

## GROWING THOUGHT-LEADERSHIP

### CAMPAIGN HIGHLIGHTS

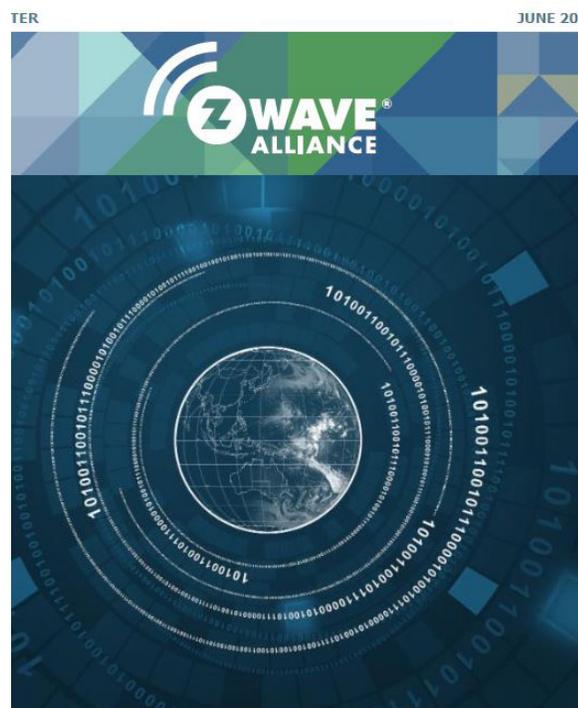
- **Industry-facing newsletter was revamped** to include a new, design-conscious template, an editorial calendar, and fresh content and trends that matter to the smart home and related IoT industries
- Drove **increased open- and click-rates** with engaging and diverse content from a variety of contributors
- **Increased member participation** with new monthly topics, outreach and social media, and content marketing efforts.
- **Email open-rates increased up to 15%** and now enjoy rates of over 60%; **unsubscribe-rates decreased** from 2-3% to less than a percentage point.

### THE CLIENT

The **Z-Wave Alliance**, formed in 2005, is a global consortium of over 700 leading companies dedicated to solidifying wireless networking protocol Z-Wave as the standard for the smart home, with principal members including well-known brands, such as ADT, Alarm.com, Huawei, SmartThings, SiLabs, LG, and more.

### THE PROBLEM

The Z-Wave Alliance needed a communications partner to design a series of campaigns with a multi-pronged approach through PR, social media, and digital marketing to help reinvigorate their brand. As a part of the initiative, the Alliance e-newsletter was identified as a key opportunity for growth and rebranding to improve upon internal communications, as well as thought-leadership and potential members.



Though the Alliance was made up of several hundred companies, the newsletter lacked representation from these brands, and, thus, did not represent the true voice behind the Alliance. The previous newsletter often struggled to deliver compelling content that captured attention, and it lacked a definitive strategy. Prior to the relaunch of the Alliance newsletter in July 2016, the newsletter had an average open-rate of 10-15% per distribution—distributed to over 5,000 contacts—with an unsubscribe-rate of 2-3% per email.

## THE SOLUTION

Caster developed a new editorial calendar for newsletter content and worked with a designer to create a fresh newsletter template that fit the Z-Wave brand and included a variety of diverse sections, featuring original content from Alliance leadership, as well as contributed articles and stories from Alliance members.

Caster actively engages with Alliance leadership, members, analysts, and the Board of Directors to contribute to the newsletter to consistently deliver a fresh perspective on key trends and topics impacting a variety of verticals, including consumer smart home, the integrator and custom install channel, telecommunications, home security, and energy.

The new structure of the newsletter not only delivers brand new content, but it also gives Alliance members the opportunity to continuously promote the exciting and innovative work they are doing within their own companies. To fully encompass the diversity of the Alliance and each vertical that it represents, each newsletter focuses on a new topic, as well as industry events that are happening around the time of distribution. For example, the April 2018 newsletter focused on security and bolstering the Alliance's presence at the ISC West security tradeshow, while January's issue promoted new products and trends from CES.

## RESULTS

The Z-Wave Alliance has experienced exponential growth over the last few years, with membership and device certification on the rise. The Z-Wave Alliance has built extensive relationships with high-level trade, tech, and business media and analysts. The relaunch of the newsletter allowed them to demonstrate their growth



and properly represent the leadership position they had taken in the smart home industry with a professional and originally curated newsletter for members, influencers, press, and professionals in the smart home space.

***“Our newsletter is an important communication vehicle, and Caster has really driven the content and delivery; we have not missed a month in almost two years!”***  
***- Mitchell Klein, executive director, Z-Wave Alliance***

Prior to the newsletter relaunch in July 2016, the old Z-Wave newsletter, an RSS feed of the website's newsfeed, garnered an average open-rate of 10-15% and an unsubscribe-rate of 2-3% per email. Currently, the open-rate averages 50-70% for a list of over 9,000 contacts and an unsubscribe-rate of between 0.1 and 0.2%. The latest issue had an open-rate of 62%--the highest rate since the Z-Wave newsletter's inception. We've also seen a huge surge in member contributions, with the last newsletter having a 50% contribution-rate from non-Alliance staff.

The newsletter has become a must-read publication in the smart home industry, and it continues to help support other marketing and PR initiatives that make the Z-Wave Alliance an industry leader. The revamped newsletter even won an award: the 2017 PR Daily Content Marketing Award in the E-Newsletter category.