



VRMCA Marketing Initiatives July/August 2020 Report August 31, 2020

Social Media:

- Content curation – sourced total of 41 pieces of content for VRMCA social pages
- Created three new IBVS posts

Metric	LinkedIn	Facebook	Twitter
Total number of followers (August 28, 2020)	425	436	495
Total increase in followers	27	12	6
Total increase in followers (percentage)	6.79%	2.83%	1.23%
Total number of posts	33	35	33
Total number of impressions	5,733	2,784	5,991
Average engagement rate (percentage)	6.56%	11%	2.51%
Followers within Virginia (percentage)	43.50%	42.73%	9.74%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	13	19	3
VRMCA Central	47	17	13
VRMCA East	39	70	8
VRMCA North (includes DC)	52	16	23
VRMCA Southwest	33	63	1

Board meeting follow-up

A question was asked about how our social media numbers (impressions/engagement rate) compare to others state associations. My answer at the time focused on LinkedIn and so will the information noted below. To close the loop, I did a bit of research and contacted a few state associations and NRMCA to share information. This is what I found:

- A number do NOT have active LinkedIn pages including TN, KY, GA, IN, IL and PA
- What states that do have active LinkedIn pages have shared (May/June time frame)
 - Note: Carolinas just launched their LinkedIn page a couple month ago
 - Recent 30-day impressions = 1,900
 - VRMCA same 30-day period = 3,100 impressions
 - Engagement rate is too soon to tell

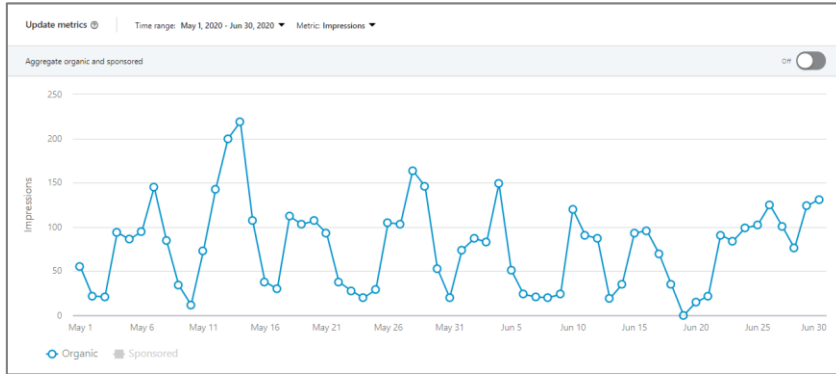
Organization	Total Followers	Total Impressions	Average Engagement Rate
VRMCA	404	4,729	6.56%
Build With Strength	1,297	32,328	5.16%
Association A	620	5,656	6.7%

- Comments:
 - Engagement rates are on track with the state association yet higher than NRMCA

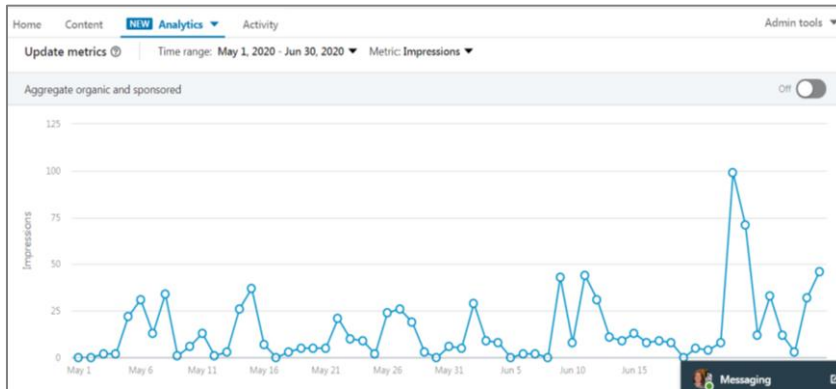
- Impressions are on track with the state association BUT
 - We can see the traction we would get with more followers
 - NRMCA has a staff that “amplifies” their posts which means more impressions

VRMCA compared to Association B (only charts available)

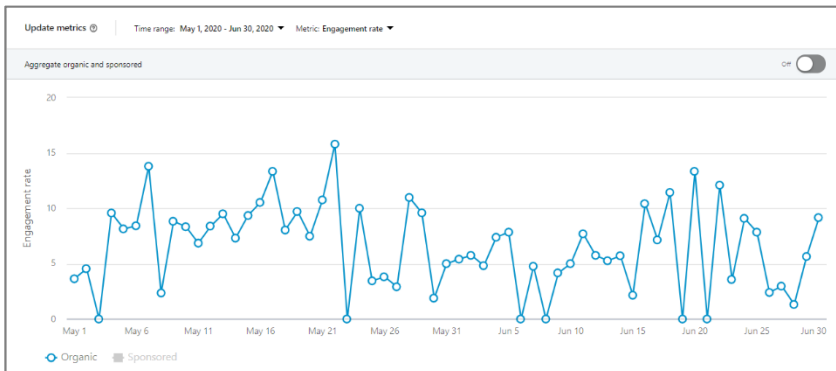
VRMCA May/June Impressions



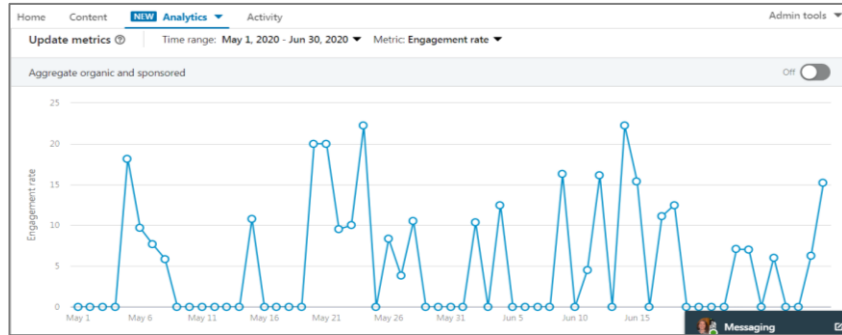
Association B May/June Impressions



VRMCA May/June Engagement Rate



Association B May/June Engagement Rate



- **Comments:**
 - Association B has less followers than VRMCA
 - VRMCA impressions are much higher than Association B
 - VRMCA engagement rates are fairly consistent throughout the two months while Association B is seeing “spikes”
 - Likely the engagement rates for the two groups are in the same range

Public Relations:

- Drafted [News Brief](#) and Project Profile for Ultimate Shine Car Wash
- “I Build Virginia Strong!” campaign (Facebook only)
 - We desperately need new submissions for the campaign
 - Email was sent to membership re: 2 upcoming national recognition weeks to encourage participation

I Build Virginia Strong! Campaign	
Total IBVS posts to date	45
Total number of impressions from IBVS posts	29,891
Total IBVS engagements	5,946
Average IBVS engagement rate (percentage)	11.13%
Total Facebook impressions since IBVS campaign launch	59,921
Total impressions attributed to IBVS campaign (percentage)	49.88%

VRMCA Web site:

- Outlined recommendation re: where and how to present On-Demand Webinars
- Posted two new Project Profiles
 - [Loudoun School for Advanced Studies](#)
 - [Ultimate Shine Car Wash](#)
- Regular content maintenance for events, board members, etc.

Additional Marketing Items:

- Crafted and presented Marketing Update for the VRMCA Board in late July
- Provided guidance on content for Promotions presentation for the VRMCA Board meeting
- Began outlining 2021 marketing initiatives/tactics for budgeting purposes
- Approached AGC VA regarding an ICF Webinar

- Temporary title: **“Why Consider Insulated Concrete Forms Construction: What it Offers and What it Could Mean to Your Business”**
 - Currently working with District Manager for the Piedmont District to get approval
 - Likely to be scheduled for early November
 - Will offer CEU credits for those that attend
 - Drafted presentation and wrote script
- Approached the **Virginia Masonry Association** (through Joe Rioux) regarding an ICF presentation
 - The group declined as they felt it didn’t fit their mission
 - Will revisit opportunity in the future
- Upcoming VRMCA Webinar for industry partners
 - Outline created for new Webinar addressing sustainability and the role concrete plays
 - Date TBD
- Created outline for updated/refreshed Promotions PPT about ICF Construction
- VRMCA On-demand Webinars
 - Provided recommendation on how and where Webinars will be housed on the VRMCA Web site
 - Edited content of Concrete Design Center Webinar for wider audience
 - Leads will be provided to Promotions for follow-up
- Pursuing opportunities to share recorded Webinars with CTE programs and CDL programs to use as part of their curriculum
 - Drafted outline for Mixer Truck Driver Overview Webinar
- Initial discussion re: internal VRMCA Webinar series on concrete promotions
- Attended various meetings with government representatives