



Strategize + Execute + Automate + Repeat.

Strategic use of **email marketing** to keep your association in front of your members.

“If social media is the cocktail party, then email marketing is the ‘meet up for coffee.’ It’s the original one-to-one channel.” - **Erik Harbison**, Marketing Career Coach

Unlike most digital channels, email has the ability to create personal membership touches - at scale. Today, personalization is not about “dear first name/last name.” It’s about creating and distributing relevant content based on member data and past interactions. That’s where email automation comes in. The process takes mundane tasks like creating and distributing follow-up prospect emails, welcome emails, renewal reminders and event registration emails and automates them, ultimately saving staff time. Check out some of the program’s features below, then schedule a demo to see how our email automation program can work for your association’s specific needs.

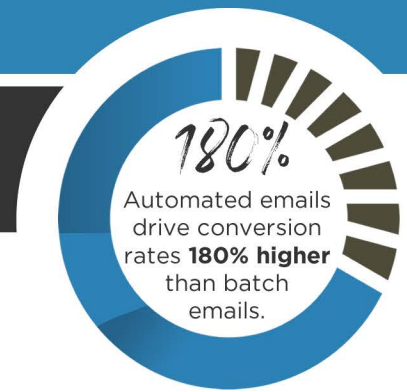
Features

Strategy - we help determine what association communication would benefit from automation, then create an optimized cadence to meet your goals.

Engaging content - our email marketing experts work with your team to create email content aligned with your campaigns’ goals and key messages. They write for the inbox, ensuring higher than average open and click rates.

Optimized design - implementing a truly responsive design, your association’s automated emails will look great across all devices.

Creative services - our creative team is at your disposal, making sure your automated emails are eye-catching and memorable.



Our Process

In partnership with your association, our email marketing team works hand-in-hand with your team to produce strategic email messages that will resonate with your members and prospects, producing high engagement numbers and conversions. **Here's how the process works.**



Your **dedicated email marketing expert** will audit your association's current email strategy, and offer insight on where automation should occur and what email cadence should be considered.



After discussing campaign goals with you, our team will develop **themes and content** wrapped around those objectives and submit email copy for approval.



Our design team will take the approved copy and develop the **"look and feel"** of the email campaign, taking into consideration email best practices and engagement opportunities.



Our program can be easily integrated into your existing **technology**, or we set up your organization on our automation platform, complete with robust reporting of key email marketing metrics.



Looking to monetize your email marketing initiatives? We have some ideas to share! Our design experts can tastefully integrate advertising into your email marketing efforts. And when needed, our consultative **digital sales team** is at your disposal, discussing opportunities with industry suppliers.

Examples

Email automation can save staff time, increase customer engagement, and provide more timely communications. **Need a starting point for automation?** Check out these suggestions. And when you're ready, we're here to help.



Welcome Emails

Welcome new members to your association and generate excitement for upcoming events and benefits.



Webinar Emails

Promote upcoming webinars, then send cadenced reminder emails to those that registered.



Renewal Emails

Grab members' attention 90, 60, 30, and 7 days before their renewal date.



Newsletter Sign-ups

Welcome your new subscribers with customized messages promoting other association publications.



Tradeshow Emails

Remind potential attendees of early bird registration, or send a series of emails leading up to the show. We've got some ideas to help!



And so much more...

We'll work with your team to design an email marketing strategy that will engage your members and prospects.

