Contents

Introduction to the Marketing Toolkit .................................................. Page 3
Establishing and Reaching Your Target Audience ................................. Pages 4–5
Examples for initiating contact with select target audiences ............... Pages 4–5
Methods for Promoting Your Precast Days Event ............................... Pages 6–8
Utilize Your Company Website ....................................................... Page 6
Social Media .................................................................................. Page 7
Email Marketing ............................................................................... Page 8
Thank you for participating in Precast Days. This Marketing Toolkit was developed by NPCA to provide guidance from start to finish in your local marketing efforts. NPCA will conduct a national marketing campaign to promote Precast Days. However, data from past Precast Days events indicates that the best thing you can do to attract attendees to your plant is effective local marketing.

Your approach should be unique to your company's brand identity, local community and available time and money. Keep in mind: This is only a resource and not a definitive method for conducting your local marketing efforts — be as creative as you want. The most important part of a local marketing campaign is that you have one.

Now, let's get started with promoting your Precast Days event.
Establishing and Reaching Your Target Audience

Before you begin planning and mapping out your Precast Days local marketing campaign, you must first establish a target audience and identify the most effective ways to reach them.

Examples of target audiences include:

- Local academia (students, teachers, professors, etc.)
- Customers or clients
- Local firms (engineering, architects, contractors, pecifiers, etc.)
- Local government officials (DOTs, public works, etc.)
- Local professional organizations (ASCE, AGC, CMAA, etc.)

This Planning Toolkit provides guidance on the process of identifying goals for your event and determining your target audience.

Once you've determined your target audience(s), use this information as the foundation for your local marketing campaign. If you don't have experience interacting with your local audience, Precast Days is the perfect opportunity to get your foot in the door.

Examples for initiating contact with select target audiences:

**Local schools:** Identify local universities, trade schools, high schools, community colleges, etc., within traveling distance of your facility. Ensure that these schools have programs that would benefit from building a relationship with your company and getting to know the precast industry. Many schools have website directories that include contact information for faculty and campus offices. Call those individuals or send them a personal email invitation. Let NPCA know if you are planning to reach schools in your area and would like assistance with making those connections.

**Customers or clients:** This audience should be the easiest to reach. Promote your Precast Days event to your customers or clients in the same fashion you typically conduct business with them.
Local firms and specifiers: This includes engineers, architects, contractors, city planning firms and similar businesses. If you don’t already have contacts within this audience, Google firms within traveling distance to your plant. Introduce yourself to local firms by giving them a call, include them in your email marketing or make an in-person visit to their office to drop off a business card. Offering education worth professional development hours or continuing education units during your Precast Days event is a selling point for this audience.

Local government officials: This audience may include department of transportation officials, public works officials, departments of health, chamber of commerce officials and similar government agencies. Start by calling or emailing people you know and ask them to spread the word. Peer-to-peer communication usually is the best route. Some departments may have directories on their websites. Do some research online, and locate contact information for individuals or an office as a starting point. Offering education worth professional development hours or continuing education units during your Precast Days event is a selling point for this audience.

Local professional organizations: Many national professional organizations are broken up into state, regional and district groups. If you don’t already have contacts within each organization, start with online research to locate the designated group for your area. Some local professional organizations have their own webpages with contact information. Call or email to introduce yourself and explain your Precast Days event. You also may ask them to post your event on an events calendar, include a blurb in an e-newsletter, mention at their next chapter meeting or simply ask them to share the information you provided with their peers.
Methods for Promoting Your Precast Days Event

Utilize Your Company Website

Designate a space on your company website for communicating details of your Precast Days event. This can be as intricate as building a page for your Precast Days event and linking it to your main website menu or as simple as posting a bulletin to your company’s home page. If you typically post blogs to your website, consider writing a blog to exclusively call out Precast Days.

Sample Web Content

[Company name] will participate in Precast Days, a unique educational opportunity to provide [Target audience] with an up-close experience of the precast manufacturing process, the products we produce and our company values.

Precast Days is a national initiative supported by the National Precast Concrete Association and hosted by precast manufacturers and industry suppliers across the country.

Join us for [Daily activities planned] during [Company name]’s Precast Days event on [Host date]. Learn more about the national Precast Days initiative and register to attend by visiting Precast.org/PrecastDays.
Social Media

Social media is a simple yet effective way to raise awareness for your Precast Days event. The official hashtag is #PrecastDays. Include this hashtag in social media posts to drive Precast Days conversation and support the positive impact of Precast Days as a nationwide initiative.

Social Media Best Practices

- Be concise so audiences quickly understand your post’s value.
- Make your content visual by including photos, videos and quotes.
- Ask questions to engage your audience.

Social Media Content Ideas

- **Share NPCA social media posts:** NPCA will promote Precast Days posts on Facebook, Twitter and LinkedIn. We encourage host plants to share NPCA’s posts whenever and wherever possible. Feel free to add the details for your event as well while sharing.

- **Share a picture or video:** Post a photo or short promo video showcasing your company’s Precast Days event. You may utilize the graphics NPCA has developed for the Precast Days national marketing campaign.

- **Educate users with shareable assets:** Post shareable assets on Facebook, Twitter, LinkedIn and Instagram that educate your online community about the precast industry, your company, precast products, etc.

- **Ask/answer a question:** Throughout Precast Days, industry professionals may be monitoring the Precast Days hashtag on social media. Ask questions to engage these audiences, and answer questions when possible.

- **Share a tip:** Have insight into precast industry opportunities or resources? Share them on social media using the Precast Days hashtag to help educate audiences nationwide about Precast Days.

- **Share your success:** After your Precast Days event, share photos, videos, fun facts, success stories, etc. with your social media audiences. Don’t forget to use the Precast Days hashtag.

Lastly, don’t forget to tag NPCA in your social media posts for #PrecastDays.
Email Marketing

Email marketing is an easy and effective way to reach potential event attendees in addition to registrants. You can attach your Precast Days flyer or event agenda to provide additional details not included in your email message. Use the sample calendar and content below to get started or create your own.

Sample Email Calendar

<table>
<thead>
<tr>
<th>Timing</th>
<th>Type</th>
<th>Subject</th>
</tr>
</thead>
<tbody>
<tr>
<td>6 Weeks Out</td>
<td>Save-the-date</td>
<td>Save the Date: Precast Days</td>
</tr>
<tr>
<td>4 Weeks Out</td>
<td>Invitation</td>
<td>You're Invited! Join us for Precast Days</td>
</tr>
<tr>
<td>3 Weeks Out</td>
<td>Event Details</td>
<td>Join Us for Precast Days at (insert company name)</td>
</tr>
<tr>
<td>2 Weeks Out</td>
<td>Reminder</td>
<td>[Reminder] Precast Days at (insert company name) is almost here!</td>
</tr>
</tbody>
</table>

Template for Attendee Invitation Email

Dear [Contact name],

We cordially invite you to our open house on [Host date(s)] as we celebrate Precast Days 2021 with the National Precast Concrete Association. Our Precast Days event will provide an up-close look at the precast manufacturing process, during which, we will demonstrate the equipment, technology and design expertise that goes into making quality precast concrete products. You will learn about the benefits of precast products and explore the various careers that come together to make the best building material on the planet!

[If not attaching flyer - include any additional information on dates/times, location, education/PDHs offered, daily agenda, food offered, etc.]

You can learn more and register to attend [Company name]'s Precast Days event by visiting Precast.org/PrecastDays. If you have any questions in the meantime, please contact [Company contact information] and we are happy to assist in any way.

We hope you can join us!

Sincerely,

[Signed]