



VRMCA Marketing Initiatives
July/August 2021 Report
 August 31, 2021

Social Media:

- Content curation – sourced total of 31 pieces of content for VRMCA pages

Metric	LinkedIn	Facebook	Twitter
Total number of followers (June 28, 2021)	531	508	499
Total bi-monthly increase in followers	20	13	4
Total bi-monthly increase in followers (percentage)	3.91%	2.62%	0.80%
Total number of posts	29	34	34
Total number of impressions	6,663	1,390	3,694
Average engagement rate (percentage)	8.72%	7%	2.43%
Followers within Virginia (percentage)	40.00%	37.08%	9.94%

Regional Breakdown of Followers	LinkedIn	Facebook	Twitter
VRMCA Blue Ridge	18	19	3
VRMCA Central	49	19	15
VRMCA East	44	81	8
VRMCA North (includes DC)	62	9	23
VRMCA Southwest	39	60	1

LinkedIn Paid Advertising:

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

Metrics:

Total spent	\$184.00
Total impressions	736
Total clicks	323
Average click thru	43.89%
Total engagement	329
Engagement rate	44.70%
Total clicks to Web site	6

Dates: July 12, 2021 thru July 31, 2020

Subject line: ICF Construction: Learn the Three C's!
 Content: Message focused on increasing registration for the VRMCA Webinar “The Three C’s of Insulated Form Construction”

Metrics:

Total spent	\$99.75
Total impressions	399
Total clicks	190
Average click thru	47.62%
Total engagement	191
Engagement rate	47.87%
Total clicks to Web site	1

VRMCA Web site:

- Regular content maintenance for events, board members, etc.
- Updated On-Demand Webinars to include ["The Three C's of Insulated Concrete Form Construction"](#)

VRMCA Webinars:

- VRMCA Webinar ["The Three C's of Insulated Concrete Form Construction"](#)
 - Held on Tuesday, August 3 at 12 noon
 - Total of 12 registrants
 - Total of 9 attendees
 - Content addressed ICFs:
 - From a different perspective, laying out all the benefits that this building system
 - Positioned ICFs as a solution rather than a commodity
- In planning stages for follow-up sustainability Webinar focused on VRMCA member efforts
- Scheduling "VRMCA's Why Build Resilient, High-Performance Schools?" – focused on school superintendents and financial/operational staff

Additional marketing items:

- Attended VRMCA Regional Meetings in Northern Virginia and Virginia Beach
- Drafted and presented VRMCA Marketing & Promotions Updates at Summer Board Retreat on September 1, 2021
- Created PPT and edited talking points for presentation at the SCPA meeting in Nashville, TN
- Drafted email content sharing recent DAPs in Virginia to be shared with external audience
- VRMCA Market Research
 - Currently sharing plan with members via regional meetings
 - Conducted follow-ups with attendees from regional meetings in NoVA and Virginia Beach
- VRMCA Summer Newsletter
 - Wrote four original pieces of content for the NL:
 - VRMCA 2021 Fall Convention
 - VRMCA Market Research Initiative
 - VRMCA 2021 Regional Meetings Recap
 - VRMCA Implements Concrete Testing Program
 - Managed layouts, uploaded to Web site and coordinated distribution