



VRMCA Marketing Initiatives
May/June 2020 Report
 July 1, 2020

Social Media:

- Content curation – sourced total of 34 pieces of content for VRMCA social pages
- Created six new IBVS posts

Metric	LinkedIn	Facebook	Twitter
Total number of followers (June 30, 2020)	398	424	489
Total increase in followers	13	14	12
Total increase in followers (percentage)	3.27%	3.30%	2.45%
Total number of posts	35	40	35
Total number of impressions	4,552	2,828	6,259
Average engagement rate (percentage)	8.08%	10%	3.11%
Followers within Virginia (percentage)	44.78%	45.15%	9.84%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	14	22	3
VRMCA Central	47	21	13
VRMCA East	37	72	8
VRMCA North (includes DC)	46	11	23
VRMCA Southwest	32	65	1

Public Relations:

- Drafted two new Project Profiles
- “I Build Virginia Strong!” campaign (Facebook only)
 - Inventory of new IBVS posts is very low
 - Requests have been made to members for additional submissions to keep the campaign moving forward
 - VRMCA NL content included in upcoming Summer NL re: campaign

I Build Virginia Strong! Campaign	
Total IBVS posts to date	43
Total number of impressions from IBVS posts	29,301
Total IBVS engagements	5,866
Average IBVS engagement rate (percentage)	11.21%
Total Facebook impressions since IBVS campaign launch	57,313
Total impressions attributed to IBVS campaign (percentage)	51.12%

VRMCA Web site:

- Regular content maintenance for events, board members, etc.
- Posted two new infographics to VRMCA Web site and promoted to membership

Additional Marketing Items:

- **VRMCA Webinar – “NRMCA Concrete Design Center: How to Get the Conversation Started”**
 - Content was presented to the Tennessee Concrete Association on Thursday, June 18th (via NRMCA’s Frank Gordon)
- **Build With Strength Webinar - “The Case for Building Resilient, High-Performing Schools”**
 - Presented in full on Thursday, May 28, 2020
 - Audience = architects, engineers and GCs; VRMCA membership
 - Joint effort with VRMCA and NRMCA
 - Total of registrants = 19
 - Total number of attendees = 14
 - 64% of attendees were architects, engineers or GCs
- **VRMCA Webinar - “Why Build Resilient, High-Performance Schools?”** which focused on benefits/advantages specific to this audience
 - Presented on Thursday, June 18th
 - Audience = school administrators including superintendents, school board members and directors in finance/operations
 - Created, wrote and designed the PowerPoint presentation
 - Outlined, drafted and finalized script
 - Marketed Webinar via email
 - First email sent on June 4th
 - Total emails sent = 1057
 - Open rate = 47%
 - Click rate = 1%
 - Second email sent on June 15th
 - Total emails sent = 1050
 - Open rate = 42%
 - Click rate = 1%
 - Total number of registrants = 14
 - Total number of attendees = 4 (75% were target audience)
 - Takeaway – audience is interested in the subject matter but given current circumstances timing was likely off
- **VRMCA Infographics**
 - Completed two of three new infographics:
 - [Hot Weather Concreting – How to Get It Right](#)
 - [Scaling Concrete – How to Prevent It](#)
- **VRMCA Quarterly Newsletter**
 - Drafted two original articles for the Spring 2020 Newsletter
 - [VRMCA Webinars Promote Resilient, High-Performance Schools](#)
 - The content above was shared with NRMCA, edited and repurposed for an NRMCA ENews brief
 - [“I Build Virginia Strong!” Campaign Anniversary](#)