



Chusid Associates: North America's Leading Building Product Marketing Consultants

Chusid Associates will be at the following industry events:

[American Society of Plumbing Engineers](#)

Sept. 1  
Los Angeles, CA  
6:00PM

Presenting "CSI Specifications - Who Moved my Division 15?"

[CSI Webinar](#)

Sept. 21  
2-3PM EST

Presenting "Guide Specifications: A Marketing Tool for Manufacturers and Sales Reps"

[Construction Writers Association Convention](#)

Oct. 25-26  
Chicago, IL

[Greenbuild](#)

Nov. 11-16  
Chicago, IL

[World of Concrete](#)

Jan. 17-21  
Las Vegas, NV

[Concrete Decor Spring Training](#)

Mar. 15-18  
Nashville, TN

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## BUILDING PRODUCT TRENDS

### Product Inspirations from NeoCon

The spirit of innovation moves the building product industry forward. Here are just a few of the things Michael saw at [NeoCon](#), the annual building design expo at the Chicago Merchandise Mart, that **suggest new opportunities and may inspire innovations in your product line.** [More.](#)

### Marker Board Mania

Marker boards, also known as white boards, were ubiquitous at NeoCon this year. The shift is not only quantitative but qualitative - **"markerability" has been incorporated into a surprising variety of architectural surfaces and building furnishings.** This suggests the trend may offer opportunities for other building product manufacturers. [More.](#)

### Tessellations - An Important Architectural Trend

This decade is shaping up to be the era of the tessellated surface. Tessellating a surface, in a simplified definition, means to **cover it in polygonal patterns.** Manufacturers of curtainwalls, interior finishes, ceiling systems, and other products are rushing to capitalize on the interest. Ad agencies are incorporating tessellations into graphic designs. [More.](#)

## SOCIAL MEDIA

### Social Media Tips from CSI

Joy Davis, CSI recently presented the following [slide show about social media](#) at the Construct 2010 convention in Philadelphia. She [spotlights this newsletter](#) as a [leading example on slide 19.](#)

### Photo Contests Generate Publicity, Leads, and Free Photos

Anyone in the building product marketing world knows how difficult it can be to get project photos. By hosting a photography competition for best and worst project photos, companies get to sift through **hundreds of project photos at the small expense of reward prize money.** This great idea not only generates publicity, but it also creates an interactive community where people can comment on the best and worst photos such as our [favorite one...](#)

### How to Hold a Contest on Twitter, Facebook, or a Blog

Building Product Manufacturers can learn how to shape up marketing strategies by using some mainstream consumer marketing campaign techniques. As soon as you create a decent-sized social media audience for your company, it's time to keep them coming back. **What does everyone love? Free stuff.** What better way is there to keep people coming back to your site? That's right, give them a free window, or door, or 75% off an order and free shipping! [More.](#)

## 5 ESSENTIALS

### 5 Essential Press Kit Pieces

Prepare press kits with two ends in mind: **providing print-ready materials for interested editors, and important sales tools for prospects or investors** you may come in contact with. There is a lot of [debate](#) about using folders full of printed materials versus customized flash drives, but either way you go, your press kit should contain the following [five pieces...](#)

### 5 Essential Social Media Tools for Manufacturers

For most companies it will work best to start with a small, focused campaign, and **gradually grow to include new networks and technology.** With that in mind, here are [five tools](#) we consider essential for a successful social media launch.

### 5 Uses for QR Codes in Construction

First, a word of explanation. QR codes are two-dimensional bar codes that are readable using smartphones or webcams. They essentially **operate as a hyperlink that connects printed media**

## UPCOMING CALLS FOR PRESENTATIONS

Many industry 2011 trade shows are currently accepting presentation submissions for educational seminars, which can be a cost-efficient way to get national exposure to key industry developers. Here are some upcoming events:

[AIA 2011](#)

[NeoCon 2011](#)

[Construct 2011](#)

## CHUSID ASSOCIATES NEWS

Chusid Associates wins second Godfrey Award from Construction Writers Association. Read the [judges' comments here](#).

Michael Chusid received a certificate of recognition from CSI for his special service as Instructor for their Certification Program. [More](#).

Our associate, Norah Lally, recently passed the LEED GA exam. The LEED GA exam is similar to the LEED AP exam and is a great credential for any building product sales rep. [More](#).

Our intern, Jakov Peric, won 1st place in the Building Industry Association Model Building & Architectural Drawing Competition. Jakov will be attending architectural school in the fall. [More](#).

**HAVE A QUESTION ABOUT BUILDING PRODUCT MARKETING?**

**[CONTACT US FOR A FREE CONSULTATION.](#)**

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