

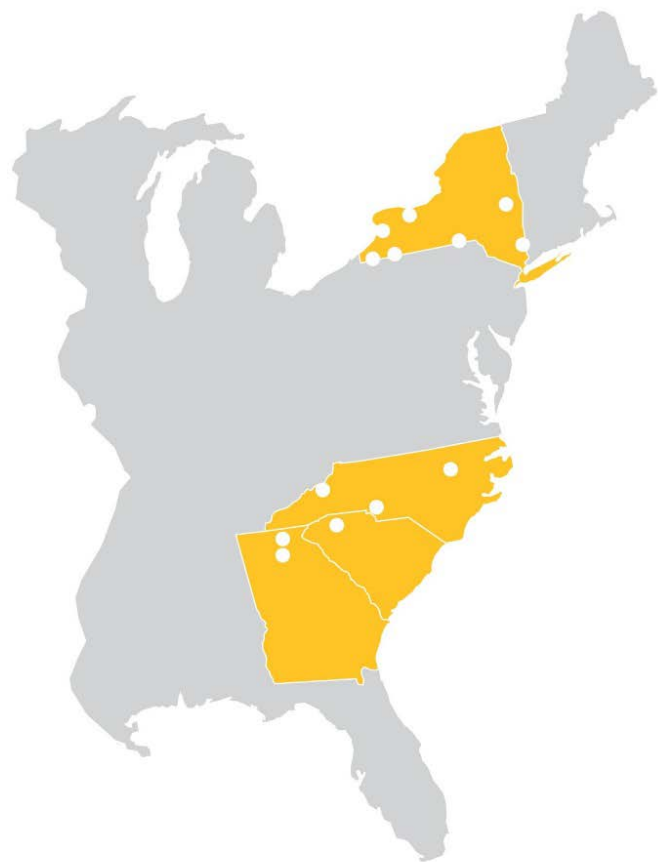
EMBRACE THE G A P

2015 SMPS UBER Conference

Katherine Metcalfe | Jordan Lacz

EMBRACE THE GAP

- What is the GAP?
- CPLconnect
- Lessons learned
- Is connect in *your* future?



Clark Patterson Lee

DESIGN PROFESSIONALS

CLARK PATTERSON LEE

- Full-service A/E firm with approximately 250 employees in 13 offices among four states
- We are fluid, less bureaucratic
- We have 7 FTE marketing staff and BIG ambition



VISIBILITY

“We need to increase our visibility!”

– CPL Board of Directors



SHOW ME THE CONTENT



INBOUND MARKETING

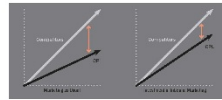
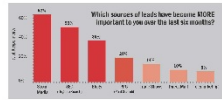
- Any marketing tactic that relies on earning people's engagement instead of buying it
- Conversion rates are higher
- Customers come to you via search engines, referrals, social media
- Provide value
- Seeks to entertain and/or educate
- Cost per lead 81% lower than outbound

VS.

Outbound marketing is a hard sell. Inbound marketing is a soft sell. Inbound marketing is a long game. Outbound marketing is a short game. Inbound marketing is a game of attrition. Outbound marketing is a game of conquest.

OUTBOUND MARKETING

- Marketing that pushes products or services on customers
- Conversion rates are lower
- Customers are sought out via print, tv, radio, banner advertising, cold calls
- Provides little to no added value
- Rarely seeks to entertain or educate



#1 Source of leads is the highest rated source on the list. 200+ sources with 100+ reviews on the list. 91% of all leads have been generated by inbound marketing. 84% of all leads have been generated by inbound marketing. 57% of all leads have been generated by inbound marketing. 44% of all leads have been generated by inbound marketing.

Usefulness

- Some of the most effective inbound marketing tactics include content marketing and social media performance
- Video posts
- Articles
- Podcasts
- Infographics

62% of companies that use social media have seen an increase in website traffic

Value

- Providing added value and earn for customer loyalty instead of simply pushing a message into consumers' heads and hoping it will stick
- 61% of companies that use social media have seen an increase in website traffic
- 3/4 of companies that use social media have seen an increase in website traffic
- 73% of companies that use social media have seen an increase in website traffic

Results

- As content is shared and spread through networks and news aggregators, the reach of the content can grow widely, leading to substantial increases in visibility
- As content is picked up and syndicated from site to site, many links can be built to the company's blog or home page. These links can significantly improve the site's search engine ranking
- Content marketing can create massive buzz and consistent referral traffic, as well as driving sales or leads
- 81% of companies that use content marketing have seen an increase in website traffic

SEO

- Content marketing is a key to success in search engine optimization
- 2 new leads generated every month
- 90 new leads generated every month
- 535 new leads generated every month

Existing Content = FREE MARKETING OPPORTUNITIES

People Who Shared This:

Paul Andria shared Clark Patterson Lee's photo.

EXPOSURE TO A NEW AUDIENCE

FOLLOW-UP

New Leads: 45, 54

Additional Free Marketing:

CHAUTAUQUA SPORTS HALL OF FAME

JUS ATHLETICS

93% of companies that use content marketing have seen an increase in website traffic

1,809 new leads generated every month

Clark Patterson Lee

SHOW ME THE CONTENT

1. Develop and Share relevant content
2. Create awareness and inspire participation firm-wide
3. Increase engagement from offices outside Rochester



WHY DIDN'T "SHOW ME
THE CONTENT" BLOSSOM?



MINI SWOT EXERCISE

1. Our strengths

- Millennial skills and attitude

2. Weaknesses

- Mission unclear, roles not defined

3. Opportunities

- Build relationships
- Elevate marketing by creating a brand





SWOT

- Concluded that Millennials are the solution

WHO ARE **OUR** MILLENNIALS?



MILLENNIALS

Born Between 1980
and 2000



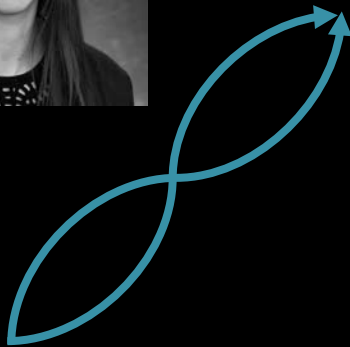
BOOMERS + X'ers

Born Between 1946
and 1980



MILLENNIALS

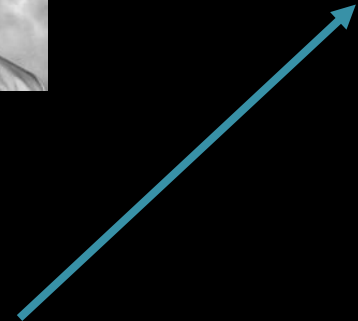
Born Between 1980
and 2000





BOOMERS + X'ers

Born Between 1946
and 1980





AUDIENCE RESPONSE SYSTEM

- Wait for the cue to enter your response
- Select the number that corresponds to your answer
- THAT'S IT!

Interior Design

Video

Animation

Suwanee, GA

Rochester, NY

Blogging

Architecture

Charlotte, NC

Sustainability

Web Design

Marketing

Raleigh, NC

Photography

Social Media

Engineering

Buffalo, NY

Jamestown, NY

Writing

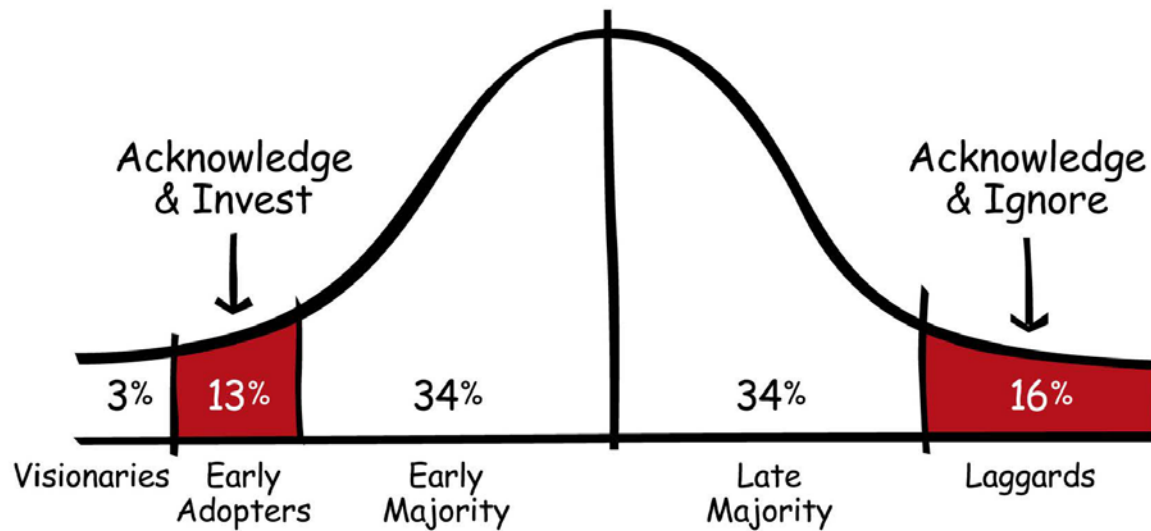
Graphic Design

PICKING THE TEAM

1. Millennials
2. Location
3. Backgrounds/Interests
4. Emerging leaders

EMERGING LEADERS

* Board Support



LAGGARDS

BRAND THE INITIATIVE

- Create the CPLconnect brand
- Elevate the initiative
- Make it stick

CPL**connect**





**Director of Marketing
& Communication**
Rochester, NY
Principal-in-Charge

Graphic Designer
Rochester, NY
Project Manager

Architect
Rochester, NY
Twitter
Blog Writing

Architect
Charlotte, NC/
Albany, NY
Instagram
Newsletter

Landscape Architect
Jamestown, NY
Sustainability
Blog Writing

Marketing
Rochester, NY
Social Media
Blog Writing



Architect
Raleigh, NC
Social Media

Civil Engineer
Buffalo, NY
Blog Writing

Interior Designer
Buffalo, NY
Pinterest

Architect
Woodstock, GA
Video Animation

Planner
Rochester, NY
Sustainability
LinkedIn

Architect
Rochester, NY/
Raleigh, NC
Photography
Web Design

CPLconnect

21ST CENTURY

“We can do this ourselves”

– said CPL Millennials

CPL **connect**

GETTING STARTED

1. Held biweekly brainstorming sessions via conference call
2. Discussed issues and missed opportunities
3. Identified priority projects
4. Specified types of content desired
5. Assigned roles and tasks

CPLconnect

MANAGING THE INITIATIVE

- Jordan as Project Manager
- Kathy as Principal-in-Charge

CPLconnect

Graphic Designer:

Advertisements

Client Projects

Interview Materials

Intranet

Proposals

Website

*Approx. 25% of time
dedicated to CPLconnect*

PROJECT MANAGER

1. Divides Tasks
2. Maintains schedule and assigns deadlines
3. Contributes content

CPLconnect

**Director of Marketing
and Communication:**

Assistant Team Leader

Firm Communications

HR Oversight

Manage Marketing Team

Proposals

Approx. 10% of time

dedicated to CPLconnect

PRINCIPAL-IN-CHARGE

1. Manages resources/\$
2. Reports to Board and Shareholders
3. Maintains brand consistency

CPLconnect

IDENTIFIED PRIORITY PROJECTS

1. Blog
2. Newsletter
3. Social Media

CPL**connect**

The Latest From our Blog:

WINDOWS TO NEW WORLDS

CPL LEADS LETCHWORTH TO A GREENER FUTURE

CPL WELCOMES RENEE MURRER

ACEC GEORGIA HONORS 2015 ENGINEERING EXCELLENCE AWARD WINNER

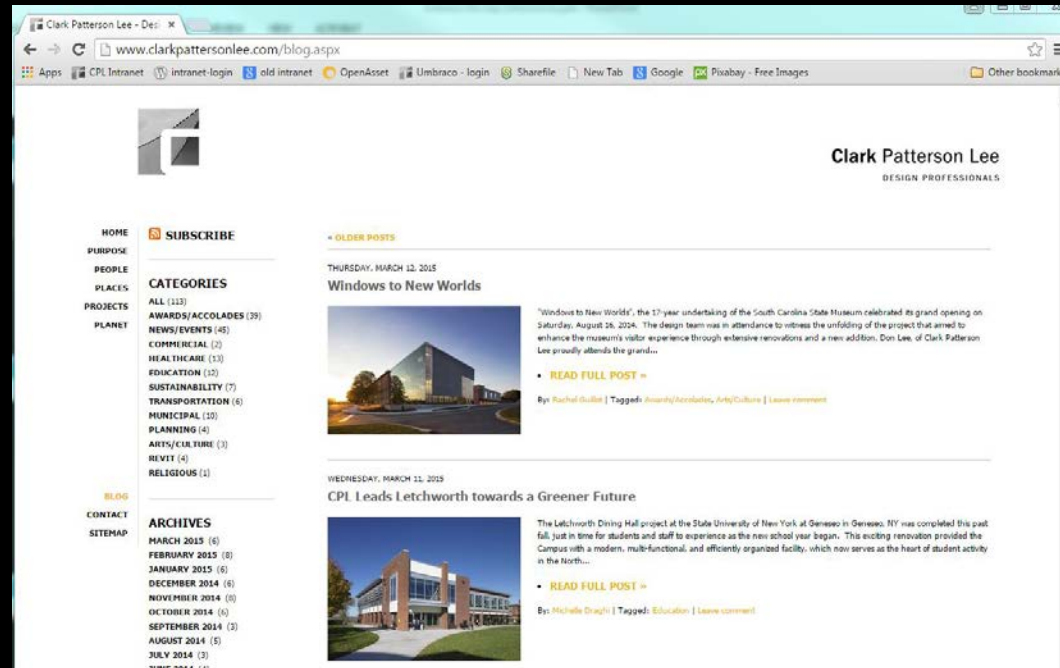


Clark Patterson Lee is a Business Partner in NYSEERDA's Commercial Lighting Program and delivers **THE RIGHT LIGHT™** to our clients.

800.274.9000



PRIORITY PROJECTS: Blog



CPLconnect

PRIORITY PROJECTS: Blog

From: [Jason Streb](#)
To: [Rich Morelle](#)
Cc: [CPL Connect](#)
Subject: RE: AEE WNY Energy Symposium
Date: Wednesday, March 18, 2015 3:55:36 PM

Rich—I think you mentioned you were planning this event (below). We'll want to use this in some of our marketing efforts (social media, blog, eblast, etc.)

Following the event would you be willing to do a quick 1-2 paragraph write up about the event and your involvement? Any photos from the actual event would be great to have too. It seems like the type of event that would highlight our (CPL) engineers as 'experts', especially if you're the one running the show. Let me know if you have any questions/concerns. I'm including the CPL Connect group so they are aware. Feel free to speak with Jordan, Michelle or myself as your 'local' Connect person(s).

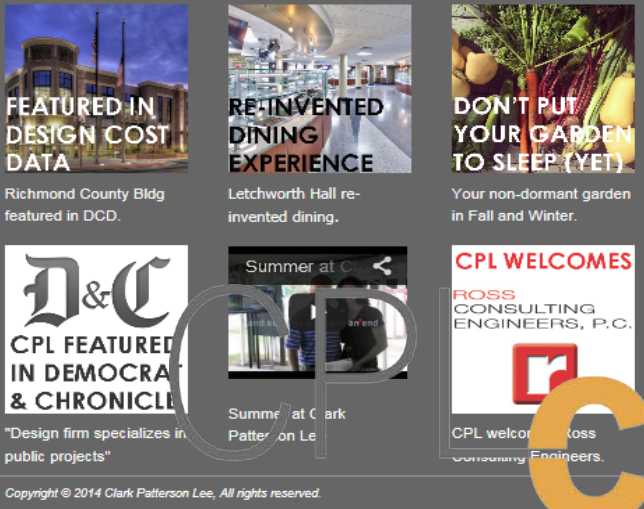
Thanks!

CPLconnect



PRIORITY PROJECTS: Newsletter

- Monthly e-newsletter
- Linked to blog



connect

facebook®

twitter

LinkedIn

Pinterest

You Tube

CPLconnect

PRIORITY PROJECTS: Social Media

- Divide and conquer

MailChimp

You gained **2,080** subscribers this year.

Total number of subscribers:
2,080



Rochester General Hospital Foundation shared a link via Clark Patterson Lee.

September 15

A truly special local company who does great work while remaining generous and community-focused.



AIA Rochester @AIA Roc · Oct 7

Congrats to largest #roc arch firms: @LaBellaAssociat @CPLDesignProf @swbrarchitects @bergmannpc @sei_design on.rocne.ws/1s9h3lh @dandc



6

3



OVER 200 NEW FOLLOWERS in 6 months



Like (14) · Comment (2) · Pin to top · 6 months ago



Michelle Bodewes, PE, ENV SP, Jennifer Gregory +12



Ben Frasier Congrats Brian!

6 months ago



Tim Peters Great job Brian

6 months ago



Rick Papaj 3 weeks ago

LINKED COMMENT

Best Holiday Greetings every year. Cheers. Rick Papaj, NYSDOT, Rochester

Reply · Like · Retweet

CPLconnect

RESULTS

Your average click rate
across all campaigns
was **5.9%**

Industry Average **2.3%**

Your average open rate across all
campaigns was **29.6%**.

Industry Average **21.7%**

*Our Open Rate continues to hold at
above average rates, with a high of
40.5%*

RESULTS

- Spike in Website Traffic





RESULTS: Internal

- Reinforces our culture
- Enhanced communication between offices
- New friendships, camaraderie
- Instills pride and “ownership” in success of the firm

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LESSONS LEARNED: Oversight

- “I was mortified!”
- Bridged the understanding gap



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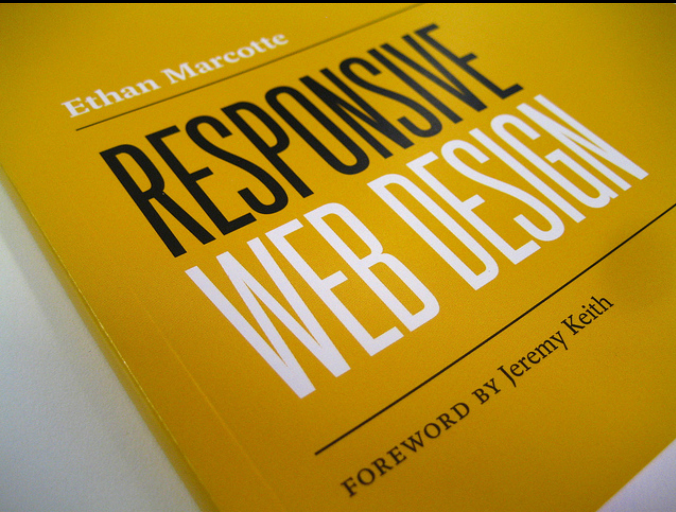
LESSONS LEARNED: Work Patterns

- Appreciate different work styles
- Calendar provides structure



LESSONS LEARNED: Your Team

- Revisit definition of marketing team
- Apply experience with personal interests to the task



LESSONS LEARNED: Website

- Recognize the impact on website
- Be proactive



LESSONS LEARNED: Business Impact

- Address chargeability
- Core doing most work, sub group

*If an intern Architect is to
have a 90% utilization rate,
how will involvement in
CPLconnect impact their rates?*



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Architect
Rochester, NY
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Blog Writing

Architect
Charlotte, NC/
Albany, NY
Instagram
Newsletter

Landscape Architect
Jamestown, NY
Sustainability
Blog Writing

Marketing
Rochester, NY
Social Media
Blog Writing



Architect Designer
Raleigh, NC
Social Media
Newsletter

Civil Engineer
Buffalo, NY
Blog Writing

Architect Designer
Buffalo, NY
Social Media
Newsletter

Architect
Woodstock, GA
Video Animation

Planner
Rochester, NY
Sustainability
LinkedIn

Administrative Assistant
Raleigh, NC
Photography
Web Design

CPLconnect



LESSONS LEARNED: Address Cost

- Overhead Hours x Hourly Rate = \$16,800
- Mail Chimp = \$350
- Hootsuite?



LESSONS LEARNED: Leadership Support

- Make sure leadership is on board
- Build case with data
- Keep them informed

Tim Knapp
Senior Vice President



CPLconnect FUTURE

- Continuous improvement
- Embrace those who seek to be involved
- Think **outside the box**, *Informal*.
in an innovative or unconventional
manner; with a fresh perspective



CPLconnect FUTURE

- A movement or a group?
- Create a responsive website
- Introduce more video
- Continue Perspectives
- Find new ways to share and communicate
- Collect ROI data

How Millennial Are You? Results

How your score compares with other Americans who took the test in our national telephone survey:

QUESTION BY QUESTION



Kathy

How Millennial Are You? Results

How your score compares with other Americans who took the test in our national telephone survey:

QUESTION BY QUESTION



Jordan

EMBRACE THE

G A P





- SWOT
- Consider your team
- Set goals
- Measure results
- Engage

*“The design professions are smack in the middle of the greatest shakeup in more than a century. But disruption is a petri dish in which great new ideas are born. **Let the bar be raised!**”*

– David Stone 2015

Throw out the TEA!

QUESTIONS



Kathy Metcalfe

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800.274.9000 ext. 1031

Jordan Lacz

jlacz@clarkpatterson.com

800.274.9000 ext. 1044