



## A MarCom Partnership

In case you hadn't noticed, we live in an age of information overload. Competing successfully in today's digitally driven business landscape means that companies must be disciplined about providing the market with **C**onsistent, **I**nformative **C**ommunications (CIC). A scatter-shot approach doesn't work because potential customers will forget about you. The human brain requires repetition and consistency to engender comfort. So, the people your business needs to succeed - internal (employees) and external (customers and prospects) - need to be regularly and consistently reminded about the value of your product or service.

McHenry Creative Services understands the importance of CIC. The proof is that the web, social media posts, and the electronic newsletters we create for Suppression Systems, Inc. (SSI) have demonstrated solid year-over-year growth in the targeted audiences of customers, prospects, and employees. The statistics below are an important measurement of success.

Let's look at each type of communication individually, beginning with *The Insider*, the employee newsletter, which is distributed weekly on Wednesday morning.

<b><i>The Insider Employee Newsletter</i></b>			
	<b><u>2021</u></b>	<b><u>2022</u></b>	<b><u>2023 (to date)</u></b>
<b>Open Rate</b>	92%	96.6%	97.6%
<b>Engagement Rate</b>	71.4%	79.5%	83.3%

Next is *In the Know*, the customer newsletter, distributed consistently on the first Wednesday morning of each month.

<b><i>In the Know Customer Newsletter</i></b>			
	<b><u>2021</u></b>	<b><u>2022</u></b>	<b><u>2023 (to date)</u></b>
<b>Open Rate</b>	27.3%	28.1%	28.8%
<b>Engagement Rate</b>	4.2%	2.8%	3.1%

And while the raw numbers for engagement dropped slightly for the customer newsletter, the CIC metrics achieved by McHenry Creative Services, Inc for SSI resulted in two new contracts for McHenry Creative with two SSI sister companies in California.

Finally, the CIC strategy also boosted the metrics for the SSI website and LinkedIn page.

<b>SSI Website</b>			
	<b><u>2021</u></b>	<b><u>2022</u></b>	<b><u>2023 (to date)</u></b>
<b>Visitors</b>	21,502	27,938	-
<b>Daily Average</b>	58.9	76.2	82.2

SSI LinkedIn Page			
	<u>2021</u>	<u>2022</u>	<u>2023 (to date)</u>
<b>Visitors</b>	227	408	438

The point is that practicing CIC (**C**onsistent, **I**nformative **C**ommunications) is critically important to the way a company breaks through the noise to establish a presence in the minds of all the audiences that are necessary to make the company successful.