

Pick Your Target

There are many groups you can target for your marketing campaigns. Here is a list on some of the possibilities. This list is by no means exhaustive. It does list the majority of categories our professional contacts fall into. It does not include end user targets, that may be based on income, home value, or geographic area, among other demographics.

<u>Title</u>	<u>Type Work</u>
Architect & Builders	Residential - Multifamily
	Residential - Low End, High Volume
	Residential - High End
	Residential - Development
	Residential - Hardscape
	Commercial - Retail
	Commercial - Private
	Commercial - Institutional
	Commercial - Hardscape
	Commercial - Industrial
	Commercial - Development
Government Buildings	
Suppliers	Brick Yards/Blocks
	Windows & Doors
	Masonry/Stone
Developers	
Contractors	Masons
	(others)
Designers	Landscape
	Interiors
	Pool
	(others)