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**BLD Marketing Forms Strategic Alliance with Concora to   
Enhance Digital Marketing Ecosystem for Clients**

*Company’s Expertise in Online Customer Journey Augments Agency’s Digital Offering*

**PITTSBURGH, PA…** [BLD Marketing](http://www.bld-marketing.com/), a results-based, digital-first, full-service strategic marketing agency serving the building materials category exclusively throughout North America and abroad, recently forged a strategic alliance with [**Concora**](https://concora.com/), a digital solutions provider focused on the building and construction space. Named by CIOReview as one of the “Most Promising Construction Tech Solution Providers” in 2020, Concora develops and deploys a web experience platform specifically engineered for building materials manufacturers (BMMs) that makes it easier for architects, engineers, and contractors to specify and purchase a company’s products. Concora’s Commercial Portal is integrated into a BMM’s website, enabling users to quickly find product information and create submittals for their projects.

“A wide body of research shows a substantial shift in the behavior of architects, engineers, and contractors: Their journey to specify a product for their project begins online, and they start that exploration on manufacturers’ websites – conducting due diligence, reviewing features and benefits, and verifying the best solution,” said Kevin Mayer, CEO of BLD Marketing. “Now more than ever, BMMs must create a customer journey on their website that makes it simpler to review and specify a building product. Concora is one of the leaders in the space, and we’re pleased to be working with them.”

BLD’s alliance with Concora marries the solution with the agency’s full-service digital discipline, which oversees the comprehensive development of critical assets in a client’s digital marketing ecosystem – websites, landing pages, e-marketing campaigns, mobile apps and more.

“At BLD Marketing, we call it the digital marketing ecosystem because a building materials provider must create and nurture an integrated digital environment for their brand if they seek to truly grow their business,” added Dave Sladack, president of BLD Marketing. “In a digital marketing ecosystem, a client’s primary asset serves as the hub and is cultivated by earned, owned, and paid media strategies to raise awareness and drive engagement. Concora’s customizable solution fits nicely with our overall strategic approach for digital development, and we are excited to showcase this new offering to our clients.”

"Partnering with BLD Marketing is a natural fit for our Web Experience Platform and our BMM customers. We realize that sometimes software alone does not help some BMMs achieve their commercial goals. With BLD Marketing's substantial expertise in digital marketing services, the value to our customers is increased tenfold," said Kip Rapp, CEO of Concora.

For more information on Concora, visit [www.concora.com](http://www.concora.com).

For more information on BLD Marketing, visit [www.bld-marketing.com](http://www.bld-marketing.com).

**About BLD Marketing:**

BLD Marketing is a results-based, digitally-focused, full-service strategic marketing firm exclusively serving the commercial and residential building materials category. We offer a portfolio of strategic marketing services and implementation capabilities to help our clients build, grow and optimize a healthy digital marketing ecosystem, leading to quicker growth rates and higher profitability.

Visit: [www.bld-marketing.com](http://www.bld-marketing.com)

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