

<b>B. Building Awareness and External Relations</b>			
<b>Tactics</b>	<b>Evaluation Criteria</b>	<b>Who</b>	<b>Current actions</b>
<b>1. Enhance channels to build awareness of CABA as a key industry resource for research and networking</b>			
<ul style="list-style-type: none"> <li><b>Expand the organization's presence at events through a CABA Outreach Program</b></li> </ul>	List compiled and numbers of attendees tracked. Endorsed and attended.	CABA Staff, Board and Ambassadors and Speakers Bureau	<ul style="list-style-type: none"> <li>- CABA participated in virtual industry events and webinars in recent months including a Middle East Smart Cities webinar and a Computrols Webinar on COVID-19.</li> <li>- Previously, CABA met regularly with members and prospects at industry events. Several examples were from early 2020 were CES 2020, NAHB and NKBI Show 2020, and AHR Expo 2020.</li> <li>- CABA staff plans to participate in new virtual events and webinars as speakers and moderators: Realcomm/IBcon, Cable-Tec Expo, MUST Virtual Smart Home, World Intelligent Buildings Virtual Conference, The Buildings Show, Eddy Solutions Webinar, Intelligent Buildings Middle East, Telco Edge Cloud, Light Middle East, AHR Expo 2021, BUILDDEX Vancouver, ISH 2021, Digital 360 Summit, etc.</li> </ul>
<ul style="list-style-type: none"> <li><b>Increase profile of the CABA Ambassadors and Speakers Bureau</b></li> </ul>	CABA office currently alerts Ambassadors and Speakers of upcoming speaking opportunities. Track number of events that these people attend.	CABA Staff and CABA Ambassadors/Speakers	<ul style="list-style-type: none"> <li>- Ongoing CABA Program that has over 80 participants in the CABA Ambassadors and Speakers Bureau.</li> <li>- Sent regular updates to the CABA Ambassador and Speakers Bureau on external webinars and virtual or in-person events, that have a 'call for speakers'.</li> <li>- Recently sent a note to CABA Ambassadors and Speakers and this information was also sent to the 6,200+ CABA member contacts, to promote this member benefit, resulting in many more additions to the Bureau.</li> </ul>

<ul style="list-style-type: none"> <li>• <b>Improve CABA’s online presence with Search Engine Optimization (SEO) and web site changes</b></li> </ul>	<p>20% increase in traffic and more value from the web site.</p>	<p>CABA Staff, Brian White, from Rheem, and a Contractor</p>	<ul style="list-style-type: none"> <li>- New CABA web site (<a href="http://www.CABA.org">www.CABA.org</a>) launched in July 2020. Changes to site architecture, page callouts, navigation, revamped CABA Store, etc. are expected to lead to continued improvements in web traffic and search-engine results.</li> <li>- Improvements to store layout, use of the contact page and contact forms for white paper and executive summary downloads are paying dividends with new members, member retention and prospect development.</li> <li>- CABA web site improvements to the Store and web site contact forms have paid dividends. A recent CABA Research Report sale, to a non-member, in Korea for \$4,900 and two (2) new CABA member applications, that came online, are examples of how the new web site and CABA Store is generating dues and non-dues revenue.</li> <li>- <b>SEO:</b> use of the keywords is expected to help drive traffic to CABA research pages (Library, White Papers and/or Landmark Research). The current efforts on SEO and the web site have led to a one-fifth increase in traffic from April 2020 to August 2020. With respect to membership, analysis shows that 20% of the traffic is interested in the pages within the membership tab (directory, benefits, affinity program, and the “about us” section).</li> <li>- The CABA database was switched from iMIS to CIVICRM to save money and increase functionality. The database now is at a record 32,000+ industry professionals and they are encouraged to utilize the new CABA web site.</li> <li>- A 19% increase in total page views and a 22% increase in unique page views from April 2020 and August 2020. Work is ongoing with web developer /SEO company.</li> </ul> <p><b>In Progress:</b></p> <ul style="list-style-type: none"> <li>- While improvements have been made work continues with a contractor, that specializes in SEO, to continually monitor the growth and improve the SEO and CABA web site. With the Board, explore enhanced support for keyword targeting or sponsoring.</li> <li>- Thanks go to Brian White, from Rheem Manufacturing Company, who volunteered to assist and has provided invaluable assistance to CABA, with important recommendations on SEO and the web site.</li> </ul>
--	--	--	---

2. Develop a content marketing strategy to enhance external relations			
<ul style="list-style-type: none"> <li>Identify content appropriate for media and influencers</li> </ul>	<p>Track the number of items.</p> <p>Approx. 25 Tweets per month (25% news; 25% news with mention of CABA or members; 25% from partners, members, Ambassadors; 25% CABA benefit.</p>	<p>CABA Staff and CABA Members</p>	<ul style="list-style-type: none"> <li>Ongoing. Examples from the past year citing CABA research include: <i>Smart Buildings Magazine</i>, <i>Automatedbuildings.com</i>, <i>EC&amp;M</i>, <i>Contractor Magazine</i>, <i>Multichannel News</i>, <i>Facility Executive</i>. Potential future targeted publications include IoT Nation, IoT World Today, <i>Utilitydive.com</i>, and partner research-firm blogs.</li> <li>Several recent media releases (Board appointments).</li> <li>EBlasts include content regarding research opportunities, available research reports, new member benefits (ie., Frost &amp; Sullivan’s Marketing Benchmark Service), CABA events, and Council webinars.</li> <li>The new CABA research projects will also be featured in the near future: “<i>Intelligent Buildings and COVID-19</i>”; “<i>Privacy and Cybersecurity in the Connected Home</i>”; “<i>Intelligent Building Energy Management Systems</i>”; “<i>Market Sizing for Building Automation Controls Systems (BACS)</i>”. The recently completed CABA White Papers, that will be featured, are: “<i>Power over Ethernet Basics 2020</i>” and “<i>What is LiFi?</i>”.</li> <li>Ensure advance information flows to key audiences, including the CABA Board to build up to the release of the Landmark Research Projects.</li> </ul>
<ul style="list-style-type: none"> <li>Develop lists of individuals to follow, make direct contact and build relations by reposting and inviting content.</li> </ul>	<p>Ongoing</p>	<p>CABA Staff and the CABA Board of Directors</p>	<ul style="list-style-type: none"> <li>Ongoing. Provide members (especially influencers) and prospects with content and messaging and make direct contacts.</li> <li>Material and content have been reposted on the CABA Group in LinkedIn and through the CABA President &amp; CEO’s LinkedIn contacts (14,500+).</li> <li>Launch of the <i>CABA Journal</i> (blog) and development of invited contributors as well as cross posting/sharing of content.</li> </ul>

3. Use social media to raise profile of CABA			
<ul style="list-style-type: none"> <li>• <b>Add to social media and have CABA staff and industry members join the conversations</b></li> </ul>	<p>25 posts to Twitter/LinkedIn monthly. Research, networking, events, presentations, news.</p>	<p>CABA Staff and Industry Members</p>	<ul style="list-style-type: none"> <li>- Promoted the CABA Intelligent Buildings Council (IBC) and CABA Connected Home Council (CHC) webinar invitations in 2020 (February, May, and Aug.- Sept.) using social media. Highlighting industry developments or announcements from members using the CABA NewsBrief and social media. Leveraging CABA Ambassadors and Speakers Bureau. Use of a 3-year plan for research sales incorporating social media.</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Promote “teaser content” about CABA research on connected homes and intelligent buildings using snackable social media content (visuals, videos, infographics, use cases) to market CABA research products and membership</b></li> </ul>	<p>Track the number of instances.</p>	<p>CABA Staff</p>	<ul style="list-style-type: none"> <li>- Use social media to send “snackable” data content from the CABA research projects.</li> <li>- Using social media and CABA NewsBrief to rebroadcast notable mentions of CABA research, by industry outlets or sites.</li> <li>- SHaaS Report promotion: three (3) posts (LinkedIn group, Twitter, NewsBrief) for each of the five (5) infographics from the Executive Summary of the SHaaS Report with explanatory text. (15 total).</li> </ul>
<ul style="list-style-type: none"> <li>• <b>Use Board members for viral transmission of snackable social media content as influencers</b></li> </ul>	<p>Track the amount of times that CABA Staff send material to the CABA Board members. They need to report how often this content is placed.</p>	<p>CABA Board and Staff</p>	<ul style="list-style-type: none"> <li>- Provide the CABA Board with new content, especially research “snackables” that can then be circulated both internally and externally to the industry professionals, dealers, integrators, distributors, end-users, and industry professionals.</li> <li>- Board members have been contacted on two (2) occasions recently with shareable content.</li> </ul>