

# Triple Win Solution For Trade Associations

Qorvis MSLGROUP'S Unique Online Content Platform Delivers Member Benefits, Association Revenue, and Partner Recognition

Triple Win provides associations a publishing platform that allows corporate partners to reach members without compromising the association's integrity. Our unique online solution allows associations to disseminate partner-supplied content and advertising to members without muddying the waters of your flagship web site, where members want and expect ad-free content. It is a "triple win" because it provides corporate partners a **highly targeted** marketing vehicle, gives association members curated knowledge of industry developments that helps them do their job, and drives new revenues for associations that partners otherwise spend with trade outlets. The publishing website operates seamlessly with an organization's flagship website. Best of all, because it is turn-key, it requires few resources and let's associations stick to their core association business.



**Revenue Stream:** Partners provide both sponsored editorial content and advertising that reaches your members directly on a website with a fully customizable, open source content management system. This provides a revenue stream, based on the customized pricing, from flat sponsorships to ad hoc ad purchasing. Members need and use this information to make purchasing decisions, so rather than a distraction it is a valuable asset organized to suit your industry and its needs.



**Content Submission platform:** Uses Submittable, a third-party tool popular with mainstream publishers to streamline the review process, allowing for a quick, yet accurate, vetting of all content.



**Google Analytics Integration:** Tracks the productivity of social engagement, measures the impact of mobile browsing, analyzes content performance, determines conversion rates and monitors ad performance.



**List Building and Lead Generation:** Gathers contact information from visitors for list building and lead generation. Can include tracking pixels for remarketing advertising programs.



**Responsive Design:** Allows users to view the website across all platforms. The design is unique to your brand with the appropriate colors, fonts, styles and logo.



**Training:** Once the website has been completed and delivered, Qorvis MSLGROUP will create a comprehensive website manual which will be used to train staff on how to manage the website to allow for maximum flexibility. We can also manage the site for you.



**RSS-driven Email Newsletter:** Allows user to opt-in to keep up with news and information.