



# Strategy + Execution + Engagement

Strategic use of **content** to keep your association in front of your professional community.

“Marketing is no longer about the stuff that you make, but about the stories you tell.” - **Seth Godin**, best-selling author, and marketing guru



The average industry professional is bombarded with content on a daily basis – blog posts, videos, infographics, webinars, press releases, case studies, etc. This means mediocre content is inevitably lost among the vast noise of the internet, possibly never seen by those professionals you want to convert to members, or retain as members. Today, associations must have a documented content strategy – executed properly – to truly stay in front of the right audience at the right time. Check out some of the program’s features below, then schedule a demo to see how our content marketing program can work for your association’s specific needs.



## Features

**Content Audit** - to determine a strategy, we’ll take an inventory of your association’s current content and assess the quality of each piece. This uncovers what needs updating, and any gaps in your content.

**Professional + Engaging Content** - our pool of industry-specific writers take the time to research engaging topics to produce relevant, thought-provoking content, whitelabeled to your organization.

**Creative Services** - each piece of content is accompanied by eye-catching images. Or, use our creative department to tell a story through infographics or explainer videos.

**Payment Options** - pay per finished content piece, or take advantage of our packaged subscription model.



## Solutions

Our expert team has over two decades of experience implementing content strategies for associations. We're ready to chat about the specific content needs of your organization. **Here are just a few content solutions we can offer.**



SHORT-FORM  
BLOG POSTS



EBOOKS



WHITEPAPERS



PRESS  
RELEASES



CASE STUDIES



MEMBERSHIP  
COLLATERAL



INFOGRAPHICS



EXPLAINER  
VIDEOS



WEBINARS



LANDING PAGES



SURVEYS +  
ANALYSIS



PODCASTS



**Looking to monetize your content?** Webinars and podcasts not only provide your members with valuable information, but also provides industry suppliers a way to get in front of your members. Our consultative sales team can sell limited display or content inventory into your webinars and podcasts, or provide information to help your association's sponsorship team sell the space.

## Pricing

Whether you need one piece of content for your association's magazine or blog, or a full-fledged content strategy with monthly deliverables, Association Briefings has you covered. Below are our pre-determined pricing tiers. Contact us about specific pricing for each tier. **Need a customized plan?** Let us know and we'll put together a no-obligation proposal.



### A-LA-CARTE

Choose a single piece of content from the options above, or we can customize a solution based on your association's needs.



### CAMPAIGN-FOCUSED

Built specifically for lead generation, this option focuses on a targeted association objective, implementing a hub-spoke content technique. This option includes:

- 1 whitepaper or ebook
- 1 landing page for lead gen
- 1 infographic
- 1 short-form blog post



### SUBSCRIPTION

This option provides a recurring, monthly set of content for your association. Each month, your association will receive:

- 2 short-form blog posts
- 1 whitepaper or ebook
- 1 infographic
- 1 press release
- 1 case study

