



ELEVATE

—

the partner you need  
to reach new heights

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# Marketing Campaigns



# why do you need a marketing campaign?

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Marketing campaigns are organized, strategized efforts to promote a specific firm goal, such as general brand awareness or raising awareness for a firm expansion or acquisition, or both. Campaigns aim to reach clients in a variety of ways and involve a combination of media. Marketing campaigns are a connected series of operations designed to bring about a particular result. Great marketing campaigns follow a consistent theme and promote a single or focused idea or goal.



# campaign ideas

Campaigns should support strategic goals laid out in a firm's strategic/vision plans, business development plans, and marketing plans. Campaigns can focus on a variety of topics from recruiting to brand awareness.



**MARKET SECTOR OR BRAND AWARENESS**



**RECRUITING**



**SUBMITTAL CAMPAIGN**



**ANNIVERSARY/ MILESTONE**



**DIFFERENTIATING FACTOR**



**KEY HIRE OR ACQUISITION**



**INDUSTRY EVENTS (IE. PLANNING MONTH)**



**PROJECT COMPLETION**



**CONFERENCE OR EVENT**



**GEOGRAPHIC BRAND AWARENESS**



**CLIENT CAMPAIGN**



**CULTURE**





campaigns will utilize all  
your marketing channels

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## DIGITAL CHANNELS



WEBSITE



SOCIAL MEDIA



EMAIL



SEO



VIRTUAL EVENTS

## TRADITIONAL CHANNELS



IN-PERSON  
EVENTS



PRINT  
MATERIALS



SIGNAGE



ADVERTISING



SWAG

# campaign outline

At the kick-off meeting, Elevate and the client team will talk through the campaign including goals and outcomes. We will then create a campaign outline that goes into detail all the steps and deliverables we will provide for the campaign.



## CAMPAIGN:

Campaign Name:	
Market Sector:	
Technical POC:	
Goals:	
Target Audience:	
Competition:	
Messaging:	
Differentiators:	
Industry Trends:	
Promotion:	
BD Activities:	

# deliverables

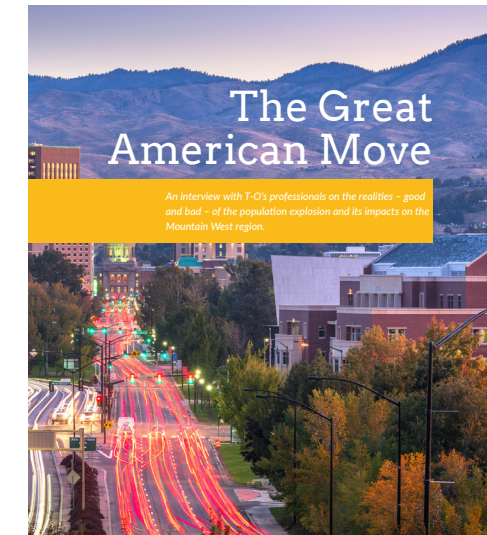
With all new clients, Elevate provides our social media soundbite series of 3 short format video instructions on improving your social media profiles along with a one-hour LinkedIn virtual workshop with your team.

Once we have finalized the campaign we will utilize teams or excel to provide you a tracking sheet of tasks, deadlines and content. We will also provide bi-monthly check-in meetings.

Every campaign starts with a campaign kick-off meeting where we develop the campaign outline.

Every campaign is customizable – the following are deliverables that may be included:

- Develop 1 thought leadership article (this includes interviews with technical staff)
- Develop 1 conference abstract
- Create 8 social media posts
- Create 1 video storyboard
- Pitch thought leadership article to 2 publications
- Create 1 event outline (educational, social, community, recruiting)
- Develop BD Activities to support the campaign
- Create a campaign logo
- Create 1 press release
- Create 1 flyer
- Develop a website microsite online
- Develop recruiting activities for all employees to support the campaign



# campaign example: brand awareness



## Campaign Name:

Education Brand Awareness

## Market Sector:

Education

## Quarter:

Q1

## Goals:

The goal of this campaign is to build brand awareness of the education sector

## Target Audience:

- Architects
- K-12 School Districts
- Higher Education
- Charter/Private Schools
- SP: Contractors + Consultants

## Messaging:

Pre-K, K-12, higher, and private education institutions require thoughtful planning, design, and construction. We work with our education partners and architects to engineer sustainable infrastructure solutions that school districts and maintenance professionals can rely on for years to come.

## Promotion:

### Trends/Challenges/legislation:

- School safety
- Green Infrastructure
- Green Roofs

### Message:

- Update the paragraph about Education market sectors to include differentiation

### Conference:

- Develop Strategy for the CASH Conference Feb 23-25

### Thought Leadership:

- Article on emerging or unique technology in school design or UAV

### E-Blast:

- Targeted e-blast to architects, district officials; promote services, reputation and thought leadership article (UAV, emerging technology); also highlight CM services and staking as a package
- Landscape Architecture - Green Infrastructure

### Presentation:

- UAV presentation to students - need to identify schools
- STEM presentation to schools
- STEM Day is 11/8/2022
- <https://discovere.org/> is a good resource

### Social Media Posts:

January

- Highlight education services - leadership quote
- Emerging or unique technology in school design - infographic

February

- Post about upcoming CASH conference (tag conference)

- Post during CASH conference (tag conference)
- Promote partnership with SIM-PBK (tag them) March

- Highlight education service leadership - quote
- Promote UAV presentation at schools

### Website:

- Update website with top ten education projects (include K-12, Higher Education, Private Schools) - Joy reached out on this
- Add differentiation message

## Business Development Activities:

### CASH Conference

- Create a conference strategy including a list of prospective clients to talk to
- Set-up meals/drinks with prospective clients

### Thought Leadership Articles

- BD's can send article directly to clients via email or Linked



# campaign example: community



## Campaign Name:

MLK Day Campaign

## Market Sector:

All/Corporate

## Quarter:

Q2

## Goals:

The goal of this campaign is to celebrate Martin Luther King day throughout the year by creating an initiative that provides opportunity for both community service and civil rights education.

## Target Audience:

- Clients
- Community Members
- Employees

## Messaging:

Martin Luther King once said, "If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward." At X our passion is the science and engineering of movement. We recognize that movement does not always have to be tangible, but can be a movement of spirit. As with any movement you need a source of energy to start the ball rolling, in that spirit we are creating a program called Moving Forward that will honor the life of Dr. King through education and service to the community

## Promotion:

### Community Outreach Events

#### Q1 - Introduce Moving Forward Initiative to staff, clients and community

##### Event

- Kick off event with staff to introduce the 8-hours of VTO and get people excited for this new
- initiative

##### Video

- Short video by X introducing the initiative

##### Swag

- Create a t-shirt for staff to wear when they are using their VTO time, handout at kick-off celebration

##### Social Media

- Post introduction Video
- Ask staff to take pictures of their VTO; post the pictures and links to the non-profit they are supporting

##### E-mail

- Send out an e-mail to clients and subconsultants about new initiative using the video and list any opportunities they can help (donate money for car seats, attend the webinar series, or implement the same program in their own business)

#### Q2 - Car seat safety event

##### Event

- In coordination with the local fire department
- Potential teaming opportunity with a local Boys and Girls Club or School District
- Raise money to purchase new car seats and boosters for families in need; reach out to clients and consultants
- Create a handout that describes car seat safety
- Social Media

- Create a series of posts prior to event; provide ways for people to support
- Have the fire department/Boys and Girls Club/school district post about the event
- Reach out to local professional organizations to see if they would post about the event, ACEC, APWA, etc.

##### E-mail

- Send an e-mail to clients that explains the event and ways they can help

##### Educational Webinar Series on Civil Rights/DEI

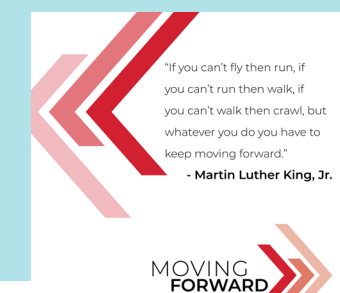
- X to host a quarterly webinar, invite staff, subconsultants and clients
- Promote through social media and e-mail; add to website

##### Website

- Create a page that promotes this initiative and provides links to non-profit organizations, photos of events, and links to the webinar series
- Tie it into the recruiting page and highlight VTO as a benefit

## Business Development Activities:

- Staff can reach out to clients and consultants to let them know about the program and ask for support
- Tag clients who support events in social media posts
- Invite clients to attend community service events and to participate in the webinar series



# campaign example: recruiting



## Campaign Name:

Recruiting and Culture Campaign

## Market Sector:

All/Corporate

## Quarter:

Q2

## Goals:

The goal of this campaign is to fulfill open job positions through a marketing campaign focused on the company culture and the benefits of working for X.

## Target Audience:

All positions targeted, with a focus on:

- Engineering, 3-5 Years experience
- Admin Positions

## Messaging:

X was founded in 2007 on the idea that they would create an engineering firm that did things different. Not only with their project and design approach, but also with the very culture of their firm. Since opening, they have succeeded in creating a firm that does things differently. This success can be seen in the variety of project types, diversity of staff, multidiscipline structure and flexibility in how they operate their business. When you join the X team you are joining a team that truly provides you with unlimited potential.

## Promotion:

### Differentiators:

- Culture; people oriented culture
- Good People; Good Environment; Good Teamwork
- Longevity
- Multidiscipline; site civil; site engineering; transportation; landscape arch, survey; smaller company; different feel to the company; more project diversity; cross-education between sectors
- Diversity of projects and staff; increase exposure
- Multiple offices; flexible work environment

### Events:

- Host a 15-year anniversary open house that is subtly focused on recruiting
- Host professional organizations at your office (monthly meetings, speakers, etc.). The best way to recruit is to get people into your office.

### Social Media:

Focus on three areas. Really emphasize what makes X different:

#### 1. Culture; Good People, Good Environment, Good Teamwork

- Create a video series asking staff what makes X different? Post these to social media, and your website
- Celebrate longevity; include social media posts that celebrate and dive into why so many of your staff have stayed with X for as long as they have
- Highlight the diversity of your staff; when interviewing staff make sure you select a group that represents the diversity you have in your team
- Create a virtual office tour for each office. Allow the viewer to get a sense of what working at X would feel like. Highlight staff, office layout, and showcase projects

#### 2. Design Approach

- Social Media Posts on highlighting the range of project types X

works on; highlight project approaches that were unique and had a collaborative approach, how was your approach different?

- Get quotes from engineers, especially those with 3-5 years experience, talking about how the array of projects they work on has helped them grow and advance in their career; Ask them about their favorite project they have worked on; Ask about the benefit of working in a collaborative team environment

#### 3. Structure

- Create a white paper on the benefits of a multidiscipline team (What is the benefit to the client? What is the benefit to your employees?)
- What makes your firm different to work for? Unique benefits? Flexibility with working hours? Option to work from home/hybrid work models, multiple offices Training opportunities?

#### Update Recruiting Sites:

- Glassdoor
- Indeed
- LinkedIn

## Staff Activities:

### Social Media Training for Staff

- Provide a 30 minute LinkedIn training for staff; how to improve their profiles, connect with a wider network, recruit, and business development
- Show staff the importance of brand amplification through sharing social media posts, and job openings

### Events

- Encourage staff to invite potential recruits to the open house; provide an incentive/reward for those who invite people

### Messaging

- Provide staff with a J2 "recruiting elevator speech" that allows them to easily talk about why J2 Engineers is different and the benefits of working for the firm



# Let's Talk!

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