



# CUSTOMIZED MARKETING

## MITT VARUMÄRKE



**Direct your marketing** in the right direction!

You, your company name and brand visibility, can be **strengthened** and **positioned** in the **right direction** through our direct marketing services.

Address lists, mailing services, and expose packages that effectively promote your business and your corporate brand. We offer uniquely customized direct marketing services for your business and your needs.

### Address lists

If you are a customer of any of Sverige Bygger's services, you can get address lists at a great price. You select the target groups, geographical area etc. You get unique event-driven addresses that can be used for mailshots, direct marketing campaigns and more. In a quick and simple way, you reach the right decisionmakers down at the project level. Read more in the separate PDF file.

\* As one of our customers you can also use the "My Addresses" service for directly downloading interesting companies and contacts. This function can be found under the "My business Opportunities" tab.

If you want to influence and sell to the decision makers at the project level, we offer you the chance to target:

- Developers
- Consultants / architects / designers / installation consultants, etc.
- Construction Contractors
- Subcontractor in plumbing, electrical, flooring, painting, decorating, etc.

### Additional services

#### Mailshots

Effective print in direct marketing makes your message and brand visible to the right decision-makers, of the right construction projects, at the right time, when they are most approachable, in respect of decisions concerning their construction projects. You provide us with the message you want to convey and then we ensure that you and your brand/company are marketed to the right decision makers, every week, for a whole year.

#### Exposure package

Exposure package  
Digital marketing that shows off your business, on a business card featuring your logo/brand, a link to your website, contact details and links to any possible projects held on our database. You can also add a block of text about your company and set up keywords for internet searches.

You will be visible and searchable on many sites:

- byggsverige.se
- customers on sverigebygger.se
- sverigebygger.se start page
- byggkartan.se **Nyhet 2014!**
- byggsok.se (and partners)
- search engines (Google, etc.)

We also have banner space on several websites.

Read more in the separate PDF file

The thumbs up from our customers



Read more at [www.sverigebygger.se](http://www.sverigebygger.se)

Now available on your mobile!

You can also log in at [mobil.sverigebygger.se](http://mobil.sverigebygger.se)



Our mission is to make it easy for our customers to make the **right business decisions, market themselves effectively** and find even **more and better business opportunities**. With Mitt Sverige Bygger you will notice that we take our mission seriously.

### Updates every day, give you business opportunities every day.

By conducting daily market surveys, the editorial team of the Swedish construction industry, tracks the entire construction process and identifies who is building what, when and how.

Each individual construction and facilities project is followed up, from the developer's concept, planning and architect's drawing, to the reporting of tender deadlines and the procurement of consultants, contractors and sub-contractors. As a customer of Mitt Sverige Bygger, you have immediate online access to any changes in the database.

### My shortcuts

Mitt Sverige Bygger is probably the first and only construction information service in the world that can customize it's services. With the new online function My shortcuts, you can choose which functions and modules you want. Drag and drop them in order to create your unique and customized solution.

### We provide the information

Which type of projects are you interested in and at which stage of the project do you want the information? We continuously monitor constructions, in the hunt for business-relevant information.

Welcome to the Swedish construction industry's largest construction project database and most comprehensive project monitoring.

#### MINA AFFÄRSMÖJLIGHETER

Search, monitoring and event services that provide unbeatable business opportunities for you. Contains construction information about projects, companies, tenders and procurements.

#### MITT BESLUTSSTÖD

Statistic, analysis, trend and ranking services that quickly and easily give you the information you need in order to make a decision – whenever you need it.

#### MITT VARUMÄRKE

Exposure, address and mailshot services that effectively market and strengthen your brand.

### Construction process

