



# Marketing for Architects

## Checklist & Guide.

### **Build a Professional Website**

*Your website must be visually appealing and easy to navigate. Make sure your 'about and contact' pages are clear and easy to find.*

### **Utilise Social Media Marketing**

*Share captivating visuals, projects and practice updates.*

### **Produce Compelling Content**

*Less is more, only display work that is of the highest quality.*

### **Utilise Visual Platforms**

*Creating visually stunning feeds and boards that are optimised with relevant keywords and descriptions will increase visibility in search results.*

### **Attend Industry Events**

*Connect with prospective clients and fellow professionals. Business cards will help form business connections.*

### **Optimise for Local SEO**

*include location-specific keywords in your website content*

### **Offer Free Consultations**

*A free initial consultation is more attractive and encouraging to potential clients and then allows you to get more people through the door and showcase your expertise.*

### **Email Marketing Campaigns**

*Email marketing is a direct way to contact potential, current and former clients. Keeping them up to date with the latest projects and services.*

