

Massachusetts Supplier Diversity Office

Part I: Creating opportunities for diverse companies

2022-2023



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 led to future multi-touch projects supporting the SDO.



Email Drip Campaign

55.16%
average open rate*

*nearly double the industry average of 28.77%

Media Buy

5.7
million impressions

7.6k
clicks to the SDO website

Digital Campaign

1.17%
Click-through rate*

160k
Impressions

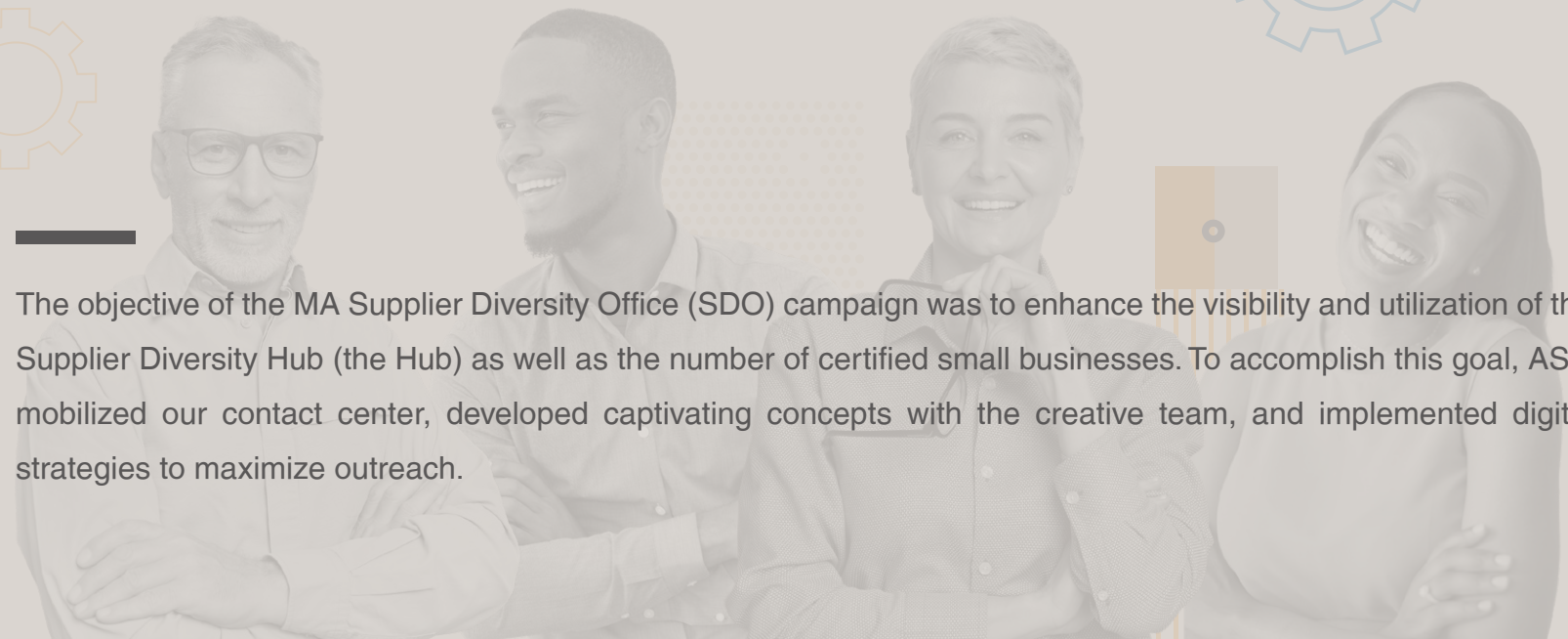

*5.3 times higher than that of the industry average of 0.22%





Massachusetts Supplier Diversity Office

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.

A man in a call center wearing a headset and smiling while looking at a computer monitor. The background is a blurred office setting with another person visible in the distance.

Contact Center Efforts

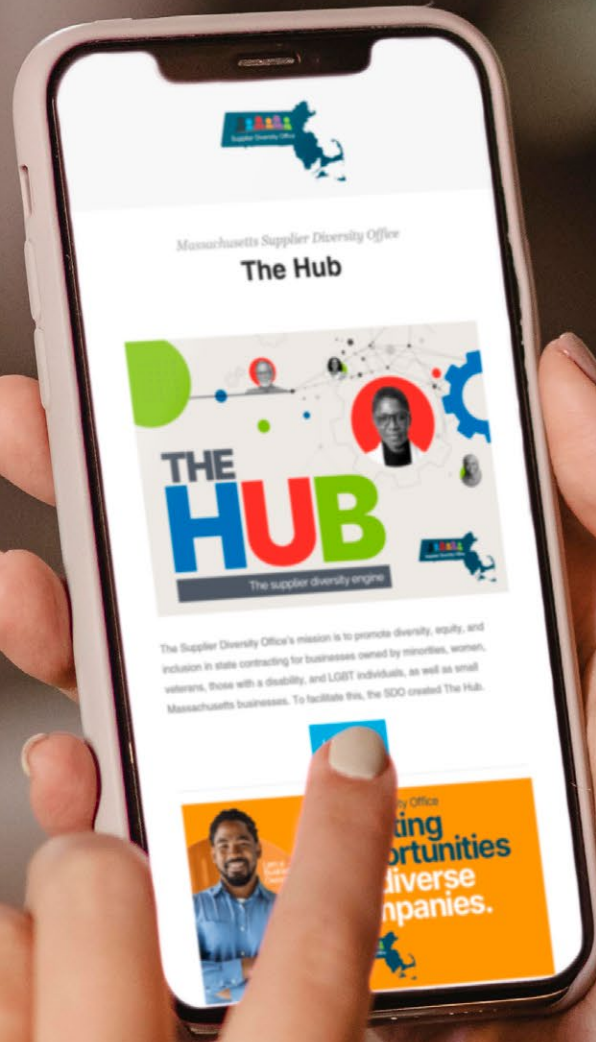
With our Contact Center Operators, we provided bilingual education about The Hub and facilitated successful registrations into the platform.

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.



Video & Radio





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.



Campaign Results

1,640 Successful interactions

1,394 became aware of the Hub and received useful information

246 businesses registered during/or after the call