

Digital Advertising Campaigns to Attract, Engage & Retain Members



Aidan Augustin
Co-Founder and President

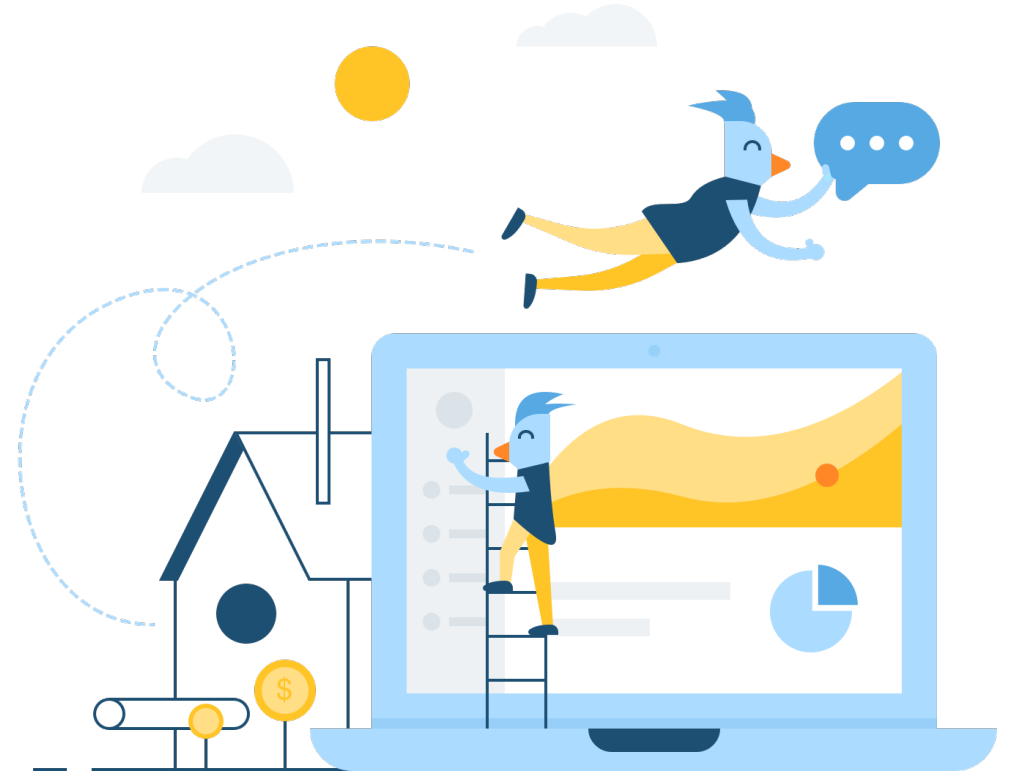






Marketing technology used by ~700 associations

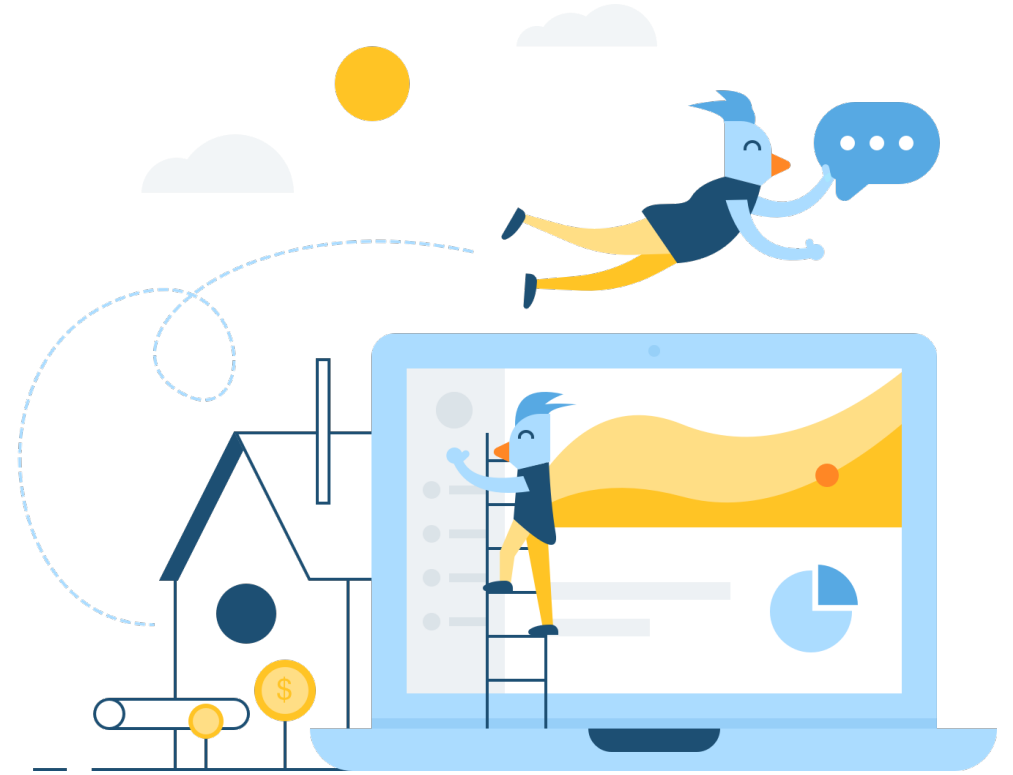
- Website analytics
- Programmatic advertising
- Influencer marketing





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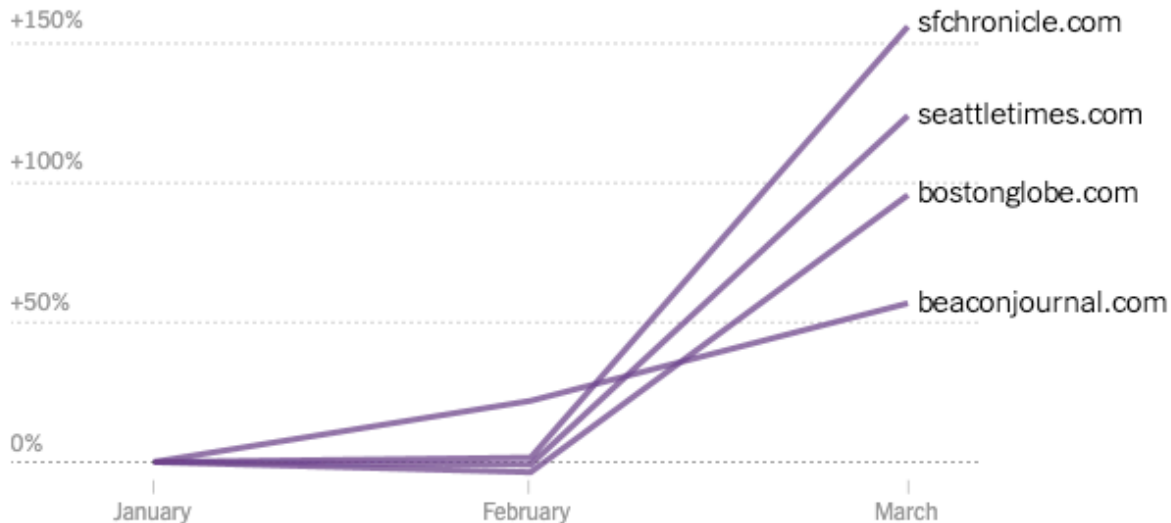
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In this time of social distancing, people are
spending *a lot* of time online

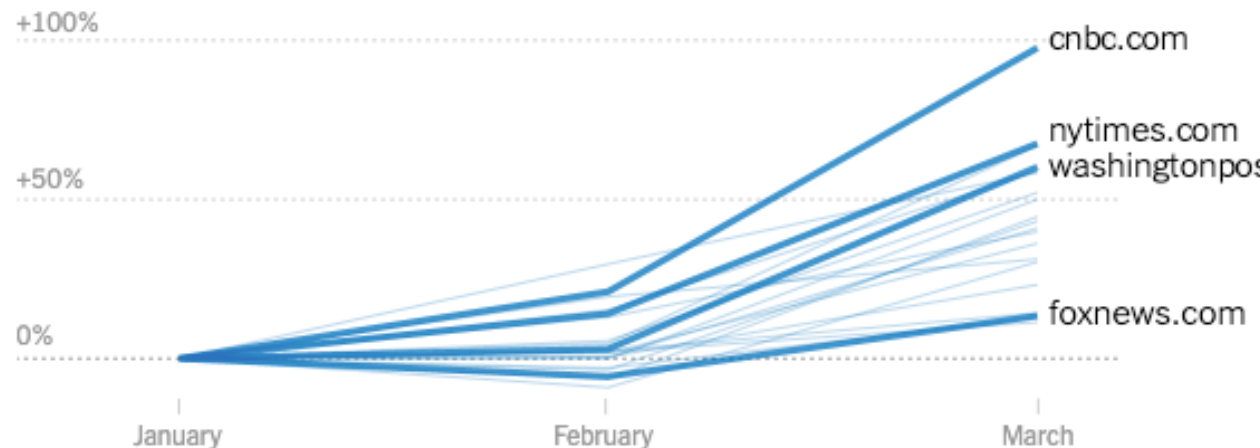
Percent change in average monthly U.S. traffic

Local News Sites



Web traffic spiked 20% in one week amid coronavirus shutdown, Verizon CEO says

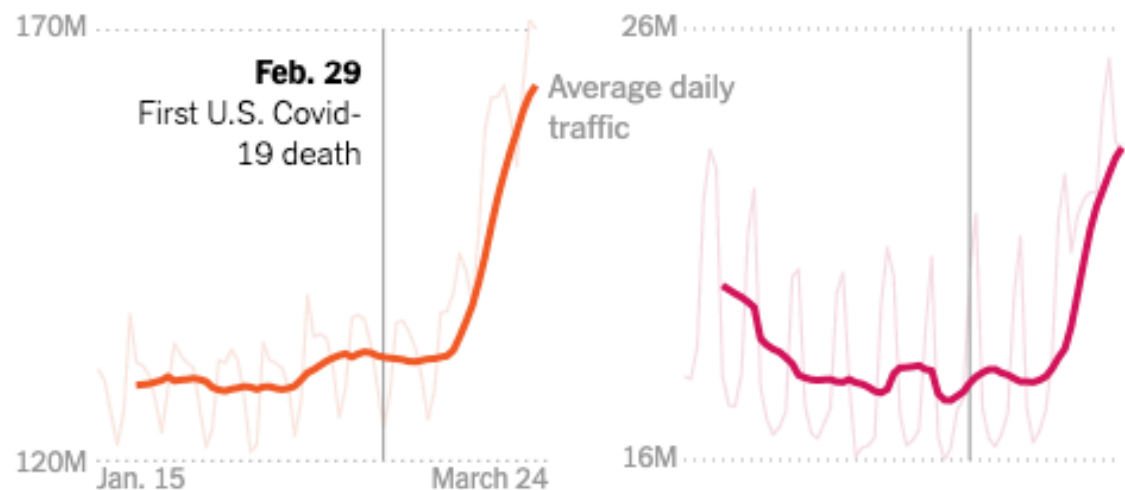
Large Media Organizations


Websites

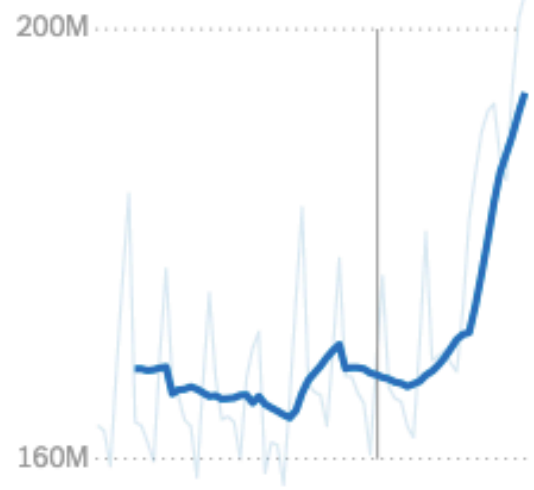
Facebook.com

+27.0%

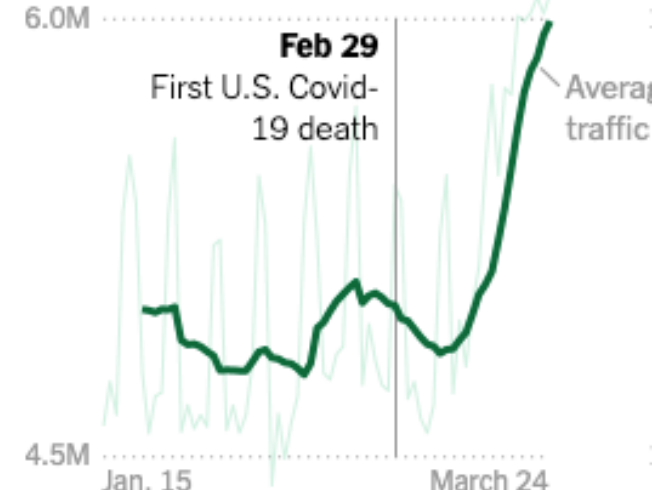
Netflix.com

+16.0%


YouTube.com

+15.3%


Twitch.tv (web)

+19.7%


Programmatic Advertising

- The automated process of buying digital ad inventory via real-time bidding on ad exchanges
- Using data to target ads online
- Right person, right ad, right time
- Ads that seem to know you and follow you

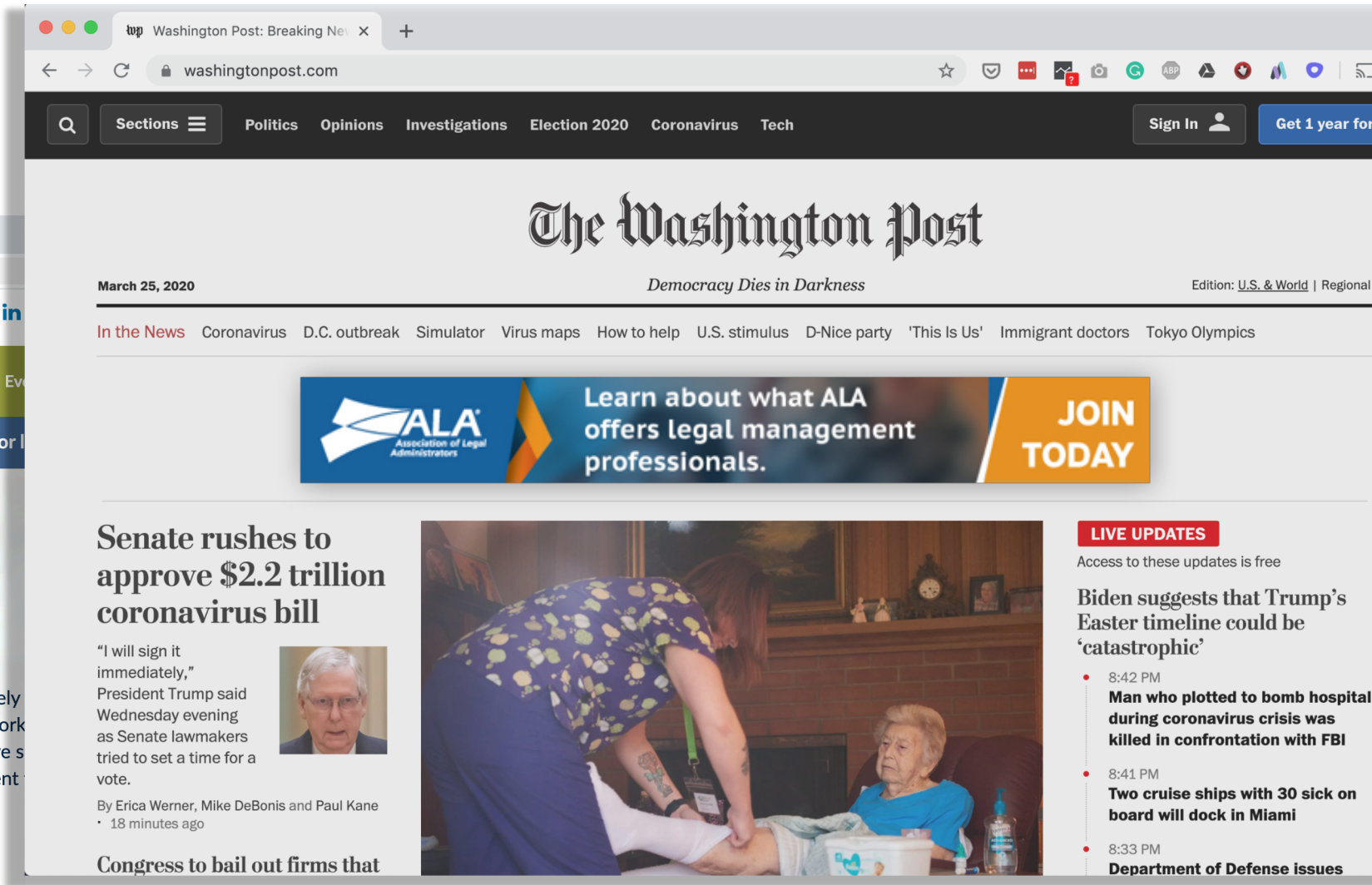
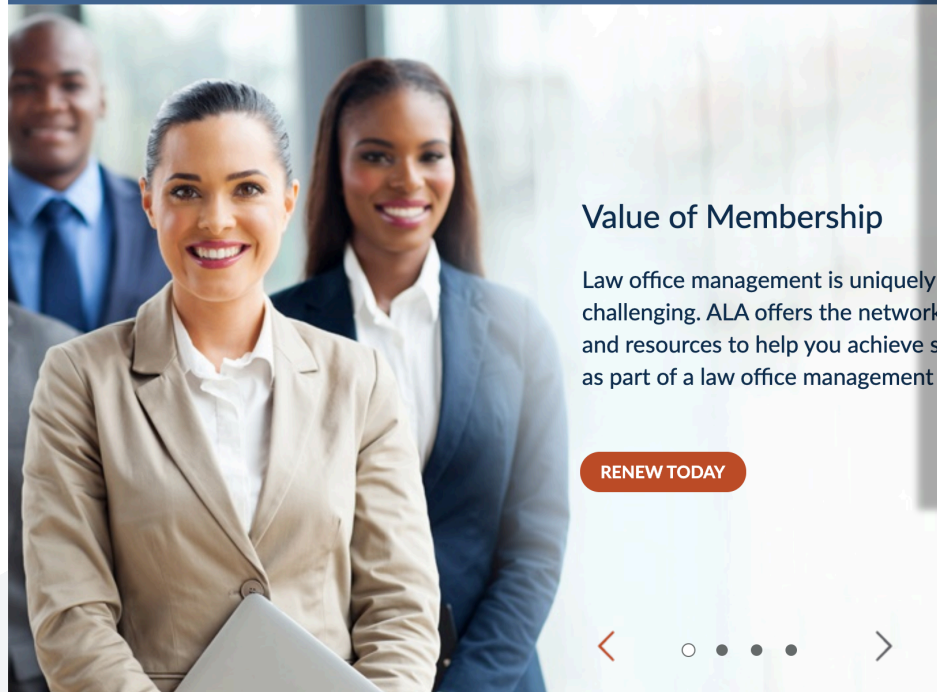
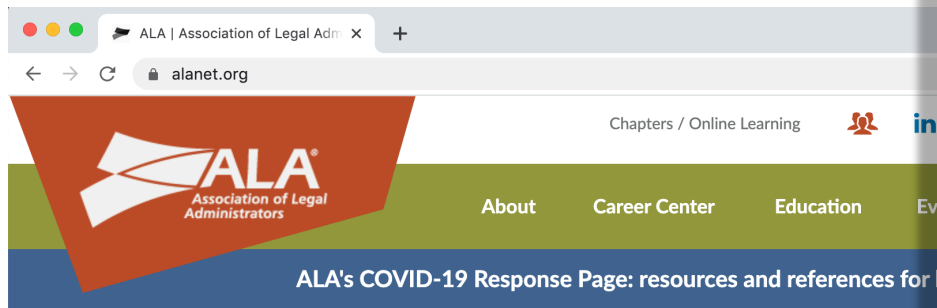
Ad Retargeting 101



Ad Retargeting 101




Retargeting - ALA



Retargeting - NHPCO

Home - NHPCO

nhpco.org




NHPCO
National Hospice and Palliative Care Organization

Advancing healthcare with a model that works

NHPCO enhances and expands access to care that addresses holistic health and the well-being of communities.

[Learn More →](#)



Gainesville, FL Weather Foreca x +

weather.com/weather/today/l/11bc008d191bacebc40bbc46ff0c134d6395531024e7bfc2afe28c42d1b4bc7

The Weather Channel An IBM Business

Search City or Zip Code

US | °F

58° Gainesville, FL

Today Hourly 10 Day Weekend Monthly Radar Covid-19 More Forecasts

LOCAL POLLEN ALERT

GAINESVILLE, FL
as of 10:31 pm EDT

58°
CLOUDY
feels like 58°
H -- L 57°
UV Index 0 of 10

Cold Front Could Mean April Snow

RIGHT NOW

Wind N 4 mph

Humidity 100%

Dew Point 58°

Pressure 30.02 in ↑

Visibility 10.0 mi

NEXT 36 HOURS HOURLY → | 10 DAYS →

TONIGHT	THU	THU NIGHT	FRI	FRI NIGHT
SHOWERS				

NHPCO
National Hospice and Palliative Care Organization

Hospice Provider Membership providing a breadth of benefits

You're there for your community. We're here for you.

[Learn More](#)

Waiting for www.google.com...

Hospice and Palliative Care Resources for the Coronavirus



Programmatic Advertising

Campaign Type	Reaches people who...
Site Retargeting	Recently visited a page on your website
Email List Matching ("CRM Retargeting")	Are on one of your email lists

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Persona, Interest, Contextual	Are tagged and profiled by third-party data vendors based on browsing/shopping

Attracting new members is a process – nurturing prospects takes time and effort, so map out and measure your marketing funnel

All Potential Members (TAM)

Awareness

- Sees ads, opens emails
- Clicks ads or emails
- Visits website

Engagement

- Explores website(s), returns
- Subscribes to blog/newsletter
- Downloads a whitepaper
- Attends a webinar

Conversion

- **Joins as a member**

- Geofencing
- Search Keywords
- Lookalike
- Persona/Interest/Contextual

All Potential Members (TAM)

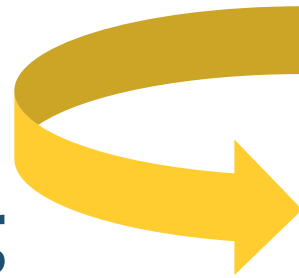
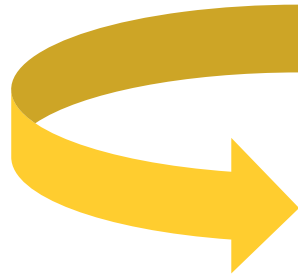
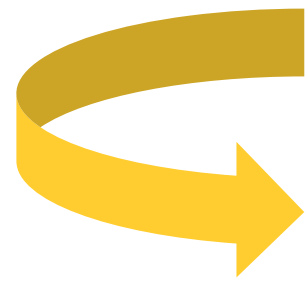
Awareness

- Site Retargeting
- Email List Matching

Engagement

- **Site Retargeting**
- **Email List Matching**

Conversion



This would be a good time to remind your industry or profession about **all the things** you do *beyond* live events

List & Sort Everything You Do

Industry/Profession

- Advocacy
- COVID-19 News/Resources
- CE and Certification (\$)
- Jobs Board
- Bookstore (\$)
- Newsletter/Blog
- Podcast
- *Annual Meeting/Show (\$)*

Members Only

- Magazine/Journal
- Research Reports
- Online Member Community
- Mentorship Program
- Young Professional Initiatives
- Local Chapters
- Volunteer Leadership
- *Exclusive Events/Networking*

Run Campaigns Promoting These!

Awareness/Engagement

- Advocacy
- COVID-19 News/Resources
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Conversion

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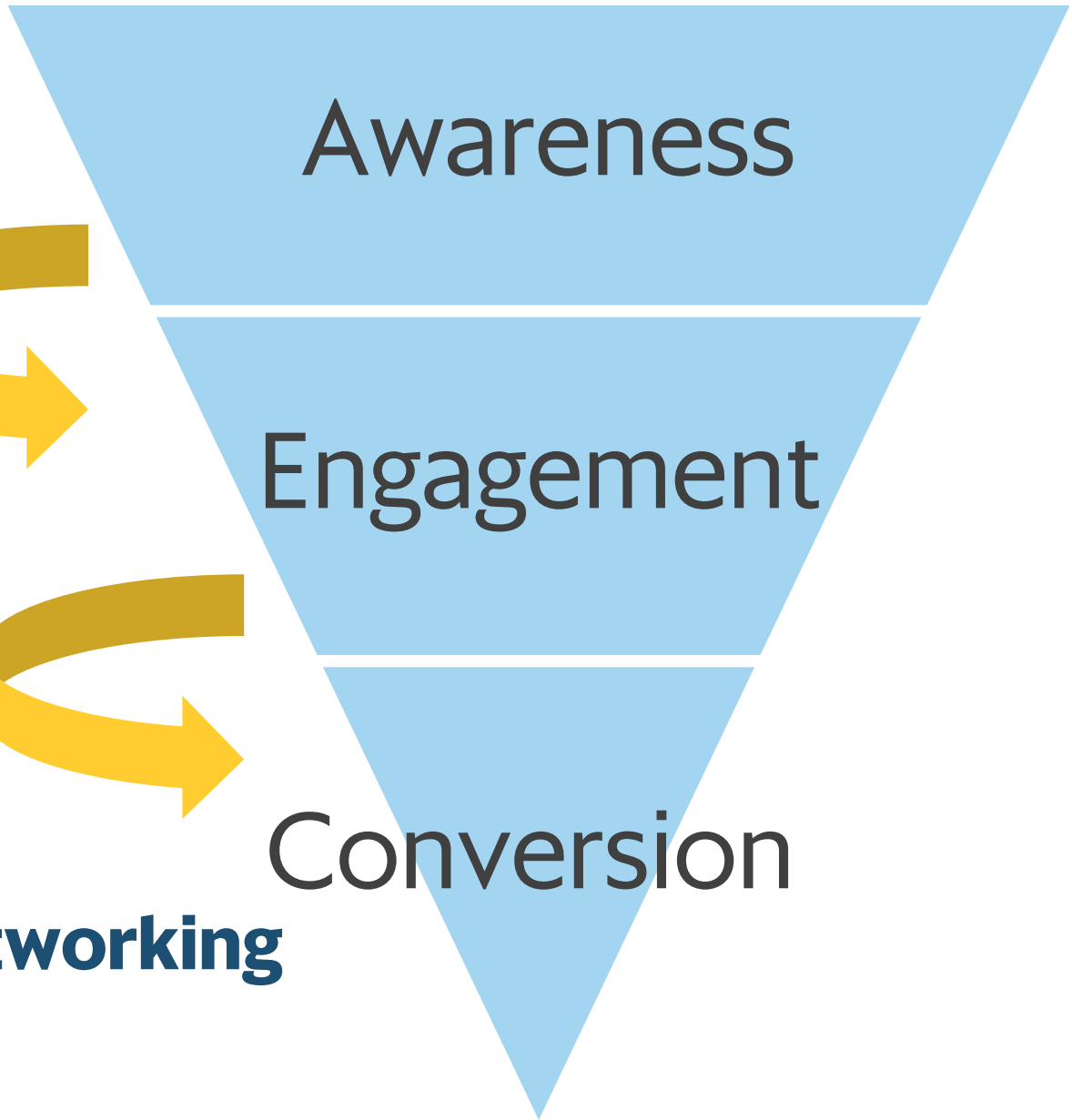
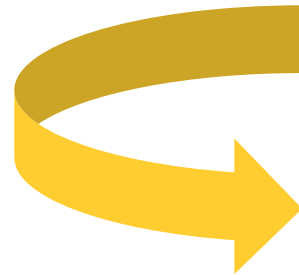
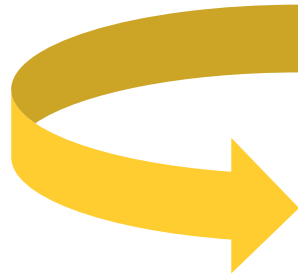
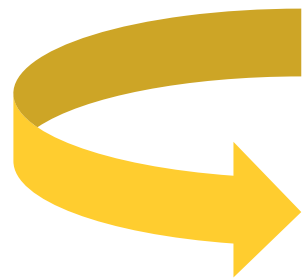
Awareness

- Newsletter/Blog
- Podcast
- CE and Certification

Engagement

- **Online Community**
- **Mentorship Program**
- **Exclusive Events/Networking**

Conversion




COVID-19 Resources (Awareness)




THE IMPACT
OF COVID-19

UPDATES FOR
AMERICA'S HOTEL
OWNERS

[LEARN MORE](#)



Journal of Histotechnology
Coronavirus disinfection in histopathology

 Taylor & Francis
Taylor & Francis Group

COVID-19 Resources for
Histotechnologists



**CORONA
VIRUS**

Disinfection
in the
Histology
Lab

[READ NOW](#)

Jobs Board (Awareness)

Looking for a Change?
Find Your
Dream Job



Start Searching



QUIT
YOUR JOB.
START YOUR
CAREER.



Better Pay.
Better Benefits.
Better Future.

Geofencing Ideas (Awareness)

Retroactively target...

- Offices and corporate campuses
- Universities and colleges
- Convention centers during industry events
- Hospitals and healthcare facilities
- Specialized/professional retail

Newsletter/Blog (Engagement)



STAY UPDATED
on all things manufacturing.

sme
MEDIA

Learn more!



westec®

The Truth about Balance:
It's the Assembly that Matters

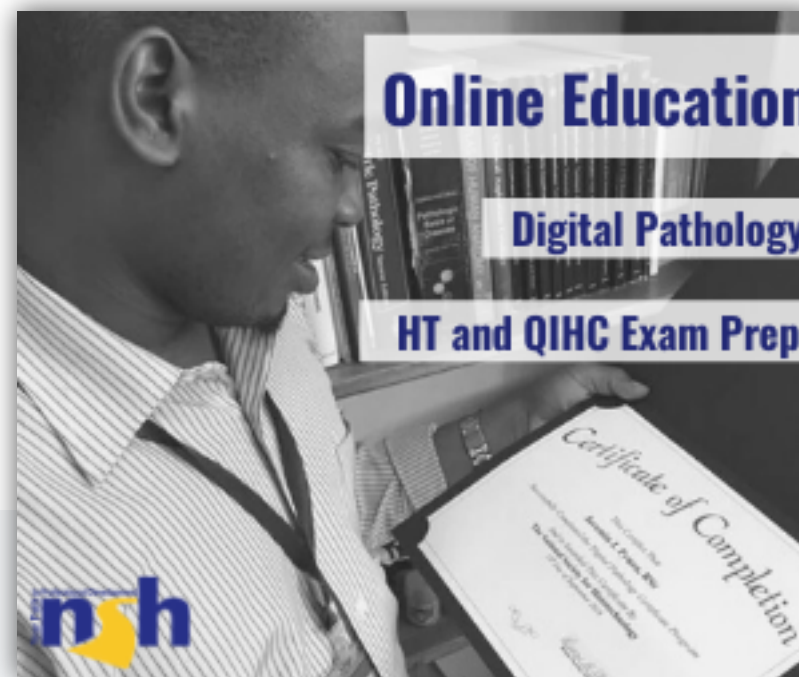
sme
AMT

CLICK HERE
READ NOW

CE & Certification (Engagement)



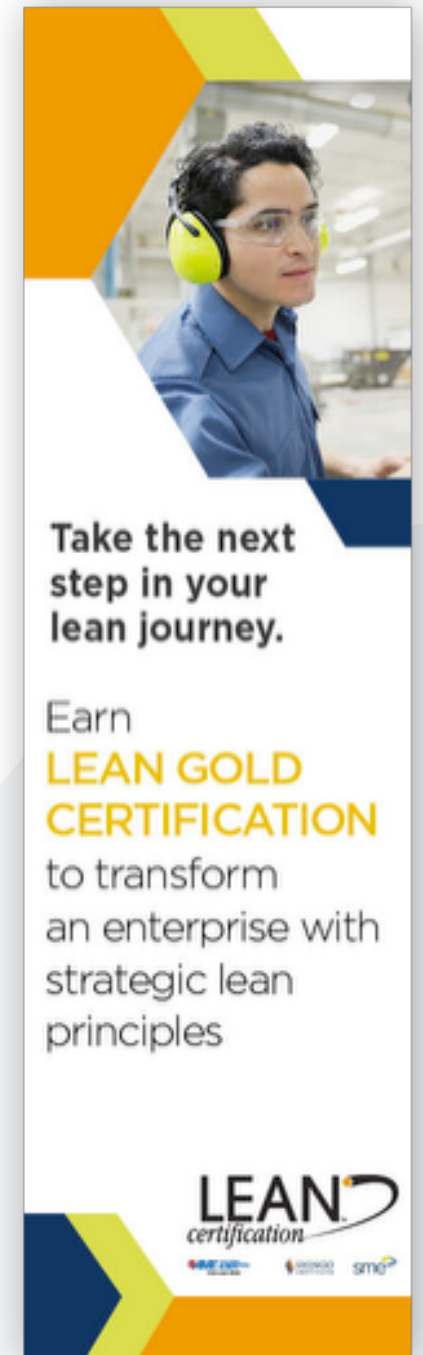
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Certificate of Completion



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LEAN
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AMEBA | ISO 9001 | SMC

Email List-Matching Ideas (Awareness)

Target people who...

- Have registered for your events within the last year
- Are subscribed to your newsletter or publication
- Have participated in a webinar or CE offering
- Have downloaded a whitepaper or report
- Were previously active members

Members Only (Conversion)



NHPCO

National Hospice and Palliative
Care Organization

Explore
New
Networking
Opportunities

JOIN NOW



American College of
Healthcare Executives

ACRP

MEMBERS GET
EXCLUSIVE ACCESS TO:

JOB OPPORTUNITIES
IN THE MIDWEST

JOIN

Join Now

Site Retargeting Ideas (Conversion)

Segmented campaigns based on behavior:

- Shopping cart abandoners
- Visitors to the “Member Benefits” page
- “Flytrap”/“pay wall” visitors
- Readers of blog articles around a specific topic where you have deeper members-only reports

Thank you :)



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