

Massachusetts Supplier Diversity Office

Part I: Creating opportunities for diverse companies

ASG developed and implemented a marketing campaign to promote the Supplier Diversity Office services, trainings, and certifications they provide to businesses across Massachusetts. The media strategy included placement of the assets in print media, billboards, and radio spots. The digital strategy consisted of two campaigns with traffic and lead generation objectives. Targeted Google display ads led users to a landing page where their email addresses were collected. These responses generated an email list that was used for an email drip campaign. This initial project has lead to future mutli-touch projects supporting the SDO.



Creating opportunities for diverse companies.

What are the benefits of certification? SDO certification is available at no cost to your business. Certified companies our vermenen i a erenere er to use to por useres versen organis receive instations to bannig networking erd machinaking events. Mod notome invasions or usering, lenguning, and meaningening entrainment importantly, considering opera the boors for your company's participation in The Suppler Diversity Program (SDP) was established to promote oversity. these three Commonwealth Programs. The supple unreast regression of the seatures of provide onesity equity, and inclusion in state contracting for goods and services by ensuring the full participation of diverse businesses. The Small Business Purchasing Program (SBPP) alms to encourage the The Small Burness Purchasing Program (SBPP) sima to encourage the growth of small Messachusells businesses. The combined mission of these programs is to increase business opportunities for diverse and small human mean

• The Affirmative Marketing Programs (State and Municipal) were established The Millingiane Managing Programs (spag and Municipal wave estimated to provide opportunities for Minority Business Enterprises (MEE). Winner,



Entrepreneur draws on diverse experiences to build company pg 14

A&E PHOTO EXHIBIT **EXAMINES SOCIETAL EFFECTS OF CLOTHING** AND MUSIC pg 16

PLUS D.C.'s National Museum African American History and Culture pg 17 'The Color Purple' pg 18

Public defenders fight for bargaining rights

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By YAWU MILLER Wile herislators were debat state's criminal jat making the state's criminal jat making the state's criminal jat making the social workers, paralegals and in-occial workers, paralegals and in-social workers in the state of the social workers in the state of the state of the state of the social workers in the state of the stat

ing was a hotly debated topic

See HOUSING, page





A call for auto. voter registration

Advocates say changes to process will increase participation, lower costs

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7.6k

55.16% average open rate*

Contract

Email

Campaign

Drip

*nearly double the industry average of 28.77%

Media **Buy**

5.7 million impressions

clicks to the SDO website





Part II: The Hub

The objective of the MA Supplier Diversity Office (SDO) campaign was to enhance the visibility and utilization of the Supplier Diversity Hub (the Hub) as well as the number of certified small businesses. To accomplish this goal, ASG mobilized our contact center, developed captivating concepts with the creative team, and implemented digital strategies to maximize outreach.

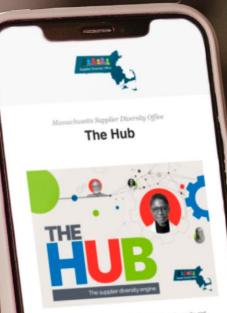
Contact Center Efforts

With our Contact Center Operators, we provided bilingual education about The Hub and facilitated successful registrations into the platform.

The results clearly demonstrated the success of the Contact Center in raising awareness about the Supplier Diversity Hub among diverse English and Spanish speaking businesses. The high percentage of sign-ups and the strong interest generated through our interactions reflected the effectiveness of the strategic approach.







he Supplier Diversity Office's mission is to premote develop, ease, see eclusion in static contracting for businesses evened by minorities, second, weterants, floate with a disability, and USBT individuals, as well as small houseshouther builtnesses. To facilitate this, the SOG created The Hall.

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Email Drip Campaign

The email drip campaign was created as a versatile toolkit with the intention of delivering ongoing value. It was specifically designed for future reuse and management by SDO through their own email platform.

All three emails in the campaign were intentionally concise, aiming to capture the recipients' attention and drive traffic to The Hub. By directing the audience to explore The Hub directly rather than relying solely on email content, the campaign delivered enhanced value to its recipients.

