



# Strategy + Execution

A **virtual marcom manager** who does the heavy lifting while you grow your association.

“While marketing and communications is often the first department to be culled when times are tough, it’s actually the lifeboat that saves the passengers, so long as you’re good at it.” - **Shaun Weston**

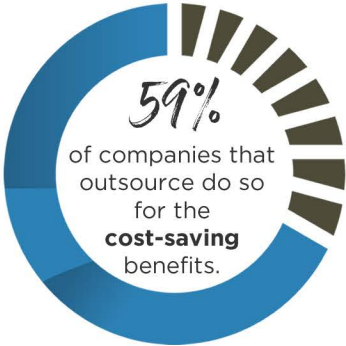
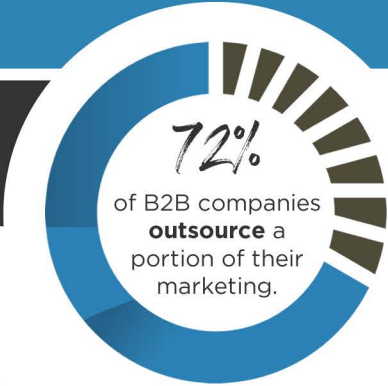
As we all know, the association operations landscape has drastically changed in the last 12 months. The ability to adapt has been critical for the survival and continued growth of successful organizations. As an industry, we’ve seen small staff associations take on more duties than ever, with team members wearing even more hats than they did just two years ago as they try to maintain “business as usual.” As associations try to ride out the tough times while reducing or containing costs, marcom efforts are often cut, significantly reduced, or absorbed. Yet progressive boards still require their organizations to maintain and establish an industry presence, including a focus on public relations, social media, and thought leadership. For many associations, it may be more cost-effective to outsource marcom efforts than hiring a full-time team member. That’s where we come in.

## Features

**Dedicated Team Member** - working closely with your executive team, we assign a qualified, dedicated communications professional who steps up to provide an exceptional marcom strategy so you can continue to focus on your membership and overall vision.

**Complete or Partial Management** - our scalable marcom program allows for a part-time manager for project-based initiatives, or a full-time manager who’s at your disposal for 40 hours a week.

**Creative Services** - utilizing our agency-quality creative department, we’ve got all your graphical needs covered.



# Services

Working closely with your executive team, we'll assign a qualified, dedicated communications professional who will step up to provide an exceptional marcom strategy so you can continue to focus on your membership and overall vision. **Your dedicated marcom manager will focus on the following strategies for your organization.**



CONTENT



SOCIAL MEDIA



EMAIL MARKETING  
+ AUTOMATION



DIGITAL  
NEWSLETTER



EVENT  
PROMOTION



LEAD GEN  
CAMPAIGNS



**Looking to monetize your marcom initiatives?** We have some ideas to share! Our design experts can tastefully integrate advertising into your marcom efforts, creating non-dues revenue for your association. And when needed, our consultative **digital sales team** is at your disposal, discussing potential opportunities with industry suppliers. Let's chat about how we can help.

# Pricing

Whether you need a marcom manager for a single project, or a full-time manager to take care of all your marcom needs, Association Briefings has you covered. Below are our pre-determined pricing tiers. **Need a customized plan?** Let us know and we'll put together a no-obligation proposal.



## PROJECT-BASED PLAN

Need to outsource a one-time marcom project for your association? We've got you covered. Contact us for a customized quote based on your specific needs.



## GOLD PLAN

This option is meant as a supplement to your existing marcom plan. Each month, your association will receive:

- 4** pre-defined pieces of content
- 2** on-demand pieces of content
- 1** twice-monthly digital newsletter
- Social media management (2 channels, multiple posts per week)
- 2** email campaigns



## MVP PLAN

This option has been created to provide a full-service marcom manager. Each month, your association will receive:

- 8** pre-defined pieces of content
- 4** on-demand pieces of content
- 1** weekly digital newsletter
- Social media management (3 channels, multiple posts per week)
- Unlimited** email campaigns
- +
- Event promotion (seasonal)

