

# Enhancing the Member Experience and Increasing Revenue by **Connecting the Right Marketing Platforms**

American Academy of Otolaryngology-Head and Neck Surgery (AAO-HNS), a global association for specialists in the ear, nose and throat space, faced a challenge that's relatable to more and more of today's associations—growth. Not just in new member acquisition but in member engagement through year-round revenue-diversified programs.

The difference—AAO-HNS took the strategic leap into tackling both objectives with a technology stack specifically prescribed to resolve association's ongoing retention and recruitment challenges. The triad digital footprint was deliberate and deeply rooted in results:

- **ICE:** Intelligent Contextual Email (individualized newsletter)
- **Adestra:** email automation platform
- **SharpSpring:** marketing automation platform

Powered by HighRoad's Plus Connector and Lifecycle Connector which bridges the data in iMIS their association management system with their digital marketing platforms, AAO-HNS was able to start seamlessly individualizing and nurturing the entire member lifecycle, from lead to converted member to engaged member and eventual upsell.



Email  
Marketing



Marketing  
Automation



Personalization

*We're really excited about the partnership we have with HighRoad, and all the knowledge that they bring to the table in regard to marketing and email products.*

**Ross Rollins**

## What are their plans moving forward?

AAO-HNS is currently working with HighRoad on a dynamic Email Preference Center (EPC) that will tie all their systems together, including their soon-to-be dynamic website. Once integrated with their current stack, visitors coming to their site will view a personalized EPC based on their member (or non-member) status. They'll then be able to set their communication and/or content preferences for all communications, including their CPC-driven (Content Preference Center) OTO Weekly Newsletter.

But the true beauty of the new stack is not what happens within the first year. It's what happens every year after that. Success is perpetual. The intel coming in from all their platforms isn't just serving up the right message and content to the right audience. It's also giving AAO-HNS more and more data to help them consistently hone their members' experiences through goal-tied marketing and programmatic content. Essentially, **content with intent.**

## Beyond the bells and whistles, what does their martech stack really do?

### ICE (Intellectual Contextual Email)

Ross Rollins, Director Creative Services & Digital Communications, spearheaded the effort, starting with their award-winning OTO Weekly newsletter (2018 Gold Circle Award), powered by HighRoad's flagship product, ICE. The highly individualized newsletter blankets worlds of dynamic data, which allows AAO-HNS to serve up relevant editorial content, event updates, one-to-one member dashboards, and in-house and outside advertising based on field specialties and areas of interest.

### Adestra (Email Automation Platform)

Leveraged to individualize the member experience, the platform is powered by robust email automation and reporting functionality to drive data-driven member journey campaigns. Going beyond operational efficiencies, the tool allowed Ross and team to segment member onboarding campaigns. Designed to personalize the initial welcome touchpoint and dig deeper (beyond the membership application) into their incoming members' interests, the campaign will jumpstart their member journeys so that subsequent communications and content cater to each individual member.

### SharpSpring (Marketing Automation Platform)

Designed for associations looking to meet their recruitment objectives, the platform offers inbound principles and functionality that help associations greater penetrate their market share. Through the platform, Ross and team have been able to generate net new leads by their identified buyer personas. To date, it's flipped the switch on the team's traditional 'campaign-by-program' mindset and helped them focus on more of a 'campaign-by-audience' approach.