



ASSOCIATION GUIDE

Winning
the **Digital**
Marketing
+ **Game**




ASSOCIATION GUIDE TO WINNING THE **DIGITAL MARKETING** GAME


When it comes to digital marketing, your association is going for gold, but to be the most decorated, you'll need a combination of strategies to best play the field. This is the Digital Olympics and medaling means using digital tactics to achieve your goals, but without the proper coaching, you won't be game-ready. Train with the best by enacting digital marketing and advertising plays that will build your team into champions.

Road to Gold...


Winning a bronze or silver medal in the Digital Olympics is acceptable, but not ideal, especially when gold means you're reaching all your goals and making an impact in your association. Using digital marketing tactics, medal in lead generation, audience engagement and revenue generation to take your association to triumph!


Lead Generation

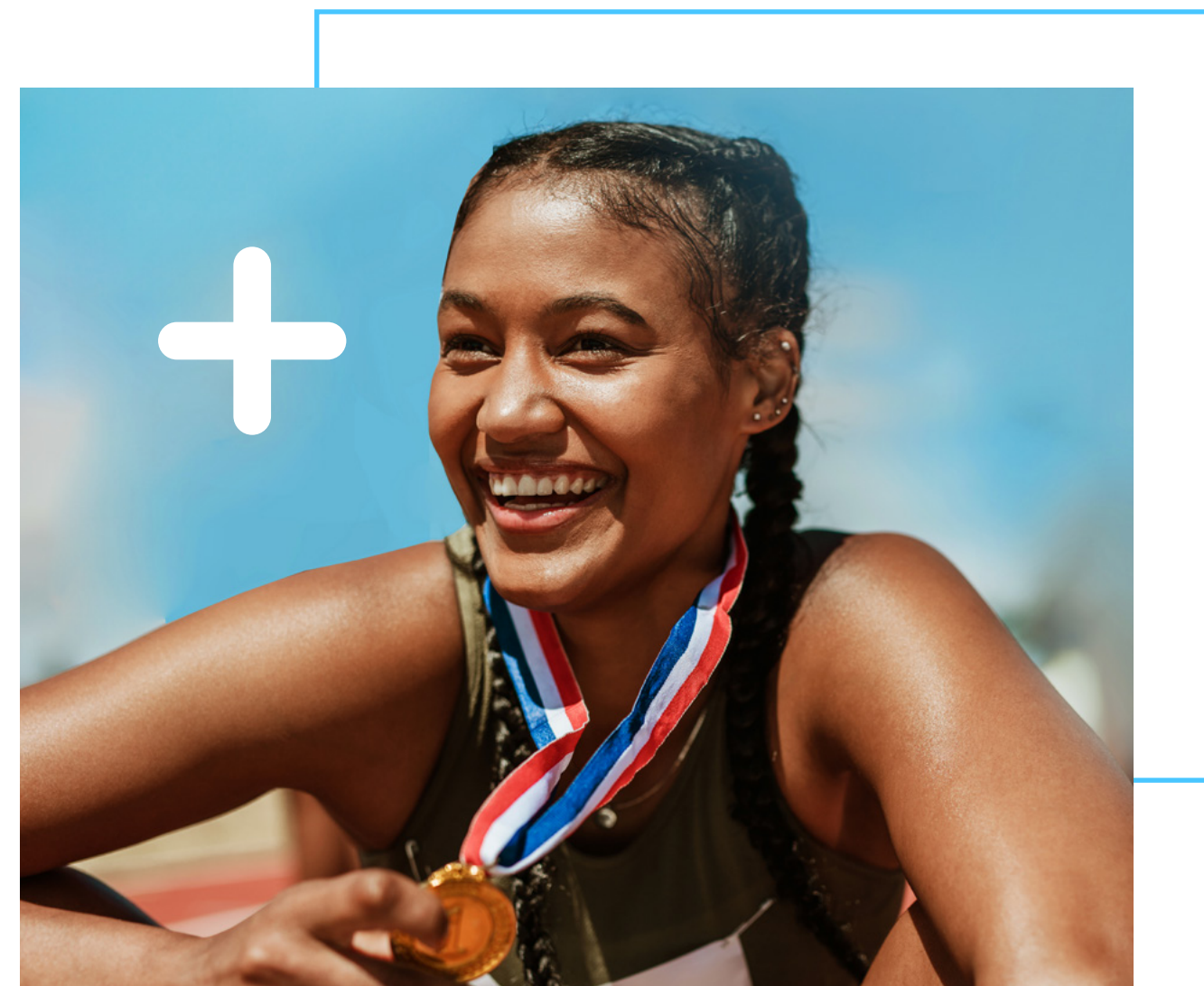
 **Bronze:** You have a website with a form for members and prospects to convert and you have a couple social media accounts you update once a month.

 **Silver:** You are using content marketing on your website to drive leads and you update your social media accounts 1-3 times a week. You may have some paid search ads running or you've sponsored a LinkedIn post or two.


Audience Engagement


 **Bronze:** Your strategy to engage members, prospects and vendor/suppliers consists of filling your website with press releases, information on how to become a member and a listing of upcoming events. Your social media accounts echo press announcements and invite followers to attend important events and you send one-off emails to your database to notify them of key information, dates and deadlines.

 **Silver:** Your team has built out your website with plenty of content your audiences are interested in, and your good SEO practices enable your audience to find you via search engines organically. Your digital marketing communications plan includes updates to your website, social media accounts, a comprehensive email plan to ensure they're always in the loop and you might have a targeted ad campaign or two running to point your audience to your content and resources.



Revenue Generation

 **Bronze:** Your vendor/suppliers are taking advantage of advertising placements on your website to get in front of your members and prospects. The monetization of your website is key to receiving additional revenue for your efforts throughout the year.

 **Silver:** Your association has monetized your channels for vendor/suppliers through adding their advertisements to your website and offering to send eblasts or posting social media posts on their behalf from your outlets. Your team is managing the entire process of payment and placement, so suppliers can reach your database and your followers.

GOING FOR **GOLD**

While these digital marketing tactics are good, they won't beat out your competitors and get you a gold medal. To achieve gold, employ at least 3 of the following tactics to make it to the winner's circle!

Gold Medal Tactics

Employ these digital marketing tactics to achieve gold medals in:

- LG** Lead Generation
- AE** Audience Engagement
- RG** Revenue Generation



Click-through rate (CTR) on a contextual ad is **10x higher** than that of a regular display ad

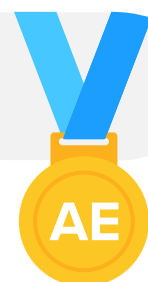
Contextual Targeting

Contextual targeting is used to reach your target audience based on the environment the audience is browsing. In fact, as one of the most effective forms of targeted advertising, the click-through rate (CTR) of a contextual ad is 10x higher than that of a regular display ad. If you're wanting to get your association's messages out to members and prospects, you can use contextual targeting by choosing web-page keywords and topics that you want to gear your advertisements to. In fact, 61% of advertisers use contextual ads and 24% of said advertisers plan to increase budget for contextual ads specifically.

It's likely in your own web browsing that you've been targeted with a contextual ad. For example, if you're viewing a web page focused on lawn and garden care and you see an ad for a lawn mower, then you are being targeted contextually. Contextual advertising depends only on the content of the web page and the advertiser's targeted selection of keywords and topics.

Think about it this way: The worldwide web is a library. You're running a club where your members discuss how to improve themselves and you need more members to join. You could put your club flyer up all over the library, but it would be most effective to place it in the self-help book section since your club is specifically focused on self-help book topics. Utilize this gold medal tactic to generate more leads to your association by placing your messages next to relevant, related content.





Social Media Targeting

Whether you're aiming to keep your audience engaged with event updates, freshly released certification courses or looking to incentivize member prospects to join your association's march to make industry change happen, social media is the ideal channel to post these kinds of messages and capitalize on user's interests to get in front of them. 57% of consumers follow brands to learn about new products or services and 47% follow to keep up with brand news. So if you're wanting to stay top-of-mind, incorporate posting daily on your channels to drive engagement.

What makes social media targeting a gold tactic is the power behind audience targeting. User profiles enable these channels to serve up the best in advertising due to the level of personal and professional influence present on the platforms. Channels continuing to grow include Facebook, boasting 2.7B users, Instagram, with 1.2B, and LinkedIn, that hosts 722M. Reach your members and prospects by tailoring paid ads to audience personas through demographic and firmographic targeting (more about that later) and designing ads relevant to what they want to know. An added bonus is that social media advertising is the only form of advertising that's easily sharable, so if your message is resonating, it's also probably spreading like wildfire. You'll grow followship and influence among channels designed to create community that will turn into a more plugged-in membership.



41% of clicks in Google go to the first three paid ads on the **first page** of search results

Paid Search and Keyword Targeting

Keyword search targeting is a form of search engine marketing (SEM). Also known as paid search advertising, it's based on creating pay-per-click (PPC) ad campaigns that utilize keywords to target and display in search engine results. It's important for your content to display as close to the top of the first page in search results, so activating PPC ads are a quick route to getting there. Reportedly, 41% of clicks in Google go to the first three paid ads on the first search results page.

To get started with PPC, make a list of frequently searched terms for your industry. Review competitor ads and search ads that speak to specific things you offer like "continuing education for orthopedic surgeons", "real estate certification" or "aviation scholarships". Make sure your ads are specific to the terms being searched and the link that you provide takes the browser to relevant content. As one of the highest converting forms of digital advertising, you can ensure products you provide are being found by employing paid search strategies. Don't let your key products and services go unnoticed and unvisited, add PPC as a foundation to your marketing plan.





Persona Targeting

Similar to targeting social media channel users with your messaging based on their profile information is programmatic advertising in the form of persona targeting. Increase your brand’s exposure by advertising to profile “look-alikes” stemming from carefully selected demographic and firmographic data of your ideal member persona. Demographic information may include age, gender, marital status, income, geo-location, race, ethnicity or nationality data, while firmographic information is specific to organizational categorization such as location, business size, industry, annual revenue, sales cycle, number of locations or employees, ownership type and even geographical location.



Your association likely has a couple different persona types to target based on different levels of membership or dependent on the products you are offering. It’s imperative you create messaging with goals to gain leads from these specific audiences across display ad and social media platforms. Pro tip: this is an excellent way to stretch a small budget by only marketing to people in your target market. Monitor your conversions and tailor messaging to each of your personas to drive lead generation efforts and stay on track to winning gold!



Website Direct Placement Advertising

Your website is the primary resource for your core members and your supplier members, so make your investment count by earning from it. Members expect to learn about your association, find training and courses, and utilize your association network to receive the benefits of the suppliers in your industry. Open up your website to your supplier members to give them more marketing opportunities to reach your website’s audience with their own messaging. Your association can earn revenue from the direct placements on your site and you can invest in more programming that directly benefits your membership.



Pro tip: Persona-defined advertising is an excellent way to **stretch a small budget** by only marketing to people in your target market.





43% of website visitors
who are retargeted are
more likely to convert

Web Retargeting

By activating website retargeting, your association can support lead generation and give your suppliers additional marketing opportunities to your website's visitors. Did you know only 2% of web traffic converts on the first visit? By adding retargeting ads to your toolkit, 43% of your website visitors are more likely to convert. Retargeting is a form of behavior targeting that enables you to flag your site visitors who have already moved from awareness to the interest phase of your funnel. After they bounce from your site and continue to surf the web, they'll be retargeted with your ad and their interest will be recaptured, drawing them back to your site to convert!

Associations can also use retargeting to enrich revenue generation efforts. Turn your website into a cash-earning channel by offering retargeting to your supplier members who want to target your site's visitors with their own advertising messages. Their ROI will be your success when it comes to achieving budget goals and funding member programs.



“We expanded the scope of our non-dues revenue potential through **programmatic website redirect advertising, e-mail blasts**, and especially with our **member e-newsletter** that provides relevant industry news to our 6,000 residential property managers around the country.”

— Lisa Noon, CAE, RCE, Deputy Executive Director,
National Association of Residential Property Managers (NARPM)



Email Newsletters

As one of the most effective engagement tactics and a leading non-dues revenue generator, incorporating e-newsletters in your association's strategic plan will help you achieve two goals, maybe even three all at once. With a growing database yearning for relevant information, keep your audience engaged with news around the industry by supplying them with a monthly email newsletter complete with your own announcements and advertising from your sponsors. The media opportunities from your newsletter emails will provide you with additional revenue and keep your supplier members satisfied with the ability to reach your membership on a regular basis.

“Our subscribers need information that’s **quick and at their fingertips** and the newsletter provides them with a round-up of all the things they need to know. The briefs, targeting and buyer’s guide all bring in **extra revenue** for us where we can provide clinical bedside tools or wellness materials-things that the physicians can use in their practical day-to-day jobs, giving us an extension of stretching our budget.”

– Nancy Calloway, Director of Communications and Marketing, American College of Emergency Physicians



"Advertisers get the opportunity to put their **product or service in front of the 6,000+** who are currently on our distribution list. It's also helped with lead generation, for example, those advertisers that aren't members, we can approach them about membership. It's **providing value** all the way around."

– Carol Hochu, MBA, CAE, President & CEO
Canadian Plastics Industry

Show Daily Emails

Your annual events are key to keeping your audience engaged by delivering all the latest news and training resources at conferences and virtual meetings throughout the year, but how are you communicating all the important details today? Delivered straight to your member's inboxes should be a show daily each day of the event. Packed with the day's agenda, important logistics information, keynote speaker bios and session teasers, the show dailies not only give you a way of measuring audience engagement through digital communications, but your association can fund event efforts through advertising sponsorships for your show dailies. Give your sponsors and exhibitors the opportunity to sell their products and services to your attendees digitally through implementation of this gold medal tactic.



Utilize **video** in emails to increase CTR by **65%**



First-Party Data Onboarding

Since your online and offline data likely sits in separate silos, targeting can be difficult, but with first-party data onboarding, your offline data lists are combined with online data. The onboarding process creates dataset matches and enables your association to target more effectively by creating look-alike audiences based on your matched data. On average, data onboarding can create audience matches with 30-50% of your data.

Use the first-party data in your AMS to market to lapsed members to get them to renew membership. Market to current members with messages that are related to their career stage. For instance, by using data onboarding, you can display ads to student members that talk about your mentorship program or your job board and entry-level certification course. A report by Signal shows 75% of marketers mention first-party data as generating the greatest insights into their customers. Make your first-party data work for you by adding gold medal-worthy data onboarding to your marketing strategy.

75% of marketers mention **first-party data as generating the greatest insights** into customers

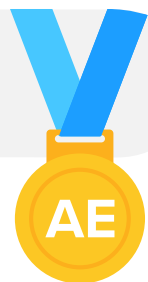
Video Marketing

80% of online viewers remember video ads they watched in the last month. Effectiveness of video is proven across channels: email, social and display. Given the develop once, deploy everywhere nature of video content and high engagement results, associations can generate more leads and grab the attention of their audience more effectively by implementing video in their content marketing strategy.

Utilize video in emails to increase CTR by 65% on average. Consider customizing videos to your members by including their name, job title or other information to add personalization. Post clips as teasers to full videos on your social media channels. Create as much sharable content from video, so your social media followers are driven to share your message with their network. Ensure video is part of your targeted ad campaigns for the best chance at driving conversions.

Eblasts

An association's most valuable asset is its database. You provide a unique channel for suppliers to focus their messages on your niche audience. Advertisers are eager to put their marketing dollars into targeted efforts where they know they're reaching the right people, so give them the opportunity to send direct messages to your database with sponsored eblasts. Eblasts are a winning asset to any event sponsorship package or are great as stand-alone sends throughout the year to create extra touchpoints with your database between e-newsletters, show dailies and regular communications.



Influencer Marketing

Have a member, celebrity or other individual your association can partner with to run an influencer program? If you don't, it's time to consider it! 80% of marketers find influencer marketing effective. Influencers spread your message to their social media followers, drive press inquiries and grow website traffic because their audience has a vested interest in them.

Partnering with a qualified influencer amplifies your message with an added layer of trust to your target audience. In turn, you're widening your audience and reaching better quality prospects that are likely to follow the influencer's actions in joining membership and take advantage of your member resources. To measure the effectiveness of your influencers, be sure to identify KPIs to track performance. Medal in both lead generation and audience engagement by ensuring you're also promoting them in your marketing plan. Allow influencers to give keynotes at events, feature them in video content or provide them the opportunity to participate in media interviews with your team.

IN CONCLUSION

Your goals to grow membership, communicate and engage with your audience and gain extra revenue can all be attained with a comprehensive digital marketing strategy. Winning the digital marketing game can be accomplished by implementing a few gold medal tactics taking your association from second or third place and turning you into an association marketing powerhouse at the top, but how do you get started?

The road to gold isn't paved without help from a solid digital marketing partner. Multiview's association partnership team is uniquely positioned to support associations as we understand the challenges you face concerning member lead acquisition, revenue generation, audience engagement and resource limitations. By partnering with a team who has your goals in mind, you're strengthening your team's marketing and membership arm and you'll join the winner's circle by achieving all of your goals in no time.

80% of marketers find
influencer marketing **effective**





We're here to help

Winning gold has never been easier because you no longer must compete on your own. With an award-winning, experienced digital marketing partner like Multiview, the gold medal is well within reach.

Start attracting, engaging and retaining members while earning revenue to support your programs with comprehensive digital marketing and communication services from Multiview.

As the largest digital media partner for associations, Multiview partners with over 1,200 associations each year to help them reach their strategic goals through digital marketing and communications. When you work with us, we'll come alongside your association to recommend and deliver strategic communications that benefit both your members and your bottom line.

Connect with us

Multiview Inc.
[Multiview.com](https://www.Multiview.com) | 7701 Las Colinas Ridge, Ste. 800, Irving, Texas 75063