIVE HOW WE MEET PEOPLE

HOW WE RESEARCH HOW WE BUY

HOW WE CONSUME MEDIA WHERE WE SOCIALIZE

HOW WE BECOME EDUCATED

HOW WE EXERCISE



# » Smart Strategies for Growth



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6



**BRANDING**



**COMMUNICATION**



**ACCOUNT BASED MARKETING & SALES**



**DIGITAL ECOSYSTEMS**



**DEI**



**SALES ENABLEMENT**

# » Hindsight from 2034

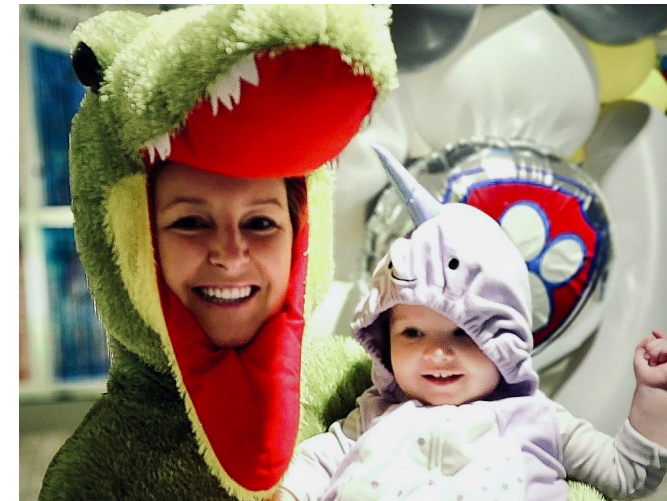


## BRANDING

Gen-X and Millennial leaders had a deeper understanding of the direct correlation between **Brand Equity, Brand Loyalty, and Market Share.**

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# Branding



## VALUES MARKETING

Branding has become about experiences –  
**employee experiences** and **customer experiences**.

Smart people do not like inflexible rules or processes, so alignment must be achieved through **clear communication** around **operational values**.

# » Hindsight from 2034



## COMMUNICATION

Brands became more authentic and customer-centric



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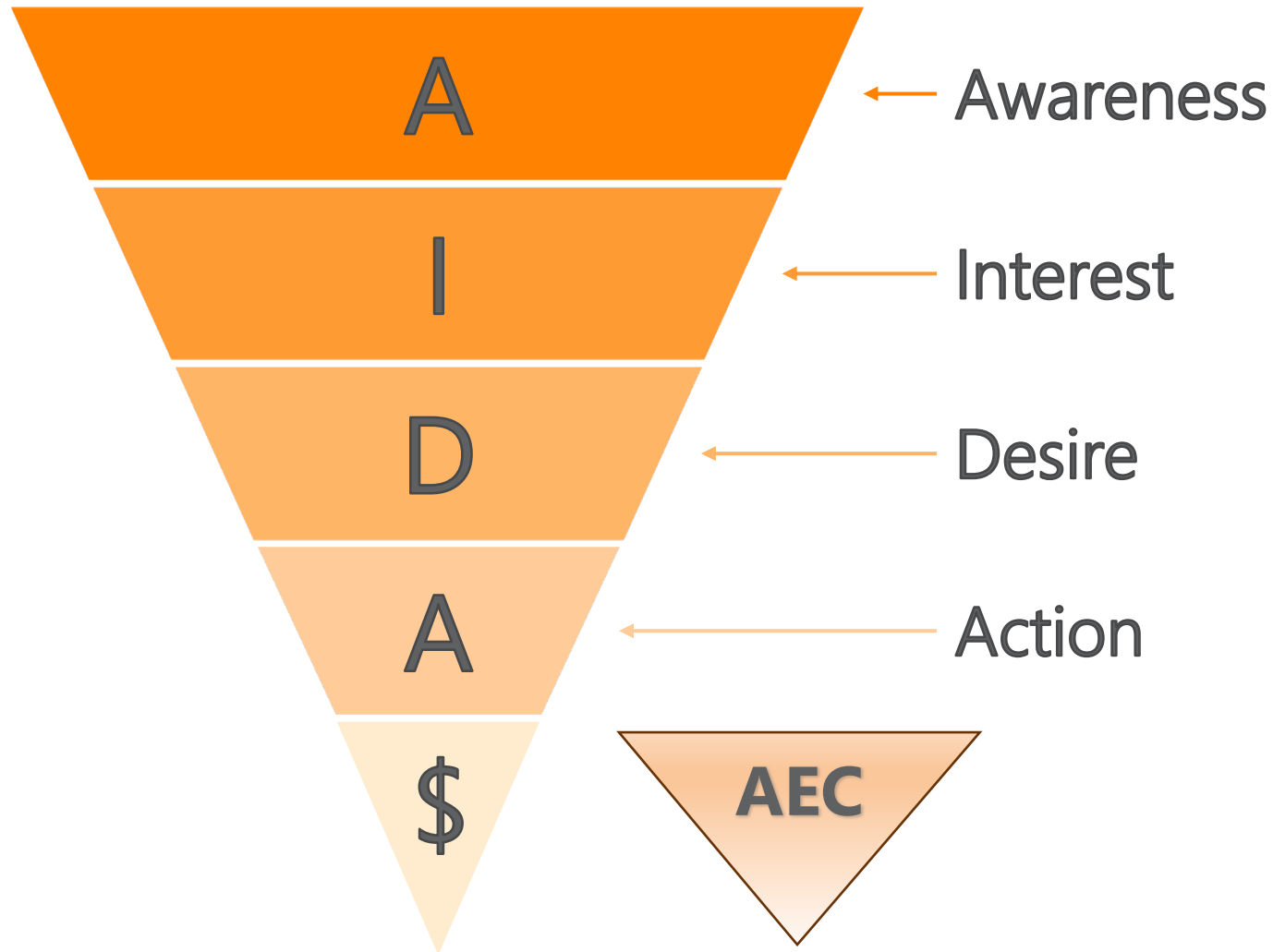
## ACCOUNT BASED MARKETING AND SALES

Is the new playbook for AEC firms.

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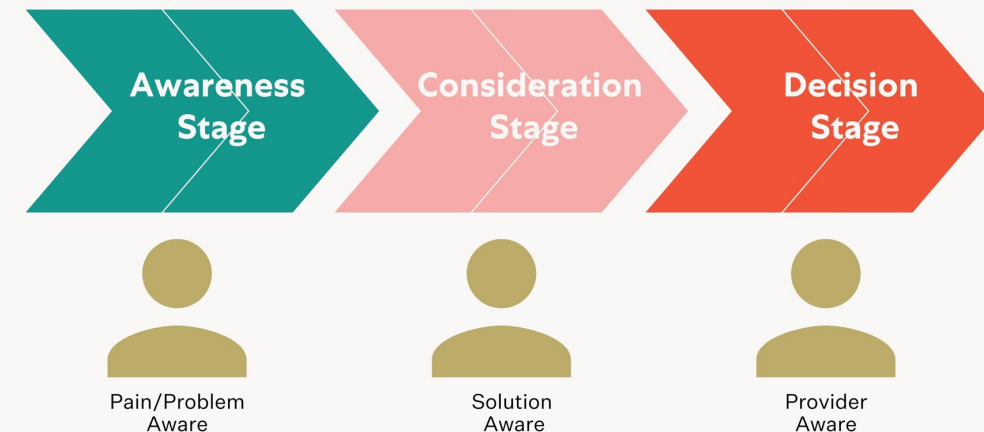
# The AIDA Model



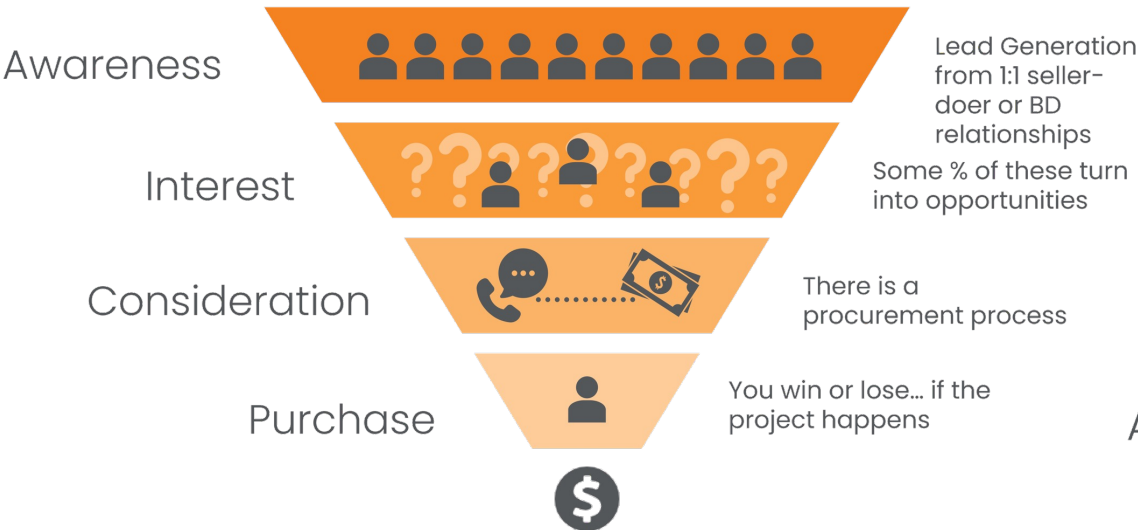
Elias  
St. Elmo  
Lewis

1898

## The Buyer's Journey



# LET'S FLIP the FUNNEL



**Rainmaker Model**



**Seller-Doer Model**



**BD First Model**



**Marketing First Model**



# » Hindsight from 2034



## DIGITAL ECOSYSTEMS

have changed the way we network, build relationships and convert strangers into leads.

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# Multi-Channel Integration



# » Hindsight from 2034



## DEI

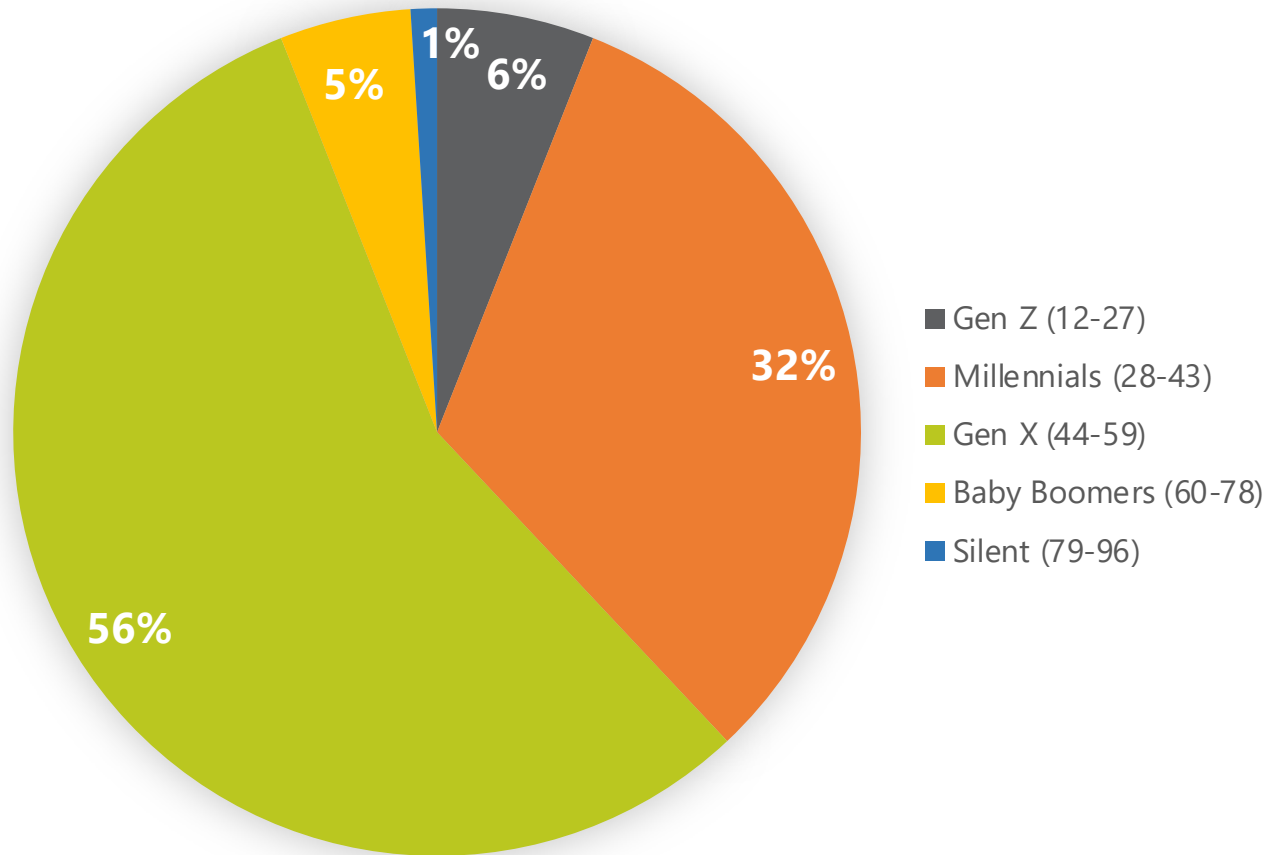
will become a business imperative.

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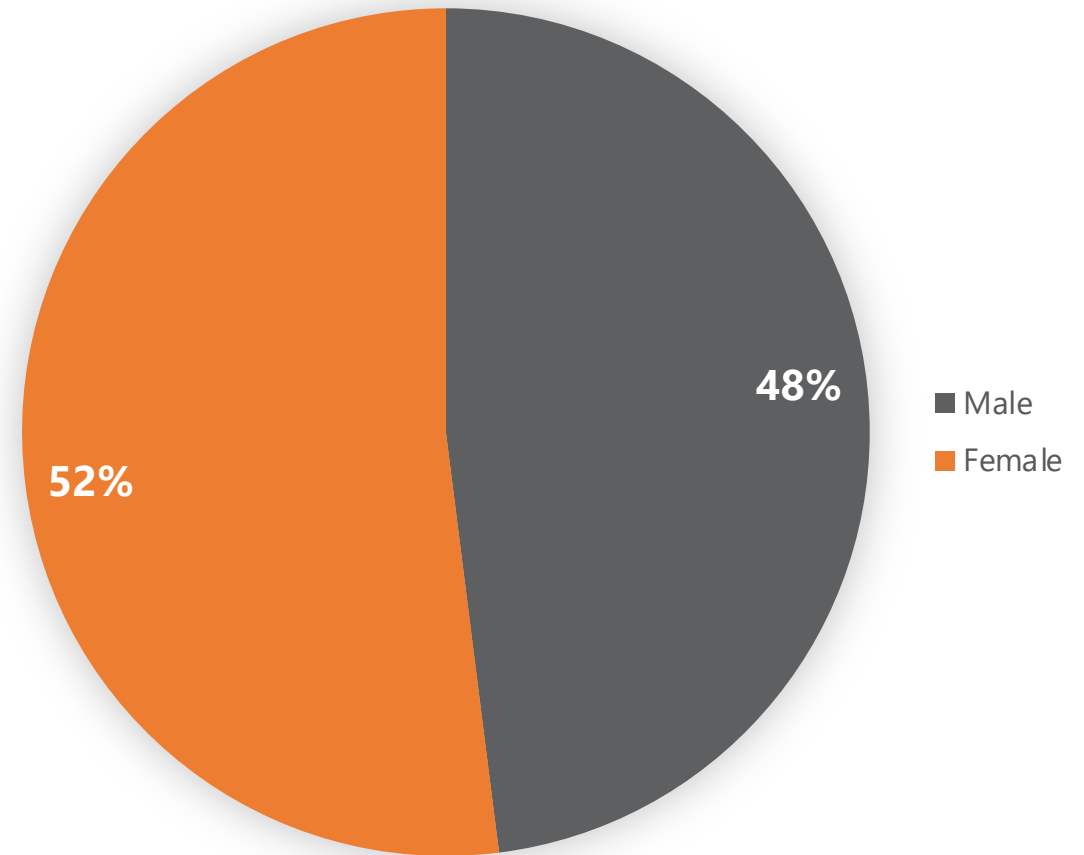
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# Influencers and Decision Makers are Getting Younger and More Diverse

## Generation Distribution



## Attendee Gender Distribution



# » Hindsight from 2034



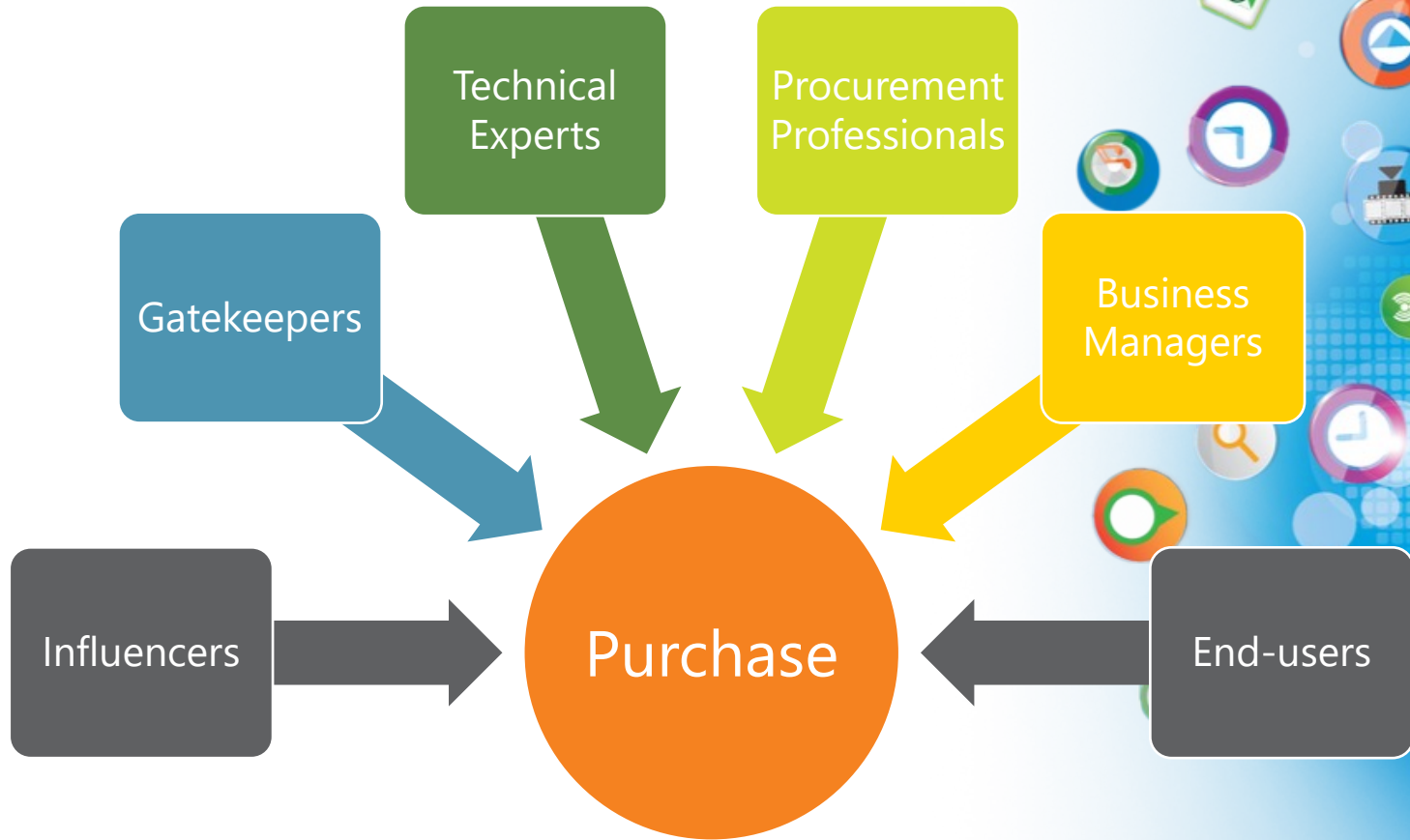
## SALES ENABLEMENT

The traditional AEC relationship playbook has declined in effectiveness and popularity. Your business will require more than business developers and proposal makers. Innovative AEC marketers started tracking Qualified Buying Groups (QBG's) early in the buyers' journey.

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# Qualified Buying Groups



Identifying and engaging with a QBG means your marketing efforts must address the diverse needs and pain points of **all stakeholders** involved, ensuring your messaging resonates on multiple levels.



