



VRMCA Marketing Initiatives May/June 2021 Report

July 21, 2021

Social Media:

- Content curation – sourced total of 34 pieces of content for VRMCA pages

Metric	LinkedIn	Facebook	Twitter
Total number of followers (June 28, 2021)	511	495	499
Total bi-monthly increase in followers	12	7	-3
Total bi-monthly increase in followers (percentage)	2.45%	1.43%	-0.60%
Total number of posts	34	34	34
Total number of impressions	7,304	1,771	3,338
Average engagement rate (percentage)	5.49%	10%	2.06%
Followers within Virginia (percentage)	39.92%	37.78%	10.02%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	17	23	3
VRMCA Central	48	19	15
VRMCA East	43	75	8
VRMCA North (includes DC)	58	11	23
VRMCA Southwest	38	59	1

LinkedIn Paid Advertising (currently in progress through July 21, 2021):

Dates: June 21, 2021 thru June 30, 2020
 Subject line: Join us for our latest Webinar!
 Content: Message focused on increasing registration for the VRMCA Webinar “Let’s Talk About Sustainability and Concrete Construction”

Metrics:

Total spent (to date)	\$28.50
Total impressions	114
Total clicks	25
Average click thru	21.93%
Total engagement	25
Engagement rate	21.93%
Total clicks to Web site	0

Metrics for complete campaign will be shared with the next report due in August 2021.

VRMCA Web site:

- Regular content maintenance for events, board members, etc.
- Resolved image issue at no cost
- Addressed content issue – working to resolve
- Coordinated transfer of alternate Web domains from Otto

VRMCA Webinars:

- **VRMCA Webinar “Let’s Talk About Sustainability and Concrete Construction”**
 - Scheduled for Wednesday, July 21 at 11am
 - Advertising via LinkedIn InMail and traditional email
- **VRMCA Webinar “The Three C’s of Insulated Concrete Form Construction” – in progress**
 - Creating PPT
 - Drafting script
 - Scheduled for Tuesday, August 3 at 12noon
 - Advertising on LinkedIn InMail as well as traditional email

Additional marketing items:

- Continued scheduling “touch base” meetings with VRMCA membership, Frank Gordon and marketing
- Provided marketing support for the VRMCA Mixer Truck Roadeo
 - Designed and coordinated production of t-shirt for event
 - Coordinated production of poker chips for event
 - Created poster for event and distributed to membership
- VRMCA Market Share Plan
 - Presented to the VRMCA Board on May 18th
 - Conducted follow-up efforts to address questions raised during discussion including
 - Outreach to state affiliates to determine if recommended research already exists
 - Outreach to NRMCA to determine if recommended research exists at a national level
 - Reviewed BWS research provided by Lionel Lemay
 - Compiled various marketing and promotional efforts highlighting the pricing differential in the market
 - Outlined alternate research option
 - Presented follow-up document to VRMCA Board President and VRMCA Marketing Committee
- VRMCA Market Research
 - Drafted research invitation and coordinated printing
 - Currently sharing plan with members via regional meetings
- VRMCA Summer Newsletter
 - Wrote four original pieces of content for the NL:
 - [VRMCA Executive Committee Term Extended](#)
 - [Take the Survey! VRMCA 2021 Regional Meetings](#)
 - [Save the Date! VRMCA 2021 Mixer Truck Roadeo](#)
 - [Check Out the New VRMCA Marketing Materials](#)
 - Managed layouts, uploaded to Web site and coordinated distribution