



## VRMCA Marketing Initiatives September/October 2020 Report

October 30, 2020

### Social Media:

- Content curation – sourced total of 36 pieces of content for VRMCA social pages
- Created six new IBVS posts

Metric	LinkedIn	Facebook	Twitter
Total number of followers (August 28, 2020)	439	458	499
Total increase in followers	14	22	4
Total increase in followers (percentage)	3.29%	5.05%	0.81%
Total number of posts	32	34	32
Total number of impressions	5,693	3,482	8,810
Average engagement rate (percentage)	6.96%	9%	2.26%
Followers within Virginia (percentage)	41.78%	42.54%	10.02%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	13	24	3
VRMCA Central	46	18	15
VRMCA East	39	73	8
VRMCA North (includes DC)	52	10	23
VRMCA Southwest	33	69	1

### LinkedIn Paid Advertising:

Dates: October 8, 2020 thru November 8, 2020  
 Subject line: Let's Talk Cost Effective Concrete Construction!  
 Content: Message focused on the benefits of ICF construction

### Metrics:

- Total spent (to date) \$316.25
- Total impressions 1,265
- Total clicks 492
- Average click thru 38.89%
- Total engagement 498
- Engagement rate 39.37%
- Total leads 2

### Public Relations:

- Drafted News Briefs:
  - [Boxley Materials Provides Concrete for SecureStore Facility](#)
  - [VRMCA Members Provide Support for Gold Star Family Memorial](#)
  - Capital Concrete, Inc. and Titan America Involved in Amazon Project
- Drafted Project Profiles:
  - Gold Star Family Memorial Monument
  - SecureStore Storage Facility

- “I Build Virginia Strong!” campaign (Facebook only)
  - We desperately need new submissions for the campaign
  - Conducted direct outreach to individual members via email to encourage participation

I Build Virginia Strong! Campaign	
Total IBVS posts to date	47
Total number of impressions from IBVS posts	30,624
Total IBVS engagements	6,021
Average IBVS engagement rate (percentage)	11.06%
Total Facebook impressions since IBVS campaign launch	63,410
Total impressions attributed to IBVS campaign (percentage)	48.30%

#### VRMCA Web site:

- Posted new VRMCA Member Project News Briefs as noted above
- Regular content maintenance for events, board members, etc.

#### Additional Marketing Items:

- Participated in NRMCA’s ConcreteWorks virtual conference
- Attended a total of five virtual Congressional meetings (two in August/three in September)
- Participated in virtual tour of Roanoke Cement Company with the VRMCA Concrete Leadership Program participants
- Crafted and presented Marketing and Promotions highlights/2021 plan to the SCPA Leadership team
- Participated in outlining Marketing 2021 tactics for SCPA budget matrix
- Updated/refined [VRMCA ICF Promotions](#) presentation for better flow and more accurate representation of the benefits and advantages of the system
- Discussed various partnership opportunities with **AGC VA Executive Director** Brandon Robinson on Thursday, October 29<sup>th</sup> including:
  - ICF Webinar title: **“Why Consider Insulated Concrete Forms Construction: What it Offers and What it Could Mean to Your Business”**
  - Potential opportunity to present during a breakout session at their annual convention – Webinar summary will be provided for consideration
- VRMCA Webinar re: Sustainability (title TBD)
  - Created draft PPT and began writing script
  - Currently refining content to assure it’s relevant, timely and reflects VRMCA members’ efforts to address carbon emissions/climate change
  - Audience – external and internal
  - Date – January 2021
- VRMCA On-demand Webinars
  - Concrete Design Center Webinar to be recorded early November and posted
  - Leads will be provided to Promotions for follow-up
- Drafted original content for the VRMCA Fall 2020 Newsletter as follows:
  - Session Four: VRMCA Concrete Leadership Program
  - VRMCA Government Relations Update: Congressional Outreach