

MCAA Industry Research Campaigns

Overview

MCAA Industry Research Campaigns, reserved only for the Masonry Alliance Program's Cornerstone Partners, are an intensive way for companies to understand and reach the industry. Campaigns are typically planned and proofed two months prior to launch and spend approximately two months in the field. In a typical campaign, 300-1000 responses are gathered, each one usually representing a unique contracting company.

Campaigns are promoted extensively through MCAA channels, including: MASONRY Magazine, websites, social media channels, and email. Promotional development is handled by the MCAA using supplied assets, and proofs are provided to our partners prior to launch.

Partners have the choice of how much or how little of the findings are published in a co-branded report provided to the industry. As there is an incentive with each campaign, respondent emails are captured.

Survey – 15-20 questions

Surveys are deployed through the MCAA's SurveyMonkey account, and can utilize all features that the platform supports, including Advanced Branching Logic and question-specific logic.

This means Partners may choose to **segment audiences based off of their role within the industry, show/hide questions based off of previous responses, and carry over answer choices** from previous questions.

The MCAA recommends surveys do not exceed 15-20 questions per track. Advanced logic will also require page loads which can lower completion rates, so we will work together to find a good balance.

Promotion – all elements crafted by the MCAA using supplied assets

- *Print* – full-page print ad run in MASONRY
- *Email* – 4-6 dedicated, branded emails
- *Site Banners* – 4 728X90 and 4 300X250 ads receive approximately 250,000 banner impressions
- *Organic Social* – 5-6 creatives posted to current Meta audience
- *Paid Social* – 5-6 creatives run in one campaign to extended Meta audience

Note: Though not required, we would encourage our Partners to promote these campaigns to their audience as well. To ease data analysis, the MCAA can provide dedicated URLs specific to partner promotional channels.

Reporting

The MCAA can provide updated reports on collection efforts, completion rate, and responses at a pre-determined interval set forth in the initial campaign launch call.

Publication

Publication of gathered information is **completely up to our Cornerstone Partner**. Some choose to do highly-specific competitor analysis and therefore do not publish anything. Others keep the survey general and use it to bolster their thought leadership and relationship with the MCAA in a collaborative effort to share knowledge with the industry. Some partners do a mix.

If anything is published, the MCAA will develop a co-branded report to run in print, digital, email, and social channels. Cornerstone Partners will receive proofs prior to publication.

MCAA Social Media Campaigns

Overview: This campaign will be executed across MCAA's LinkedIn, Facebook, and Instagram profiles over one week. It aims to connect with masonry industry decision-makers and field professionals and further the thought leadership of your brand within the masonry industry. Campaigns will receive a minimum of 15,000 impressions through a mix of organic reach and augmented boost to the larger masonry community on social media.

Asset Requirements:

- **Images:** 5-6 square images, 1080x1080 pixels.
- **Videos:** Optional in place of images, 720p resolution or higher, MP4 format.
- **Post Copy:** 5-6 blocks (50-100 words each), include a landing page if desired

MCAA Content Sponsorships

Overview: Leverage MCAA's platforms to position your brand as a thought leader in the masonry industry. Engage with key stakeholders through strategic content placements in MCAA channels. Pieces are published and promoted as editorial content through newsletters, organic social media, and print when space allows.

Asset Requirements:

- **Articles:** 600-1200 words, educational in nature (not sales or advertorial).
- **Photos:** 3-5 high-resolution images preferred.
- **Options:** MCAA can brand existing editorial content, or the advertiser has the opportunity to supply their own piece.

MCAA Columns

Overview: Provide a human element to your brand through the publication of a column from one or more staff members at your company. Share insights and connect with both decision-makers and field professionals. Our most successful columns do not focus on a brand's product but on other insights or personal interest elements.

Asset Requirements:

- **Editorial Contributions:** Maximum of 600 words.
- **Author Photo:** High-resolution photo of the person writing the column. Additional photos are not accepted.

MASONRY STRONG Podcast 30-Second Reads

Overview: Get your brand in front of the listeners of the MASONRY STRONG Podcast through a 30 second read. Our host will read the script during filming, and it's a great way to further ingrain yourself within the MCAA.

Asset Requirements:

- **Script:** 30-second script, approximately 75 words.
- **Call to Action:** Include a clear and compelling call to action to guide listeners.
- **Tone:** Ensure the script aligns with your brand's voice for consistency and authenticity.