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STCA Update

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Cold-Formed Steel Truss Marketing 101 by Mike Noonan

A marketing professor of mine once said, "Marketing is getting the phone to ring. Sales is what happens once the phone is answered."

How do you get the phone to ring in a relatively new business? The marketing of cold-formed steel trusses requires a commitment of time and energy. STCA has a number of ways to assist you with your efforts.

In order to grow this business, the architectural community needs to be one of the first contacts we make. This is where the construction process begins to take shape and materials are chosen. STCA has developed a brochure that reviews the features and benefits of cold-formed steel trusses. It can be personalized for your company. STCA also has a CD-ROM presentation that can be used both as a marketing tool and an educational tool. It is an AIA accredited program that can also be used to provide engineers and specifiers with continuing education credit that they may need for their professional licenses and memberships.

The demand for cold-formed steel trusses is being driven by the requirement for noncombustible construction. Visit with local code officials and become familiar with the code requirements in your area. Markets that are good opportunities for cold-formed steel trusses include schools, independent living facilities, multifamily apartments, retail strip mall developments and the hotel/motel industry, to name a few. Also, don't overlook the opportunities in residential construction.

Do you have a web site? A simple yet informative web site puts your company in front of an even larger audience. To drive more traffic to your web site, have it listed with as many search engines as possible. Finally, be sure and have a way that a visitor can contact you with an information request. The STCA web site has current information relative to our industry plus links to additional sources of information.

STCA is currently working with CSI to establish 05425 as the proprietary number for cold-formed steel trusses. This proprietary number would make it easier to locate cold-formed steel trusses in specification manuals and web-based search engines. STCA will continue to create Steel Components in Construction brochures on key industry issues to assist in the marketing of cold-formed steel trusses. The latest, on fire endurance assemblies, is in its final stages of development.

Marketing is a dynamic process that is continually changing. It is important to position your

company at the early point in the life cycle of this product. As the demand for cold-formed steel trusses grows and matures, the marketing focus will need to adjust. When this occurs you can expect STCA to continue to provide the right tools to market and grow your component business.

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