

DIGITAL PUBLICATIONS / MESSAGING: 153. E-NEWSLETTER

In the fall of 2018, Syska Hennessy's Marketing Development Agency (MDA) refreshed the firm's magazine, entitled Connections, for Syska's 90th anniversary. The magazine presents a mix of thought leadership, project spotlights, and office news. The Summer 2019 issue marked another change for Connections. For the first time ever, the MDA published an electronic edition. Although Connections was always printed responsibly, this issue's focus on sustainability and energy conservation inspired an adjustment to the format.

The stories in the new electronic edition covered several significant trends in the market and delved into details about Syska's signature projects – such as Palomar Community College's award-winning M&O facility, which has met the toughest criteria of the Living Building Challenge, and the LEED Platinum bioengineering center at UC Santa Barbara. The firm's experts also discussed WELL Building certification, net-zero strategies, energy-efficient buildings, and the use of innovative analytics to achieve LEED for data centers.

To promote engagement, the MDA incorporated interactive and responsive design into the electronic format, along with videography and high-resolution photography. As a result, what was once a print publication has morphed from a traditional read into a multifaceted experience.

<https://digitaldocs.syska.com/connections2019summer/cover/>

Marketing Objectives

Our objective for the first electronic issue of Connections was to showcase Syska Hennessy's people, projects, and perspective using a more sustainable and environmentally friendly platform. From the first brainstorming session to the finished posted piece, Connections was completed in 2.5 months with a budget of \$3,500. By using Mailchimp, we were able to analyze the results of the campaign and accurately measure its success. Costs were reduced by over \$20K.

Target Audience

Our target audience included clients/colleagues and vendors. We generated a Mailchimp campaign that sent an email with a link to the piece to a designated list (over 8,900 contacts). We also promoted Connections through social media channels and the firm's website. Internally, we distributed it via our intranet.



Research and Planning

Producing a sustainability-themed newsletter and then printing 9,000+ copies felt hypocritical. After researching the benefits of switching to an e-version document (cost, time, and environment impact), changing the delivery method was a logical choice. By doing so, we have cut the cost of production, reduced our carbon footprint, and now have statistical information and insight into recipients' behavior. These metrics will assist us moving forward on future issues. Based on the analytics and external/internal feedback, we can make adjustments to design layout, improve delivery optimization, and track interest to create more relevant content.

Messaging

The intended message was: "Syska Hennessy embraces change, but the constants are who we are, what we do, and our commitment to engineering high-performance solutions to positively impact our daily lives."

Results

The campaign succeeded quantitatively and qualitatively. Our delivery, open, and click-through rates were better than expected. There was an uptick in views, likes, and shares on social. Traffic to our website increased. Recipients reached out with positive sentiments. "The new digital issue of Connections looks really great!! Great job," said Ed Kasparek, Thornton Tomasetti.

The previous printed issue only went to 2,750 recipients. We sent this issue to over 9,000 (including staff) plus thousands of others via social media. Our open rate in the first week was over 3,000, which exceeded the number of the former print recipients.

