WEBSITE

ASPHALTWORKSSC.ORG
LAUNCHED: SEPTEMBER, 2018

An award-winning, 6-page interactive website featuring:

• The benefits of working in the asphalt industry
• Member company’s available job listings
• Job types within the industry
• Testimonials by workers
• An interactive map of all counties in S.C.
WEBSITE STATS AND ACCOLADES

WEB STATS – JUNE 2019
• 7,515 unique visitors
• 16,266 page views
• Over 3,000 new visitors in May 2019
• JOBS is second most popular page
• WINNER: Award of Excellence, South Carolina chapter of the Public Relations Society of America Mercury Awards 2018
SOCIAL MEDIA

PLATFORMS: FACEBOOK AND INSTAGRAM

LAUNCHED: November, 2018

Facebook and Instagram pages were created and have been sharing dynamic, organic content from the social media playbook

SOCIAL MEDIA PLAYBOOK
PRODUCED: December, 2018

• 55-page “how-to” guidebook for SCAPA and member companies to use to promote the campaign on social media
• Includes content buckets, content calendar instructions, visual branding tips, photography info and more
SOCIAL MEDIA

SOCIAL STATS – JUNE 2019

• 312 organic followers (100% increase in May)
• 369 post engagements in June (420% increase)

Asphalt Works SC
Published by Mary Kate Korpita [?] · June 14 at 11:45 AM · 😊

A day in the life of asphalt means hands-on, hard work surrounded by a team that supports you + all have the same mission — to get the job done. 🚧 Learn more about working in asphalt at asphaltworkssc.org.
#AsphaltWorksSC
📸: Sean Rayford

Performance for Your Post

527 People Reached

32 Likes, Comments & Shares 🧵

27 Likes
11 On Post
16 On Shares

0 Comments
0 On Post
0 On Shares

5 Shares
5 On Post
0 On Shares

55 Post Clicks

17 Photo Views
4 Link Clicks 🪪
34 Other Clicks 🪪

NEGATIVE FEEDBACK

0 Hide Post
0 Report as Spam
0 Hide All Posts
0 Unlike Page

Reported stats may be delayed from what appears on posts
LAUNCHED: January, 2019

Through a partnership with SCBA, TV spots were deployed statewide to all broadcast TV stations as part of the PEP program.

Cinema Couture produced the TV spot.
BROADCAST TV STATS

JANUARY – APRIL 2019

• 2,967 TV commercials have aired statewide
• Total value = $193,432

Columbia
• WIS-TVNBC
• WIS-TV-Bounce
• WOLO-TV - ABC
• WOLO Me TV- Classic Shows
• WLTX-TV - CBS
• WACH-TV – FOX

Florence/Myrtle Beach
• WMBF-TV - NBC
• WMBF Bounce TV - Movies
• WFXB-TV - FOX
• WFXB Me TV - Me TV
• WPDE - BC
• WWMB - CW
• WBTW-TV - CBS

Greenville/Spartanburg
• WYFF-TV - NBC
• WYFF 4.2 - Movies
• WSPA - CBS
• WYCW - CBS
• WHNS-TV - FOX
• WMYA-TV - My Network

Charleston
• ECIV-TV - ABC
• WCSC-TV - CBS
• WCBD-TV - NBC
• WTAT-TV - FOX
BROADCAST RADIO

JANUARY – APRIL, 2019

Through a partnership with SCBA, radio spots were deployed statewide to all broadcast radio stations as part of the PEP program.

Flock and Rally produced the radio spots.

RADIO STATS:

• 17,866 radio spots have aired statewide
• Total value: $604,247.00
BILLBOARDS

LAUNCHED MARCH, 2019

Through the Outdoor Advertising Association of South Carolina, SCAPA has been able to secure billboards in all S.C. major markets and highways at a steep discount.

LOCATIONS:

- All 6 highways in SC (I-20, I-26, I-95, I-385, I-77, I-85)
- Major SC markets: Greenville, Charleston, Columbia, Myrtle Beach
- 106 billboards total – March – August 2019
COLLATERAL MATERIALS
FUN USES

- TAPE MEASURE
- TEE SHIRT
- TUMBLER
- "STRESS" TRAFFIC CONE
- GLOVES
“South Carolina’s economy is impressively diverse, offering careers in a variety of fields. One of the most important things we can do is educate South Carolina’s current and future workforce on the opportunities available to them, and I applaud SCAPA for their efforts to do this through the Asphalt Works! initiative.” — Governor Henry McMaster, South Carolina
PUBLIC RELATIONS

LAUNCHED MAY 2019

A statewide press release and a round of select story pitches were deployed in May of 2019 throughout the business media across S.C.

TOPLINES:

- (Current) Pieces of Coverage: 39
- Total Estimated Coverage Views: 138,547
- Estimated Coverage Views: 49,107
- Offline Estimated Views: 89,440

WYFF Greenville News Story:
PUBLIC RELATIONS

HIGHLIGHTS

- Broadcast TV coverage:
  - Augusta, Charlotte, Charleston, Myrtle Beach, Savannah, Greenville, Columbia
- The San Francisco Chronicle
- The Post and Courier
- Greenville Business Magazine
- Laredo Morning Times
- The Times and Democrat (Orangeburg)
- The State Paper
- Charlotte Observer
- News and Observer (Raleigh, N.C.)
WHAT’S NEXT?

• Member companies can continue to order more collateral materials and distribute
• Another statewide press push
• Billboards deploying in July and August
• TV and radio spots running until Dec. 31
• Partnerships and sponsorships exploration to commence
• Social media paid advertising to commence
• New awareness strategies and campaign updates for 2019-2020