



VRMCA Marketing Initiatives
March/April 2021 Report
 April 30, 2021

Social Media:

- Content curation – sourced total of 46 pieces of content for VRMCA pages

Metric	LinkedIn	Facebook	Twitter
Total number of followers (April 28, 2021)	489	488	502
Total bi-monthly increase in followers	16	6	1
Total bi-monthly increase in followers (percentage)	3.38%	1.24%	0.20%
Total number of posts	34	34	34
Total number of impressions	7,439	1,083	3,665
Average engagement rate (percentage)	8.44%	11%	2.98%
Followers within Virginia (percentage)	40.70%	38.52%	10.16%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	16	18	3
VRMCA Central	48	18	16
VRMCA East	42	75	8
VRMCA North (includes DC)	57	19	23
VRMCA Southwest	36	58	1

LinkedIn Paid Advertising (complete):

Dates: February 23, 2020 thru March 23, 2020
 Subject line: Choose to Build Virginia Strong!
 Content: Message focused on the benefits of ICF construction
 Metrics:

Total spent (to date)	\$378.75
Total impressions	1,515
Total clicks	738
Average click thru	48.71%
Total engagement	747
Engagement rate	49.31%
Total leads	2

Public Relations:

- Created two new I Build Virginia Strong! social posts
- Sent reminder email re: “I Build Virginia Strong!” campaign

VRMCA Web site:

- Regular content maintenance for events, board members, etc.

- Posted VRMCA infographic re: [Focus on Sustainability](#)

VRMCA Webinars:

- Created PPT, drafted script and hosted VRMCA-member Webinar “How to Talk About ICF Construction”
 - Internal audience only
 - Presented on Thursday, March 4th at 2pm
 - Total registered = 19
 - Total attendees = 15
 - Received all positive survey responses re: content and relevancy
- Drafted proposal for **Panel Discussion Webinar re: ICF Construction**
 - Deviates from previous formats as this will be more of an informal discussion
 - Non-scripted Q&A session possibly 90-minutes
 - Goal is to allow others in our industry to tell the story of ICF/concrete construction
 - Participants potentially to include:
 - Kenny Stanfield (school construction)
 - David Phelps (residential construction)
 - Scott Peterson (Drury Hotels)

VRMCA Promotional Support Materials:

- Finalized and posted VRMCA infographic re: [Focus on Sustainability](#)
- Wrote copy and worked with outside agency to complete the VRMCA marketing collateral: [The Three C's of ICF Construction](#); sent out to membership
- Drafted ICF presentation for VRMCA membership to use in the field
 - Currently out for review
 - Will be distributed to membership when finalized
- Drafting content for Sustainability Overview brochure/hand out

Additional marketing items:

- Began scheduling “touch base” meetings with VRMCA membership, Frank Gordon and marketing
- VRMCA Market Share Plan
 - Lead input sessions with Frank Gordon and Hessam Nabavi to define tactics to help regain lost market share
 - Created regional database for market share segmentation
 - Created outline with high level recommendations
 - Drafted and refined presentation to share with VRMCA decision makers
 - Presented PPT to VRMCA President, VRMCA Marketing Committee and VRMCA Promotions Committee for comments and approval
 - Final step is to present to the VRMCA Board
- VRMCA Market Research
 - Outlined current market situation, goals and project needs
 - Researched market research companies within Virginia
 - Solicited research proposals for consideration
 - Reviewed proposals to ensure they met the needs of the association and goals
- Participated in the creation of the VRMCA 2021 Membership Directory and distributed to VRMCA membership