

REVIVE ASSOCIATION REVENUE:

Unlock Dues and Non-Dues Growth with
this Step-by-Step Guide to Digital Marketing



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CULTIVATING EVENT GROWTH

Many associations are facing pressure to meet revenue targets. Membership renewal and attracting new members has become a critical factor in determining the success of the association financially as well as meeting its educational goals. Annual events and other association meetings are also experiencing substantial financial demands due to the reliance on non-membership dues.

Audience generation is the key to solving both these challenges.

MARKETING **BENCHMARKS**

Can you measure if your **e-mailer impact** generates **20% of website traffic and leads to 45% conversion rate?**

Is your **event marketing** achieving **15 – 20% growth in paid registrations?**

Is your **social media presence** and impact **growing by 100 – 250%** and generating event attendance or membership engagement?

Did your last **digital advertising campaign** contribute to **50% of website visits?**

Can you show your sponsors **measurable ROI** on the ads on your association website?

Are your **Google Grants** being managed successfully as an **additional advertising stream?**



Your marketing efforts
should translate into

**solid ROI
and revenue**



COMMON TACTICAL ERRORS ASSOCIATIONS MAKE

1 INSUFFICIENT MARKETING BUDGET ALLOCATION

Many associations allocate only a small percentage of their budget on marketing. Others are not utilizing digital advertising capabilities correctly which hinders potential for success and, in turn becomes a self-fulfilling prophecy of “new types of marketing are complicated and don’t work.”

Marketing is the sole budget item that has the potential to generate revenue.

By accurately targeting the right audience, campaigns can yield guaranteed ROAS (Return on Ad Spend), resulting in multiple financial returns in both the short and long term.

You should be getting at least \$12-34 on revenue for every \$1 spent on marketing.

2 LACK OF A WELL-FORMULATED AND EXECUTED MARKETING STRATEGY

Digital marketing has evolved into a complex landscape, demanding a comprehensive approach that incorporates:



Data



Research



Persona
development



Content
generation



Multi-channel
management



Optimization



Robust
reporting

With the ever-increasing number of platforms, tools, and strategies available, it has become crucial to harness the power of data and research to understand target audiences better.

While the idea of promoting membership or an event without a professional digital plan may seem tempting, such an approach can be costly in the long run.

Having a digital expert with specific experience in association membership and related events helps to minimize wasted spending on testing and target audiences that do not convert.

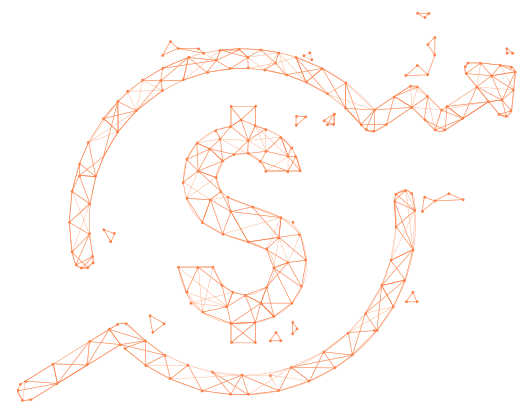
As associations face increasing competition from numerous similar organizations and events, gaining access to new potential audiences as well as retaining members and attendees becomes even more crucial.

Traditional marketing methods are limited in their ability to attract new attendees since they primarily rely on an existing database. Digital marketing allows organizers to reach a wider audience by utilizing various online platforms.

THE SOLUTION

LEVERAGING DIGITAL MARKETING TO DRIVE REVENUE

Digital marketing offers a powerful solution to the challenges faced by associations. Here's how:



1. UNDERSTANDING YOUR POTENTIAL AUDIENCE

To attract new members and event attendees, it is crucial to have a deep understanding of your target audience. This involves identifying their demographics, interests, preferences, and pain points. By developing personas, you can tailor your marketing strategy and messaging to resonate with each persona, highlighting the key benefits and value proposition. This targeted approach increases the chances of attracting the right audience.



Audience mapping and persona development play a pivotal role in identifying and understanding these untapped segments. Tailoring messaging and offerings help to attract new members and event attendees as well as ensuring membership renewal.

2. ALLOCATE BUDGET



Reaching new audiences and driving them to your association website equires a strategic allocation of budget. Investing in key milestones throughout the year and allocating a separate budget to dues and non-dues revenue throughout the association lifecycle is essential.

To drive higher conversion rates and maximize returns on investment, a crucial metric to consider is Return on Advertising Spend (ROAS). By focusing on precision targeting and effective content, you can optimize your marketing campaigns to achieve a higher ROAS and increased registration revenues.



3. PERSONAS AND CHANNELS

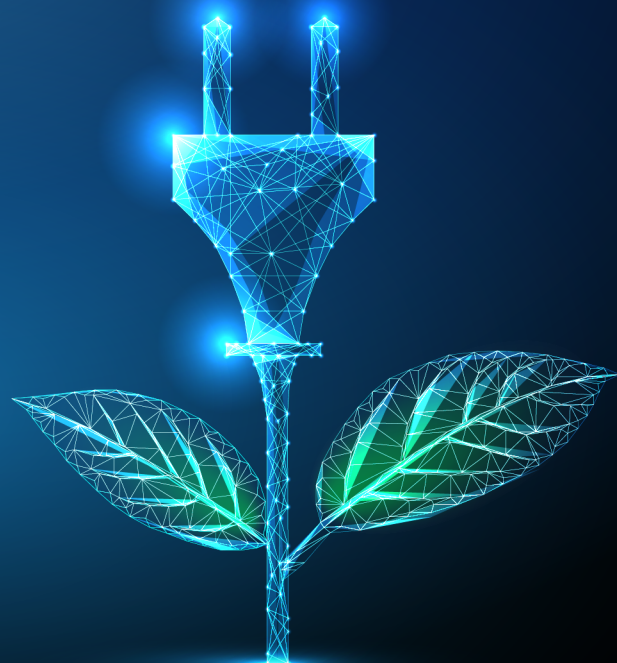


Identifying your target personas is just the first step in successful event marketing. To truly engage with them, it is vital to select the most effective communication channels. Preferences for channels vary among personas, including social media, email marketing, search engines, and targeted advertising.

By strategically choosing these channels, you can broaden your reach and connect with a wider audience precisely when their interest in attending your event or renewing their membership is at its peak. This strategic approach not only maximizes your reach but also optimizes your budget allocation, ensuring the best possible return on investment.



**KABLOOM
PLUGS INTO**
YOUR EXISTING
TEAM TO HELP
MEET YOUR GOALS



4. E-MAILER CAMPAIGNS AND AI



In today's ever-evolving landscape, associations can enhance their email marketing strategy by leveraging the power of data as well as AI technology. By optimizing current email approaches, associations can personalize content, segment audiences effectively, and craft compelling messages tailored to member preferences.

AI tools can automate content generation, enabling the creation of dynamic and engaging emails at scale. Through the use of AI-powered analytics, associations can track member behavior and engagement metrics to refine campaigns for maximum impact.

This synergy between email marketing and AI empowers associations to drive member engagement, increase event attendance, and build a more connected and thriving community. By embracing these innovative technologies, associations can revolutionize their outreach efforts and achieve unparalleled results in member communication and engagement.



Download
the e-mail
marketing
Guidebook

5. MULTI-CHANNEL DIGITAL ADVERTISING:



To ensure maximum reach and engagement, it is important to leverage a variety of digital marketing channels. This includes optimizing your association and event website for e-commerce.

It is important to implement:

- Effective search engine optimization (SEO) techniques,
- Utilize pay-per-click (PPC) advertising campaigns
- Ensure GA4 is installed correctly to improve remarketing campaigns
- Harness the power of social media advertising.

Each channel serves a specific purpose within the audience generation cycle, from raising awareness to driving membership renewals or event registrations. By incorporating a combination of these channels into your marketing strategy, you can enhance your association's visibility, broaden your audience reach, and ultimately increase the number of members and event attendees.

With a multi-channel approach, you **engage with your audience at various touchpoints**, increasing the chances of successful conversions and creating a diverse and engaged community.



6. THE EVENT CYCLE PROMOTION TIMING:



Neglecting to invest in key marketing milestones during this cycle can result in reduced final registrations. By allocating resources to pre-event promotion, particularly for abstract submissions and early bird deadlines, you set the stage for a strong campaign.

Compelling messaging that aligns with program updates and tailoring it to different personas, while leveraging the most effective channels, enables you to reach your target audience at the opportune moment and drive engagement.

Equally crucial is allocating funds for post-event follow-ups, which enables you to offer webinars and other products as well as foster long-term engagement with attendees.

7. TAKE THE STRESS OUT OF WEBSITE SPONSOR ADVERTISING MANAGEMENT



A dedicated platform that manages sponsored website ads for associations is crucial in maintaining user experiences while increasing revenue streams. It is important to find a solution that offers reliability by providing a secure and stable system that operates without the need for back-end access, ensuring a seamless experience.

Its efficiency needs to be evident in the ease of setting up multiple accounts and running ad campaigns effortlessly. The focus should be on profitability, with the platform guaranteeing the best view-per-user ratio, delivering highly relevant clicks and optimal brand exposure through strategic rotations.

Furthermore, it should provide flexibility in variable and responsive ad position placements, diverse ad sizes, and served impressions, catering to the specific needs and objectives of the association with precision and effectiveness.

KABLOOM CAN HELP NAVIGATE THE CONFUSING LANDSCAPE

8. OPTIMIZATION AND REPORTING:

Continual optimization and careful channel selection are key elements for the success of your marketing efforts. By leveraging data insights and reporting, you can continually optimize your strategies.

Tracking registration statistics, website analytics, and campaign performance provides valuable information to identify areas for improvement and make data-driven decisions. This approach allows you to increase Conversion Rate Optimization (CRO) while reducing Customer Acquisition Costs (CAC). Additionally, the careful selection of channels ensures that you deliver the right message to your audience when they are most engaged.

Furthermore, adopting the concept of ongoing growth as a Service (GaaS) expands your channel usage and allocation, thereby improving the quality of leads. By combining these approaches, you can effectively refine your messaging, maximize your marketing return on investment, and achieve remarkable results for your dues and non-dues revenue.



7. DEVELOP A COMPREHENSIVE STRATEGY WITH ASSOCIATION GOALS:

To achieve long-term growth and enhance revenue streams, it is important to develop a comprehensive digital marketing strategy across multiple stakeholders and offerings.



By harnessing the power of data generated through digital marketing efforts, you can gain valuable insights to inform your decision-making and stay ahead of the ever-evolving landscape. This data-driven approach enables you to make informed adjustments and effectively allocate resources.

By continuously adapting and refining your digital marketing strategy, you can ensure the continued success and growth of your association, all while maximizing your reach, engagement, and overall impact.

Sound a little complicated?

Get in touch for expert advice and see how we can help grow your event.

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