The ACPA Executive Board adopted the Strategic Marketing Plan in October 2018, which resulted in the following accomplishments:

**EMAIL MARKETING CAMPAIGN**
for ACPA's target audience (DOTs and specifying engineers)

- **150% increase in email database**
- **158% increase in eblast open rate**

**5 KEY ISSUE STATEMENTS**

**EXAMPLES INCLUDE:**
- Fires
- Joints
- Installation
- Evacuation Routes

**EXAMPLES INCLUDE:**
- California Wildfires
- Autogenous Healing in Concrete Pipe
- 16 Reasons to Choose Concrete Pipe
- 2019 Highway and Infrastructure Spending
- The Engineer’s Right to Choose

**EXAMPLES INCLUDE:**
- Box Culvert Redesign
- 20 Years of Canal Improvements
- Precast Box Culvert Extends Bridge’s Service Life
- RCP Replaces 20-Year Old Plastic System

**DECISION-MAKING TREE FOR SOCIAL MEDIA POSTS**

**SOCIAL MEDIA CALENDAR**

**DAILY SOCIAL MEDIA POSTS PROMOTING RCP FOR MEMBERS**

**SOCIAL MEDIA TRAINING WEBINAR FOR MEMBERS**

**UPDATES TO WEBSITE**

**155% increase in social media engagement**

**1,000 engineers reached with our first two webinars, offering PDHS**

ACPA's success relies on members who actively participate in association activities. ACPA has made great progress since the Board’s adoption of the Strategic Marketing Plan.

**WITH YOUR SUPPORT, WE CAN ACCOMPLISH EVEN MORE!**