



VRMCA Marketing Initiatives November/December 2020 Report

January 4, 2021

Social Media:

- Content curation – sourced total of 32 pieces of content for VRMCA pages

Metric	LinkedIn	Facebook	Twitter
Total number of followers (December 30, 2020)	462	475	499
Total bi-monthly increase in followers	23	17	0
Total bi-monthly increase in followers (percentage)	5.24%	3.71%	0.00%
Annual increase in total followers	139	98	56
Total number of posts	30	33	30
Total number of impressions	7,395	1,783	4,729
Average engagement rate (percentage)	6.04%	9%	2.92%
Followers within Virginia (percentage)	39.39%	42.74%	9.82%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	14	26	3
VRMCA Central	46	22	15
;VRMCA East	40	75	8
VRMCA North (includes DC)	56	14	22
VRMCA Southwest	26	66	1

LinkedIn Advertising	LinkedIn InMail
<i>Subject Line:</i> Which would you choose?	<i>Content:</i> ICF Construction
Total spend	\$500.00
Total impressions	2,000
Total clicks	855
Average click thru rate	42.75%
Total engagement	867
Total leads generated	4

Public Relations:

- Drafted VRMCA News Brief for Vulcan ACI award win; working on sourcing photos
- “I Build Virginia Strong!” campaign (Facebook only)

I Build Virginia Strong! Campaign	
Total IBVS posts to date	50
Total number of impressions from IBVS posts	30,812
Total IBVS engagements	6,042
Average IBVS engagement rate (percentage)	10.94%
Total Facebook impressions since IBVS campaign launch	65,184
Total impressions attributed to IBVS campaign (percentage)	47.27%

VRMCA Web site:

- Created content pages for On-Demand Webinars
- Regular content maintenance for events, board members, etc.

Additional marketing items:

- Drafted, coordinated input, and presented Marketing & Promotions updates to VRMCA Board
- Wrote, coordinated feedback, and submitted VRMCA's information for the NRMCA 2020 State Association of the Year award
- External VRMCA advertising that reinforces all the benefits that concrete offers including that it is a cost-effective building solution, specifically highlighting ICFs
 - Created content for LinkedIn InMail message (see results noted above)
 - Created content for email marketing (to be launched early 2021 using new list)
 - VRMCA Infographic
 - Drafted content for new infographic highlighting benefits of concrete construction including first cost effective
 - Engaged outside agency to create layout
 - Final document will be PDF file that can be shared with members, industry partners and posted online
- Wrote and submitted Webinar summary to AGC VA for breakout session presentation at their annual convention entitled **"Why Consider Insulated Concrete Forms Construction: What It Offers and What It Could Mean to Your Business"**
- Researched options and purchase external mailing list to supplement VRMCA contact database
 - To be used for industry partner email marketing for events, meetings and educational messaging
 - Addresses need for more reliable contact information
 - Purchased list guarantees a 90% delivery rate v VRMCA 40% bounce rate
 - Total new contacts = 16,000+ within Virginia
- Continued to refine and revise VRMCA Sustainability Webinar content to ensure it reflects pertinent and relevant information
- Drafted, launched, and recapped two surveys
- Wrote ["Addressing the Pricing Myth"](#) for Fall 2020 Newsletter
- Updated, advertised, and hosted VRMCA Webinar on November 17th entitled "Why Build Resilient, High-Performance Schools?"