



VRMCA Marketing Initiatives January/February 2021 Report

March 3, 2021

Social Media:

- Content curation – sourced total of 27 pieces of content for VRMCA pages

Metric	LinkedIn	Facebook	Twitter
Total number of followers (February 28, 2021)	473	482	501
Total bi-monthly increase in followers	11	7	2
Total bi-monthly increase in followers (percentage)	2.38%	1.47%	0.40%
Total number of posts	30	33	30
Total number of impressions	5,387	1,346	3,867
Average engagement rate (percentage)	6.46%	8%	2.90%
Followers within Virginia (percentage)	39.32%	39.42%	10.22%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	16	23	3
VRMCA Central	48	19	16
VRMCA East	41	73	8
VRMCA North (includes DC)	57	13	23
VRMCA Southwest	24	62	1

Public Relations:

- Posted VRMCA News Brief for [Vulcan ACI award win](#)
- Drafted reminder email re: “I Build Virginia Strong!” campaign

VRMCA Web site:

- Regular content maintenance for events, board members, etc.
- Posted recorded Webinar to [VRMCA Web site: “Let’s Talk About Sustainability and Concrete Construction”](#)
- Posted recorded Webinar to VRMCA Web site: [VRMCA Webinar “NRMCA Concrete Design Center: Getting Started”](#)

VRMCA Webinars:

- Recorded the VRMCA Webinar “NRMCA Concrete Design Center: Getting Started”
 - Adjusted original content to fit a broader audience, both internal and external audiences rather than simply internal
- Finalized content, coordinated review with NRMCA sustainability guru, advertised, and presented the **VRMCA Sustainability Webinar**
 - Presented on Thursday, February 11th at 1:30pm
 - Total of 10 attendees (external audience)
 - Survey responses indicated excellent relevancy and overall content
- Created PPT, drafted script and began advertising **VRMCA-member Webinar “How to Talk About ICF Construction”**
 - Internal audience only
 - Scheduled for Thursday, March 4th at 2pm

VRMCA Promotional Support Materials:

- Finalized and posted [VRMCA infographic re: ICF Construction](#)
- Drafted content for VRMCA infographic re: green initiatives; coordinating design and layout with outside agency
- Drafting content for Sustainability Overview brochure/hand out
- Drafting content for more detailed ICF construction brochure/hand out

Additional marketing items:

- Drafted, coordinated input, and presented Marketing & Promotions updates to VRMCA Board
- Reviewed, solicited input and updated VRMCA/NRMCA Joint Marketing & Promotions plan
- Launched discussions of current Virginia market share data; initiated and participated in planning sessions to determine best path forward
- Coordinated content, uploaded and distributed [VRMCA Winter 2021 Newsletter](#)
- Wrote [“The Time is NOW to Talk ICF Construction”](#) for Winter 2021 Newsletter
- Discussed potential marketing partnership opportunities with CarbonCure