

MarCom MAVEN, graphic designer, and freelance writer

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Below is a small selection of LinkedIn campaigns with results

LINKEDIN STATISTICS FROM LATEST REPORTING PERIOD

During the reporting period of June 13 to September 25, the CIQS LinkedIn page received a total of 44,368 impressions (up by 53.43%) and

- 2,034 page views (up 91.89%)
 - 738 unique visitors (up 76.98%)
 - 66 custom button clicks (up 6.45%)
 - 969 post reactions (up 23.29%)
 - 27 post comments (up 68.75%)
 - 104 post reposts (up 15.56%)
- (increase % from previous reporting period)*

On September 9, 2022, the CIQS LinkedIn page had 4,415 followers. It reached 5,000 followers on June 11, 2023, and has 5,264 followers as of October 18, 2023. At this rate, it is forecasted that the page will reach surpass 6,000 followers by summer of next year.

BOARD RECRUITMENT CAMPAIGNS

2022

This campaign included three testimonials about the benefits of volunteering for the CIQS board. The campaign ran for 2 weeks, and the combined results are as follows:

TOTAL CAMPAIGN STATISTICS

Impressions	2,536
Clicks	59
Reactions	51
Shares	9
Average CTR (Click-through rate)	2.37%
Average ER (Engagement rate)	4.66%

"I acquired my PQS designation in 1999 with CIQS. Working in the Professional Quantity Surveying profession over the years has provided me with a very fulfilling career. I joined the CIQS Board in 2019 to become an active advocate to contribute back to the Institute by helping support our members and bring awareness to the profession. Being involved on the CIQS Board is enriching, it provides professional/personal development, and the opportunity to be an active participant in representing the Institute with stakeholders in the industry."

Tammy Stockley
Professional Quantity Surveyor
Director, CIQS board of directors
Chair, External Relations Committee

JOIN OUR BOARD!
NOMINATION FORMS AVAILABLE IN THE MEMBER SERVICES SECTION OF WWW.CIQS.ORG

2023

This year's board recruitment campaign included four testimonials about the benefits of volunteering for the CIQS board. The campaign ran for 2 weeks, and the combined results increased exponentially over the 2022 campaign:

TOTAL CAMPAIGN STATISTICS

Impressions	4,169
Clicks	120
Reactions	144
Shares	21

Average CTR (Click-through rate) 11.02%

Average ER (Engagement rate) 27.01%



MEMBER RENEWAL 2023-2024

This year's member renewal campaign included targeted eblasts as well as a LinkedIn post, and banner ads on the association website. Each eblast renewal reminder included information about different benefits of membership and Institute successes, such as Congress membership discounts, advocacy successes, Gold Seal reciprocity agreement, etc.

Eblasts

In total, there were six eblasts reminding members to renew, with the last one sent out the day before the deadline to remind those who had not yet renewed that a late fee will be applied to all renewals submitted after March 31.

Average open rate: 73%

Average CTR: 28%

The last eblast prior to the renewal deadline had a CTR of 51%.

LinkedIn

On March 31, there was a reminder posted on LinkedIn that renewals were due.

Impressions: 827

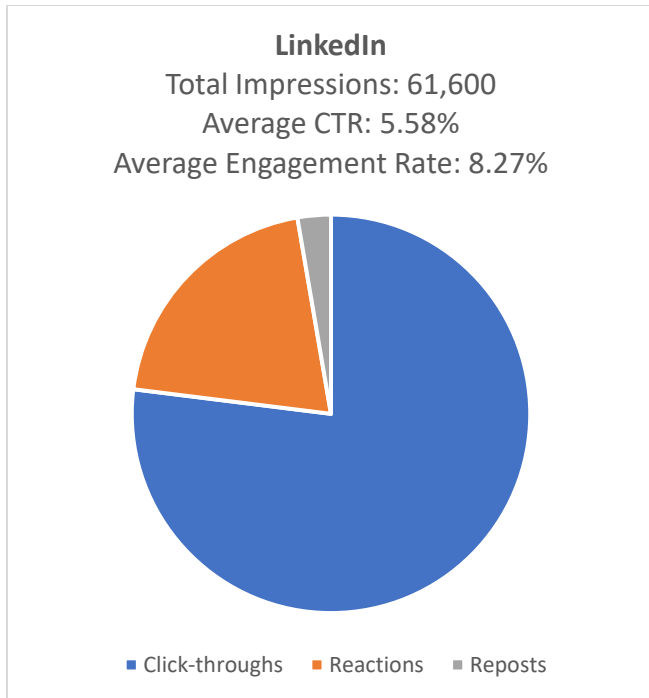
CTR: 3.63%

Engagement Rate: 4.96%

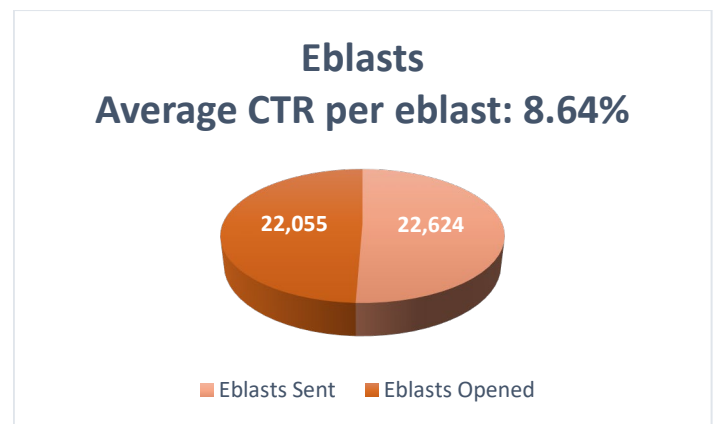
The accounting department reported that March 30 and 31 saw the highest number of daily credit card transactions ever recorded for the Institute.

CONGRESS 2023 CAMPAIGN POST-MORTEM

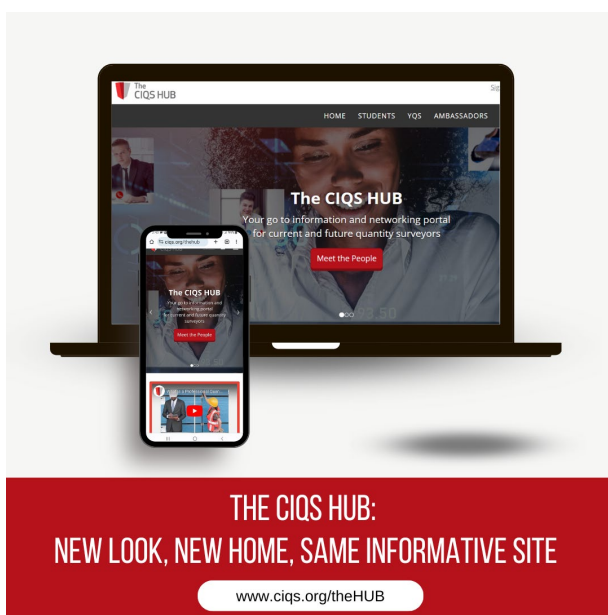
The Congress 2023 promotional campaign ran from October 17, 2022 until July 26, 2023. The campaign included 51 LinkedIn posts, 17 member eblasts in English and French, articles in two issues of The Bottom Line and in the Winter 2022 issue of Construction Economist. **Eight videos** were created to promote Congress 2023. They were all posted on LinkedIn and gained a total of **7,512 views**. A wrap-up article will also be included in the Fall 2023 issue of Construction Economist.



A media release was sent to On-Site Magazine, and an article was published by the magazine on July 24, 2023 – read it at <https://tinyurl.com/2p8st3f4>.



WEBSITE LAUNCH



POST RESULTS (3 weeks after posted on LinkedIn)

Impressions	1,2698
Clicks	18
Reactions	20
Reposts	2

Engagement Rate	3.15%
CTR	1.42%