



Using persona-based content to connect with key prospects

A collaboration between Trimble Construction and Emerald Studio

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The Challenge



Needed core content
for cross-divisional
thought leadership
campaign



No central content
repository



400k prospects
needed to be
profiled and moved
down the funnel

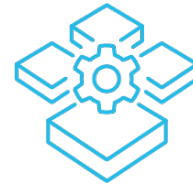
The Approach



Identify and
understand target
personas



Test new horizontal
persona



Modular design to
simplify reversioning

We created 7 eBooks, one for each key persona



To increase readability and usefulness, we broke up the text with “interactive” elements.

Paving a Path to Progress

General contractors who tap into connected construction, which in its simplest form means integrating data across the project lifecycle, are able to make big process improvements in the areas that matter most:

- Increased productivity
- Higher levels of profitability
- Reduced rework
- Improved safety
- Enhanced forecasting models
- Stronger security
- Improved budgeting
- Improved regulatory compliance

These gains take place across business models, project types and business initiatives. They encompass conventional and progressive design-build, public-private partnerships, integrated and high-performance value chains, new products and services, modularization and prefabrication, and horizontal and vertical integrations.

As an organization becomes data-driven, it's equipped to fully leverage BIM, optioneering, digital-as-built, automation, AI and other advanced technologies. It evolves from reactive reporting to predictive and prescriptive analytics. All of this leads to a higher level of collaboration and transparency across stakeholders—and the ability to act and react faster to changing conditions. This digitally agile enterprise is equipped to address the opportunities and challenges that technology delivers.

WORKFLOWS

Where Connected Workflows Matter

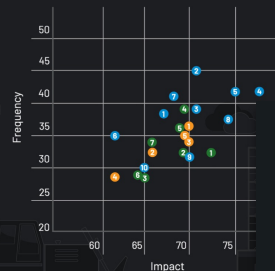
In the Dodge + Trimble study referenced previously, general contractors using connected workflows were asked which administrative, operations and fieldwork processes are most often at the root cause of errors and delays.

When plotted out, their responses reveal that most problems stem from the processes that happen frequently and have a large impact on projects and the business, including subcontract management, change management, labor management, accounts payable, project drawing management and accounts receivable.

These insights can serve as a roadmap for general contractors who want to digitize and connect processes that will deliver deeper business value.

Frequency and Impact of Activities Identified as Root Causes for Errors/Delays

Source: Dodge + Analytics, 2022



Administrative

- 1 Accounts Payable
- 2 Accounts Receivable
- 3 General Ledger
- 4 Job Cost/WIP Analysis
- 5 Billing

Construction Operations

- 1 Project Setup/Closeout
- 2 Project Document Management
- 3 Project Drawing Management
- 4 Subcontract Management
- 5 Change Management

Common Pain Points

Here are some warning signs that you aren't taking advantage of digital connected workflows:

- + Time-consuming file and data management
- + Rogue project managers
- + Scope misalignment with clients, vendors and other stakeholders
- + Frequent rework and changes in the field (20% of large projects wind up behind schedule)
- + Misalignment between labor, materials, equipment and schedules
- + Low cost predictability (only 31% of projects come within 10% of budget)
- + Disappointing labor productivity
- + Slow payables and receivables
- + Inability to trace the root cause of errors or delays
- + Dark data that can't be used to improve project or business outcomes

Benchmark Yourself Against Your Peers

Are you keeping up with digital workflow adoption?

Learn more about how connected technologies can build a scaffolding that supports best practices.

Was the effort at personalization worth it?

The results speak for themselves:

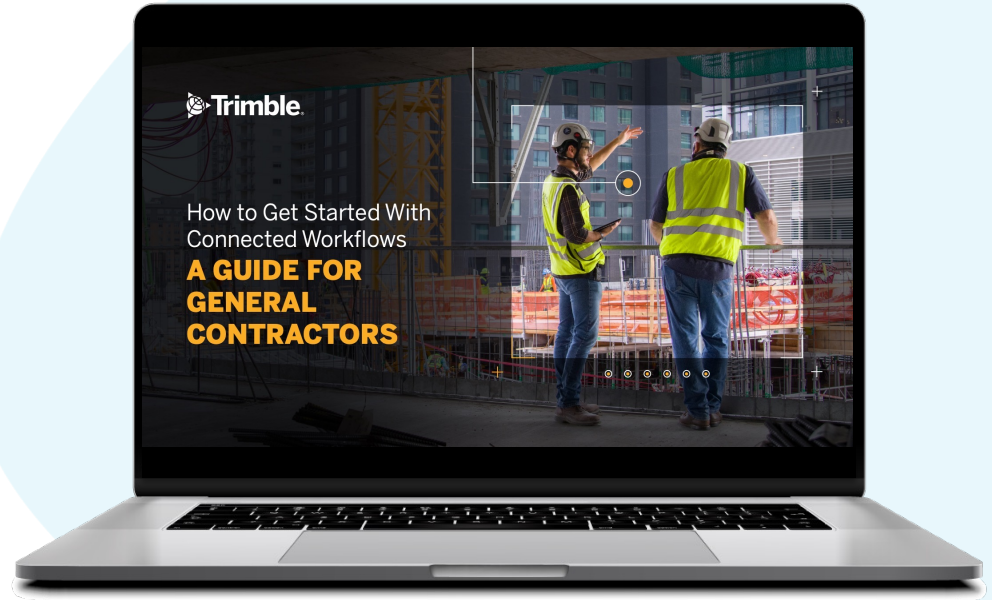
- Gained **valuable insights** about target personas
- Cohesive **branding and messaging** across 7 disparate personas
- They're **easier to gate** because of their value
- They're easier to use in different **channels (social, ads, etc.)**

The Results

Conversion for the
6 of the 7 eBooks is

nearly 9x

that of another popular asset, a
Best Practice Guide.



The one that got away

For a new key persona, the performance was lower.

That data is helping guide future assets and engagement with this group.



The Lessons Learned



One size does
not fit all

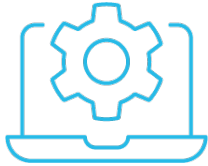


Version content to speak
to specific personas in
your audience



Cost savings for
client because
modular design

The Agency Perspective



Interactivity can be
achieved in more
than one way



Preparation and
collaboration are key
for success



Sometimes you need
an outside
perspective

Questions

How could persona-based content help you connect with your audience?



Thank you!

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