

## **Target Marketing & Brand Awareness Using the INDOT Website**

How can a small company, built on hard work and inspiration, compete against the giants in the construction industry? Is there a path that leads to success and prosperity? Yes, and now is the time to jump on the INDOT E-Wagon and get rolling.

Did you know that you can use the INDOT website to reach your target audience and create brand awareness? There is a wealth of information online that your company can start utilizing immediately.

Each month, INDOT publishes a new advertisement online for highway contracts along with the Bidders and Plan-holders Request Form. This form is used to collect the names of the prime contractors and subcontractors interested in doing work on INDOT projects advertised that month. Did you know that you can add your company to this list? Or, that this list can be used to market directly to the general contractors and advertise your company to a specific target audience? It allows you to advertise your DBE company to general contractors, increasing the likelihood that they will utilize your services to reach their DBE goals.

This is a great way to get your name out to general contractors and build brand awareness for your company. Be sure to visit the INDOT letting information page (<http://www.in.gov/dot/div/contracts/letting/index.html>) and explore all the possible opportunities posted online. If you have any trouble, use the “Contact Us” tab on the page to view a full list of valuable resources and references for navigating the INDOT website.