



CDM SMITH

Driving Social Success

SMPS Boston Awards 2017 | Social Media



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WRITTEN SUBMISSION

Creative Brief

Social media has become essential to CDM Smith's marketing strategy, supporting our brand and global engineering and construction operations. Since 2009, CDM Smith has used social media to connect with our online audience, but in 2016 we enhanced our social media strategy to include new tactics. We set an ambitious goal to double our engagements and increase followers across Facebook, LinkedIn and Twitter by 20 percent in 2016 compared to 2015. We committed to posting on each account at least once a day, launched a third "sub-account" (Exhibit A) on Twitter to help us reach niche users and generate engagement from notable industry organizations, and increased our use of visual content such as GIFs, teaser video clips, and engaging photos of our staff and projects to create a signature style across accounts. We also premiered online advertising campaigns on Twitter, LinkedIn and Facebook.

Data analytics played a huge role in measuring our progress. Junior staff members created two unique tools: 1) an analytics dashboard (Exhibit B) that pulls data from all social media accounts to help track results and set rich goals, and 2) a custom macro-enabled Excel spreadsheet (Exhibit C), adding a richer level of analysis to our Twitter data.

Our results include a 23 percent follower increase and a 365 percent increase in overall engagement on Facebook, LinkedIn and Twitter. Our most successful ad was a Facebook brand awareness campaign. It promoted our brand video, Meet CDM Smith, which reached more than 50,000 users and generated nearly 1,700 views (Exhibit D)—at an incredibly reasonable cost. Lastly, our unprecedented analytics efforts were highly praised by the firm's CEO and President (Exhibit E).

Marketing Objectives

Our goals were to increase followers by at least 20 percent and double engagement across all accounts by increasing post volume and adding Twitter "sub-accounts" (Exhibit A) that link to our firm-wide strategic marketing goals, and creating unique shareable content. To refine our strategy, we closely monitored social media activity and measured progress through dashboard visualizations and custom excel reports. Our budgets for ad campaigns varied for each account and depended on the content (Exhibit F).

Target Audience

Our target audience includes existing and potential clients, employees, professional associations and industry enthusiasts on social media.

Research and Planning

To determine the best course of action, we tracked and analyzed our successes, popular social media trends and trending topics to better reach our target audience. We developed a plan to launch Twitter sub-accounts, expanding our reach to niche audiences that represent our work at CDM Smith. Adding three accounts to our existing Twitter presence and creating lists helped us monitor and target industry publications, organizations,

clients and enthusiasts more effectively. Observing considerable success from posts featuring people and portraits, we launched our #FacesofCDMSmith initiative (Exhibit G), capturing this engagement. Our research also encompassed social video marketing, which has since been incorporated into our plans.

Messaging

As a year of firsts, 2016 saw expanded social media outreach and increased success thanks to the dedication of our employees and the support we gained from upper management. We have shown the value that social media adds to CDM Smith's brand and have gained the support of many, including Client Service Leaders; using LinkedIn advertising, we generated 44 new leads throughout the promotion of a branded webinar series (Exhibit F).

Results

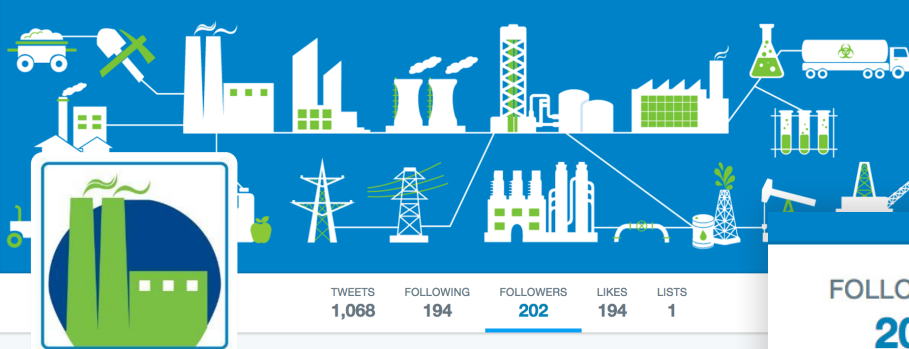
In 2016, our employees took ownership of social media and more than doubled engagements, impressions and link clicks, growing our following by nearly 10,000 (Exhibit H). Social media helped promote CDM Smith at events like webinars and conferences and became a crucial tool for harvesting meaningful engagements (Exhibit I). We sent more than 2,600 tweets and nearly 500 total Facebook and LinkedIn updates in 2016, which was a 200 percent increase from 2015. This led to well over 40,000 measurable engagements across all accounts.

With a new standard set, we have our work cut out for us in 2017, but our team is not slowing down.

EXHIBIT A

CDM Smith Sub-Accounts

To segment and engage our complex target audience, we launched sub-accounts related to the industrial, transportation and alternative delivery markets that we serve.



The profile header features a blue background with white icons representing various industrial processes: a truck, a factory, a power plant, a refinery, a chemical plant, and a laboratory. A circular profile picture shows a stylized green and blue industrial facility.

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
1,068	194	202	194	1

CDM Smith Industrial
@CDMSmith_IND

FOLLOWERS 202




The profile header features a blue background with white icons representing construction and infrastructure: a crane, a building, and a road. The main image shows construction workers on a large-scale project. The profile picture is an orange square with a white icon of a pencil and a hammer.

Alternative Delivery
cdmsmith.com/alternativedelivery

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
1,077	628	389	212	1

CDM Smith Builds
@AltDelivery

FOLLOWERS 389



The profile header features a teal background with white icons representing modern transportation: a car, a bus, a train, a bicycle, and a pedestrian. The main image shows a city street scene with various modes of transport. The profile picture is a white square with a teal icon of a city street scene.

TWEETS	FOLLOWING	FOLLOWERS	LIKES	LISTS
1,033	207	246	229	1

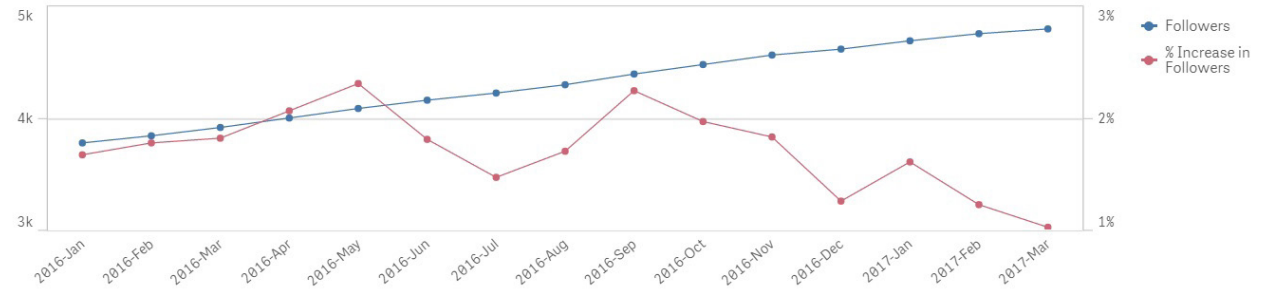
CDM Smith Moves
@Modern_Mobility

FOLLOWERS 246

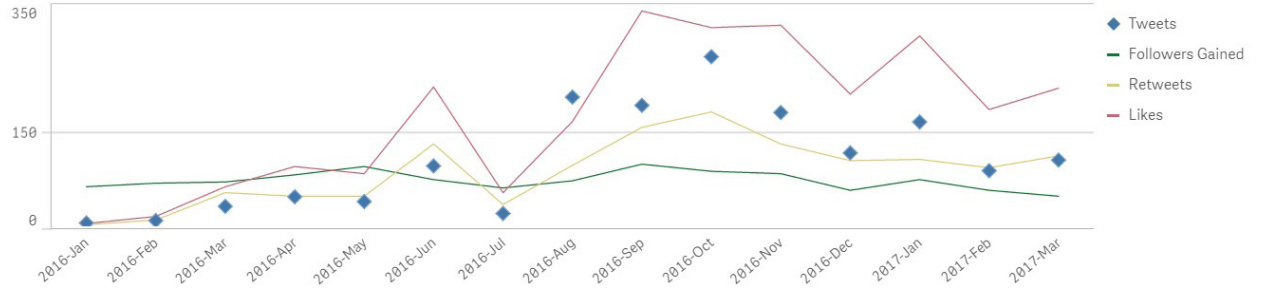


Twitter

Followers and % Increase



Engagements



Followers

4.78k

Gained

1.08k

Clicks

2.27k

Likes

2.55k

Tweets Sent

1.56k

Organic Impressions

922.3k

Engageme...

15.83k

EXHIBIT B

Analytics Dashboard

This Qlik dashboard shows monthly growth for our @CDMSmith account on Twitter. Similar dashboards exist for each sub-account.

EXHIBIT C
Top 10 Tweets

Our macro-enabled excel report serves up our top-performing tweets across our main twitter account and sub-accounts and includes the tweet text and respective posting information.

Tweet Text	Campaign/ Account/ Conference	Date	Weekday	Time	Impressions	Engagements
We had an amazing time at #WEFTEC16 last week! Here's a quick #Storify recap of the best tweets - Enjoy! https://t.co/zfBOEmJTBW	Water/WEFTEC	10/06/16	Thursday	8:39 AM	4497	228
A high speed stroll through the #WEFTEC16 exhibit hall... from @WEFTEC to @waterforpeople! https://t.co/LuX6e4z6tu	Water/WEFTEC	09/27/16	Tuesday	12:04 PM	5725	133
So... what's really the deal with LA traffic? - via @planetizen https://t.co/M1r6KjGj2w https://t.co/mg8gJ0U1lg	Transportation/ @Modern_Mobility	08/18/16	Thursday	10:30 AM	2485	113
The brewmasters of FAT Californian celebrate with their handiwork at #WEFTEC16! Let the potable reuse Beer Smackdown commence! https://t.co/gA35jcW6TQ	Water/WEFTEC	09/27/16	Tuesday	5:35 PM	1270	94
Our world headquarters is celebrating the holidays in style @HRCBoston! https://t.co/mDxXAxjEZi	Brand	12/10/16	Saturday	9:50 PM	778	75
It was awesome to share new #MixedReality technology with clients & peers at the Florida Water Resources Conference! https://t.co/AqpPFULy26	Water	04/26/16	Tuesday	6:52 PM	2910	74
In Branford, CT, we're designing a #roundabout to provide #completestreets access and safety in the town center. https://t.co/R1n5YZC65u https://t.co/HTwuwiiqgN3	Transportation/ @Modern_Mobility	12/23/16	Friday	11:00 AM	1407	67
Just two BFFs hanging out in the exhibit hall at #ACE16AWWA #WaterPartnership https://t.co/PoUR9eArSX	Water/ACE16	06/21/16	Tuesday	4:02 PM	749	63
A high-speed stroll through the #ACE16AWWA exhibit hall...from @AWWAACE to @waterforpeople! https://t.co/0x0YVMYkts	Water/ACE16	06/20/16	Monday	2:49 PM	2848	62
@AWWAACE directors, Fred Yandle & Dave Polcari of CDM Smith share on how water utilities can prepare for the future https://t.co/v3VeOuHldC https://t.co/bJPATYUBgz	Water	11/15/16	Tuesday	3:10 PM	1315	60



EXHIBIT D

Meet CDM Smith Stats

Promoting our “Meet CDM Smith” video was our first attempt at running a strategic brand awareness campaign on Facebook. We tested four different video teasers and heavily promoted the two that performed best—each served to a different audience. With a budget of only \$1,000, the promotion accounted for ~1,700 YouTube hits and reached over 50,000 users.

The screenshot shows a Facebook video player for the video "Meet CDM Smith" by CDM Smith. The video features Janelle Amador, Environmental Technologies Lab Manager, in a lab setting. The video player shows a progress bar at 0:27 / 2:00. Below the video, the post title "Meet CDM Smith" and the CDM Smith channel name are visible, along with a "Subscribe" button showing 239 subscribers. The video has 2,684 views, 34 likes, and 0 dislikes. A performance analytics overlay is positioned on the right side of the video player, displaying the following data:

- 1,695 Link Clicks** (highlighted in a white box)
- Period: Dec 5, 2016 - Dec 28, 2016
- 1,695 Link Clicks** (highlighted in a white box)
- Spent: \$1,000.74
- Link Clicks per Day** (line graph showing a peak around Dec 11)
- PERFORMANCE**
 - Cost per Link Click: \$0.59
 - Total Reach: 52,166** (highlighted in a white box)
 - Frequency: 1.69
- ENGAGEMENT**
 - Post Reactions: 203
 - Post Comments: 6
 - Post Shares: 24



EXHIBIT E

Emails from Tim and Steve

"I want to give you some time to explain some of what you are doing to the Executive Leadership team. I want them to see some of the cool stuff you are doing to promote our people, how we are leveraging it to do more effective advertising, and how you two are looking at the data and making recommendations on what to do differently."

- Julia Forgas, CDM Smith Chief Marketing Officer

To communicate the value of our social media channels, two junior staff members presented to Stephen Hickox, our firm's Chairman and CEO and Timothy Wall, President and COO. Seeing true value in our social media efforts, they were impressed with our progress and gave us their blessing to continue and expand our efforts into 2017.

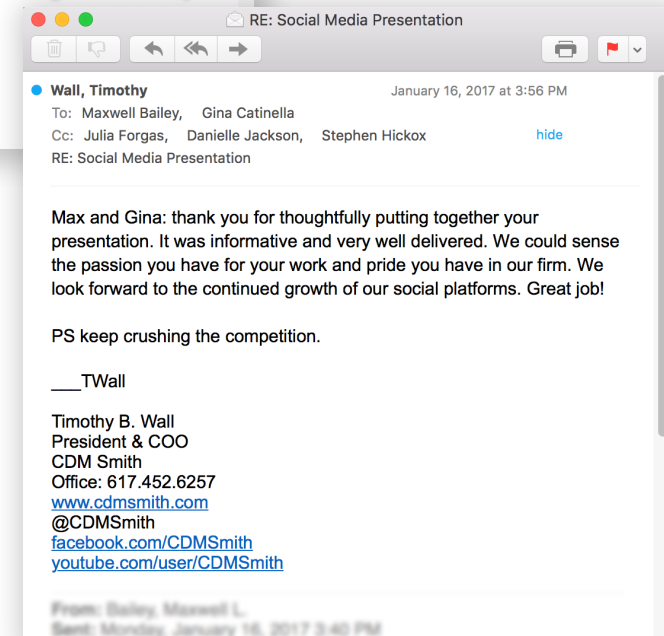
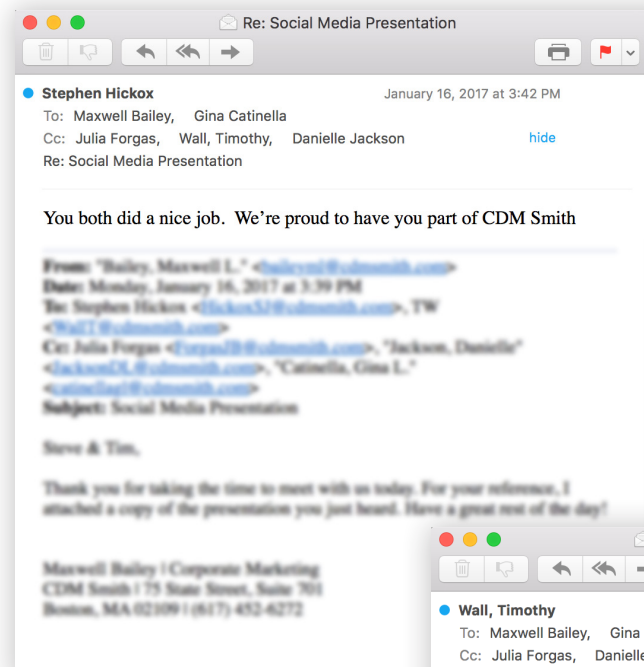




EXHIBIT F

LinkedIn Advertising Results

Results from our LinkedIn sponsored post and InMail advertising efforts. We generated 44 registration conversions. The InMail resulted in 7 conversions. While this wasn't our biggest total, we believe these represent the highest-quality leads we've ever generated. We began targeting by job role with this ad, helping us weed out competitors, students, etc.

Ad Type	Total Spend	Registration Conversions	Cost per Conversion	Cost per Ad Click/Open
Sponsored Post	\$500	5	\$100	\$4.76
Sponsored Post	\$500	15	\$33.33	\$18.52
Sponsored Post	\$1000	17	\$58.82	\$6.76
Sponsored InMail	\$1,342.37	7	\$191.77	\$1.59
Total	\$2,842.37	44	\$64.60	\$7.91

EXHIBIT G

Faces of CDM Smith

In the last quarter of 2016, we launched an initiative called #FacesOfCDMSmith to boost engagement and focus attention on our people and web content—highlighting one employee every week with a branded graphic. As a result, we saw 1,100 organic engagements and 250 link clicks across Facebook, LinkedIn and Twitter. This initiative was also met with great success internally.



CDM Smith
46,278 followers
4mo

We'd like to introduce you to our next "Faces of CDM Smith" feature, David Schwartz. Watch our VP & Design-Build Project Manager, in "Tailgate Talks: Fast Trackers," to catch a glimpse of his expertise in action: bit.ly/1nAbU35



#FacesOfCDMSmith
David Schwartz
VP & Design-Build Project Manager

"One of the benefits of Design-Build is, when you're working together through the design, you have the builder in the room with you..."

WATCH >>>
Tailgate Ta

46 Likes



CDM Smith
@CDMSmith

Meet Amol Daxikar: Big Data Expert & the many bright #FacesOfCDMSmith bit.ly/2e2hRYg



#FacesOfCDMSmith
Amol Daxikar
Big Data Expert

"Having a clear understanding of team's objectives and determining the first step..."

READ >>>
Five Questions to Answer Before Investing in a Tablet for Field Work

RETWEETS 2 LIKES 7

12:00 PM - 7 Nov 2016



CDM Smith
November 1, 2016 · 🌐

Jill Vandegrift is a CDM Smith environmental engineer with a passion for water reuse. In fact, she was even named as WaterReuse Association's 2016 Young Professional of the Year! #FacesOfCDMSmith bit.ly/2dPBzFj



#FacesOfCDMSmith
Jill Vandegrift
Environmental Engineer

"Water reuse is important to me because it's critical in the survival and success of all of us: the human population and our ecosystem."

WATCH >>>
Jill Vandegrift - Young Professional of the Year

Like Comment Share

18



EXHIBIT H

2015 vs. 2016 - Social Media Comparison

This table showing CDM Smith's social media progress in 2015 vs. 2016, and the change and percent increase in various measures.

*Data mentioned in the written submission





		Followers	Impressions	Engagements	Link Clicks
2015	in	36,719	915,970	4,326	2,666
	f	3,187	268,685	1,827	616
		3,976	525,521	2,855	697
	Total	43,882	1,710,176	9,008	3,979
2016	in	44,761	3,455,511	19,622	10,420
	f	3,778	745,758	4,955	1,664
		5,325	1,100,259	17,313	2,867
	Total	53,864	5,301,528	* 41,890	14,951
Change	in	8,042	2,539,541	15,296	7,754
	f	591	477,073	3,128	1,048
		1,349	574,738	14,458	2,170
	Total	* 9,982	3,591,352	32,882	* 10,972
% Increase	in	22%	277%	354%	291%
	f	19%	178%	171%	170%
		34%	109%	506%	311%
	Total	* 23%	210%	* 365%	276%

EXHIBIT I

Strong Engagement on Tweets

In 2016 we had a lot of success engaging with notable organizations, top clients and decision-makers on social media—Twitter, in particular. These four examples call out engagements from the American Planning Association, EPA's Water Office, Water For People and George P. Bush, to name just a few. Strategic engagements are a cornerstone of our growth strategy.

CDM Smith @CDMSmith Following

.@CityofGalveston & @txglo Land Commissioner @georgepbush celebrate the rebirth of a WWTP damaged by #HurricaneIke: bit.ly/2dxWvBO

RETWEETS 5 LIKES 6

12:46 PM - 7 Oct 2016

George P. Bush @georgepbush

TWEETS 5,733 FOLLOWING 3,050 FOLLOWERS 48.4K

CDM Smith @CDMSmith Following

Today is #WorldToiletDay - Find out how organizations like @waterforpeople are improving water access and sanitation bit.ly/2g6o0Qg

RETWEETS 8 LIKES 13

11:30 AM - 19 Nov 2016

Water For People @waterforpeople

TWEETS 10.6K FOLLOWING 1,326 FOLLOWERS 44.3K

CDM Smith @CDMSmith Following

CDM Smith VP & @APA_Planning Water Taskforce co-chair, William Cesanek, shares on his "One Water" perspective: bit.ly/2fDeMus

RETWEETS 6 LIKES 8

10:00 AM - 10 Nov 2016

American Planning @APA_Planning

TWEETS 13.1K FOLLOWING 940 FOLLOWERS 43.6K

CDM Smith @CDMSmith Following

Were you in on last week's @EPAwater Twitter Talk on #WaterFinance? We rounded up the best tweets for you here:

EPA Twitter Talk - #WaterFinance (with images, tweets) · CD... Live chat recap - 7/27/16 storify.com

RETWEETS 4 LIKES 3

1:59 PM - 2 Aug 2016

U.S. EPA Water @EPAwater

TWEETS 9,580 FOLLOWING 718 FOLLOWERS 96.6K