

Take AIM: Advanced Integrated Marketing for trade and professional associations

Many associations limit marketing to direct mail, email and display advertising. Qorvis MSLGROUP's Take AIM offers a new integrated approach that taps your organization's existing database and occupational demographics to precisely target membership and conference marketing via native content on social media platforms and drive conversions on a custom web site.

Audience Identification: We use audience research and analysis to determine the best channels for reaching potential members or Conference attendees. These audiences can include, but aren't limited to: members, potential members, industry and corporate partners, staff, board members, media, policymakers and regulators, and external industry influencers. We determine the optimal media mix, which can include traditional direct mail, email and display advertising, but also content placements on social media such as LinkedIn, Twitter and Facebook.

Marketing Plan: Once we define your audience, we generate a marketing plan that includes a timeline, milestones and cross promotional strategies that reflect your organization's value proposition, differentiation strategy and pricing.

Remarketing: Often, the most effective approach taps your existing website and social media outlets. By placing tracking pixels, we implement a targeted approach to triangulate site visitors after they leave your website. This will enable "remarketing" digital advertising that "follows" these visitors around the web, encouraging them to join or register for an event.

Proactive Messaging & Placements: Marketing is an inside-out proposition. We coach your team on messaging and delivery, provide advice for content on regular membership communications, provide an ongoing review of and recommendations for your website, and provide oversight of your organization's social media communications, and, if agreed upon, help execute.

