



Marketing to Engineers, Mechanical Contractors: Technical Content a Must

Successfully marketing to engineers or mechanical contractors requires understanding how they evaluate new product selection. Marketers who **primarily focus on the audience's need for technical content above all else** outpace passive competitors.

Engineers dive deep when researching for new products and services. According to Global Spec 2023 State of Marketing to Engineers Study:

1. 58% of engineers/mechanical contractors search through 1-4 pages of Search results, 30% search 5-10 pages and 13% more than 10 pages.
2. More than 50% of engineers/mechanical contractors avoid paid Search advertising.ⁱ
3. 53% look at up to five pieces of content through their search, 46% review six or more.ⁱ

When researching product or service, engineers/mechanical contractors place heavy reliance/credence with technology influencers. Preferred content is **credible technical content** from **trusted authors**:

1. Online and print editors of technical journals and publications,
2. Industry conference speakers and technical sessions,
3. Referrals from other engineers,
4. Unaffiliated industry experts, and
5. Engineering experts from vendors and technical product managers.

The product selection battle is just about over before the engineer/mechanical contractors ever speak with sales:

1. From early product selection research to final purchasing decision, **74% of the process happens online** before the engineer/mechanical contractor ever speaks or communicates with somebody at a particular company.ⁱ
2. When the engineer/mechanical contractor does speak with sales, it is to validate the information gathered online, discuss technical complexity of solution and/or pricing & inventory questions.ⁱ
3. They prefer initial contact by email and then phone. Personal calls are way down on the list.ⁱ
4. Too many companies rely upon their territory sales reps to build relationships for sales without developing the credibility and benefits of their product and company to pave the way for their field reps. Too much of a "Field of Dreams" strategy: "build it and they will come."ⁱ

ASHRAE - #1 Source of Authoritative, Credible HVAC/R content

1. 21 Standards & Guidelines Published.
2. Funding of 41 Active HVAC/R Research projects.ⁱⁱ
3. 221 Education Courses.ⁱⁱ
4. More than 10,000 Peer-reviewed Technical Papers.ⁱⁱⁱ
5. Co-Sponsor AHR Expo.
6. Hosted ASHRAE Winter Conference with 3,500 registrants, ASHRAE Annual Conference with more than 3,000 registrants, and thousands more registering for ASHRAE Topical Conferences and Regional Conferences.ⁱⁱⁱ

Marketers aligned with ASHRAE content far more likely to be researched by engineers/mechanical contractors

1. ASHRAE.org—World's highest engineering/mechanical contracting traffic website due to Unique Technical Content. More than 261,700 external websites link to ashrae.org.
2. ASHRAE Journal—Peer-reviewed monthly journal delivering 47,348 digital copies monthly and 47,348 print issues. Total average qualified paid and nonpaid circulation is 51,967.
3. ASHRAE Journal AHR Expo Show Guide—official distribution with thousands of copies on the Show floor.
4. ASHRAE Journal AHR Expo Show Daily—official distribution with thousands of copies on the Show floor.
5. ASHRAE eNewsletters—Multiple newsletters with Unique Technical Content and distributions ranging from 67,000+ to 90,000+ per newsletter.
6. ASHRAE Custom Webinars—Average registrants often exceed 2,000/webinar based on subject matter.ⁱⁱⁱ
7. ASHRAE Custom eBlasts—available to 100,000+ recipients.ⁱⁱⁱ
8. 199 Local ASHRAE chapters—51,841 dues-paying members.ⁱⁱ
9. Social Media influence:



77,302 +



131,498+



21,900+

ⁱ 2023. Global Spec State of Marketing to Engineers. [2023 State of Marketing to Engineers | GlobalSpec Media Solutions.](#)

ⁱⁱ 2021-22 ASHRAE Society Snapshot. [society_snapshot_2022_final-version.pdf \(ashrae.org\).](#)

ⁱⁱⁱ 2023 Publisher research.

^{iv} 2020. December 31 Publisher's Statement. Alliance for Audited Media.

^v 2023 ASHRAE Brand Report. <https://ashrae.org/advertise>.



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