



digital marketing toolkit

*Why an Integrated Digital Marketing Strategy
Matters for Associations & Non-profits*



ASSOCIATION
HEADQUARTERS

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FREE 7 Step Guide to a Smart Digital Marketing Strategy for Non-profits

introduction

A smart digital marketing strategy is essential for associations looking to effectively reach their target audience, achieve their marketing and business objectives, and build credibility and trust online. By leveraging the various digital marketing channels and tools available, associations can effectively engage with their audience, gather valuable data and insights, and optimize their efforts to get the most out of their budget. Ultimately, a strong digital presence can help associations achieve their goals and better serve their members and the wider community.

In the modern world, digital marketing has become an essential part of running a successful business or organization. This is especially true for associations, which rely on attracting and retaining members to achieve their goals and make a positive impact.

How Digital Marketing Can Benefit Associations & Non-Profits

Here are a few specific ways in which a smart digital marketing strategy can benefit associations:

1. Improved visibility

A well-planned digital marketing campaign can help an association reach a wider audience and increase its visibility online. This can be especially valuable for associations that rely on membership or donations to support their operations.

2. Greater engagement

Digital marketing channels (think social media and email marketing) allow associations to engage directly with their target audience and to build relationships with them. This can help foster a sense of community and encourage people to support the association's mission.

3. Enhanced credibility

A strong online presence can help establish an association as a trusted and authoritative source of information in its field. This can lead to increased credibility and trust among both the association's members and the public at large.

4. Better data and insights

Digital marketing tools and platforms provide a wealth of data and insights that can help associations better understand their target audience and tailor their marketing efforts accordingly. This can lead to more effective campaigns and better results.

5. Cost efficiency

Digital marketing can be a cost-effective way for associations to reach their target audience and achieve their marketing goals. It enables them to target specific demographics and track the results of their campaigns in real-time, which can help them optimize their efforts and get the most out of their budget.

Digital Marketing Challenges & Solutions for Associations and Non-Profits

Digital marketing can be a challenging and overwhelming task for associations, especially if they do not have a dedicated team or have limited resources. However, with the right strategies and tools, associations can effectively market themselves (or hire an AMC to do it for them) to help achieve their goals. Here are some common digital marketing challenges faced by associations and some easy solutions:

CHALLENGE Limited Budget: One of the biggest challenges faced by associations is limited budget, which can make it difficult to hire a digital marketing agency or invest in paid advertising. However, there are several free or low-cost options available to associations.

SOLUTION Associations can use social media platforms such as Facebook, Instagram, and LinkedIn to reach out to their target audience at no cost. They can also leverage content marketing by creating and sharing valuable, relevant, and consistent content that attracts and retains a clearly defined audience.

CHALLENGE Staying up-to-date with the latest trends: The digital marketing landscape is constantly evolving and it can be challenging for associations to keep up with the latest trends and technologies.

SOLUTION Associations can stay informed about the latest trends by reading industry blogs and attending marketing conferences and workshops. They can also consider hiring an Associations Management Company (AMC) that has the expertise and resources to stay up-to-date with the latest trends.

CHALLENGE Measuring the ROI of digital marketing efforts: It can be difficult for associations to measure the return on investment (ROI) of their digital marketing efforts, which can make it challenging to determine the effectiveness of their marketing strategies. However, there are several tools available that can help associations track the ROI of their digital marketing efforts.

SOLUTION Associations can use Google Analytics to track website traffic and conversions, or they can use social media analytics tools to measure the engagement and reach of their social media posts.

CHALLENGE Reaching the right audience: Another common challenge faced by associations is reaching the right audience.

SOLUTION Associations can use targeted advertising and segment their audience based on factors such as demographics, interests, and location. They can also use email marketing to reach out to their subscribers and engage with them.

CHALLENGE Lack of in-house expertise: Another challenge faced by associations is the lack of in-house expertise or a dedicated digital marketing team.

SOLUTION Associations can consider hiring an Association Management Company (AMC), a freelancer or a digital marketing agency to take care of their marketing efforts. They can also invest in training their team members to acquire the necessary skills and knowledge to handle digital marketing effectively.

Why Hire an AMC?

Hiring an association management company is an effective solution to your digital marketing challenges. An AMC will help you achieve your digital marketing goals and grow your association by providing:

EXPERTISE

AMCs have subject matter experts who can handle all aspects of digital marketing which eliminates piecemeal services from multiple vendors.

COMPREHENSIVE SOLUTIONS

AMCs offer a wide breadth of services and can provide integrated marketing strategies to your most pressing digital marketing needs.

INCREASED EFFICIENCIES

AMCs have the resources and infrastructure your association won't have in-house. A team of professionals can work collaboratively behind the scenes to save staff time.

Learning About Digital Marketing for Your Association and Non-Profit

One of the main advantages of digital marketing is the **ability to measure and track results**. With traditional marketing, it can be difficult to quantify the effectiveness of a campaign. However, with digital marketing, businesses can track how many people have visited their website, how long they stayed, and what actions they took. This allows businesses to see which marketing efforts are working and which ones need to be adjusted.

Another advantage of digital marketing is the **ability to target specific demographics**. With social media and search engine advertising, businesses can choose to show their ads to people based on their interests, location, and other factors. This allows businesses to be more effective with their marketing spend, as they are reaching the people who are most likely to be interested in their products or services.

Paid vs. Organic Content

The content you create can be shared in many ways, and surprisingly enough, at many different speeds. Sharing your content organically (from your own website, blog or social media accounts) will get your message out to the public but it takes time to gain traction. A paid marketing campaign can help boost your message and get your brand noticed at a faster pace.

Paid marketing campaigns require a defined goal and budget, a target audience, compelling copy and eye-catching visuals. Paid ads are a great option if you have a short timeline with a specific goal, for example a membership drive or promoting registration to your annual meeting.

While there are major differences between paid and organic content, one is not better than the other. Success is usually found when a mix of campaigns are used to complement each other.

Pillars of Digital Marketing

Social media marketing is one of the most popular forms of digital marketing. With billions of users on platforms such as Facebook, Instagram, and Twitter, businesses can reach a wide audience through targeted ads and organic posts. Social media also allows businesses to engage with their audience and build relationships with potential customers.

Email marketing is another effective form of digital marketing. By collecting email addresses from customers or potential customers, businesses can send newsletters, special offers, and other promotional materials directly to their inbox. This allows businesses to stay top of mind with their audience and encourage repeat business.

SEO (search engine optimization) is another important aspect of digital marketing. By optimizing a website for search engines, businesses can improve their ranking in search results and attract more traffic to their site. This can be done through keyword research, high-quality content, and other tactics.

Content marketing is another crucial part of any digital marketing strategy. By creating valuable, informative content, businesses can attract and retain a clearly defined audience, while also driving profitable customer action. This can be in the form of blog posts, videos, podcasts, or other formats.





Determine the Appropriate Mix of Marketing Tactics

Below we mention the most common (though not all may work for your non-profit). You'll spend a different amount of time and resources on each if you choose.

1. Search engine optimization (SEO)

This method involves optimizing a website or web page to rank higher in search engine results pages (SERPs). By using relevant keywords and phrases, businesses can improve their visibility and attract more organic traffic to their site.

2. Pay-per-click (PPC) advertising

This method involves placing ads on search engines, social media platforms, and other websites, and paying for each click the ad receives. PPC can be a quick and effective way to drive traffic to a website, but it can also be expensive if not managed properly.

3. Social media marketing

This method involves using social media platforms like Facebook, Twitter, and Instagram to promote a business and engage with customers. Social media marketing can be a powerful way to build brand awareness and drive traffic to a website.

4. Content marketing

This method involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience. Content marketing can be in the form of blog posts, videos, podcasts, and more.

5. Email marketing

This method involves sending targeted emails to a list of subscribers with the goal of promoting a product or service. Email marketing can be an effective way to nurture leads and drive sales.

6. Influencer marketing

This method involves partnering with influential people in a business's industry or niche to promote a product or service. Influencer marketing can be a powerful way to reach a new audience and build credibility.

7. Mobile marketing

This method involves using mobile devices and apps to promote a business and its products or services. Mobile marketing can be an effective way to reach consumers "on-the-go" and drive conversions.

8. Video marketing

This method involves creating and sharing videos to promote a business and its products or services. Video marketing can be a powerful way to capture attention and engage with audiences.

Ways to Promote New Memberships with Digital Marketing

Digital marketing is the use of electronic channels to promote new memberships, products or services. There are many different methods of digital marketing, and each one has its own unique benefits and challenges. Here are some best practices for promoting new memberships:

1. Offer a limited-time promotion or discount

This can be an effective way to encourage people to join your association. You could offer a discounted rate for new members who sign up within a certain timeframe.

2. Create targeted campaigns

Use social media or email marketing to target specific groups or individuals who may be interested in joining your association. For example, you could create a campaign targeting recent graduates in your industry or professionals who are looking to network with others in their field.

3. Use social media to engage with potential members

Use social media platforms like Facebook, LinkedIn, and Twitter to engage with potential members and showcase the benefits of joining your association. You can share updates, industry news, and other relevant content to build interest in your organization.

4. Host webinars or online events

Hosting webinars or online events can be an effective way to showcase your association and attract new members. You can use these events to share knowledge, insights, and networking opportunities with potential members.

5. Offer a free trial or sample membership

Consider offering a free trial or sample membership to allow potential members to try out your association before committing to a full membership. This can be a great way to demonstrate the value of your association and encourage people to join.

While there may be challenges and obstacles to overcome, the benefits of a strong digital marketing strategy far outweigh its costs. By using a variety of channels and platforms, associations and non-profits can reach a wider audience and build a strong online presence that will help them to achieve their goals and make a lasting impact. It is, by any measure, crucial for associations to have a well-planned and effective digital marketing strategy in place in order to succeed in the modern world.



DOWNLOAD THE FREE 7 STEP GUIDE TO A SMART DIGITAL MARKETING STRATEGY FOR NON-PROFITS

Use this step-by-step guide to uplevel your digital marketing strategy as you plan and implement your marketing.

1

Create Clear Marketing Objectives

- Increase the quality of leads
- Increase member satisfaction
- Increase positive reviews on Google or social media
- Increase revenue/memberships
- Increase brand authority/voice
- Improve awareness around memberships or attendance
- Develop an engaged audience on social media or in a Facebook Group

2

Understand Your Audience in Detail

- Determine who your audience is with facts and figures (don't guess – know!)
- Focused audience (less is more). “If you're targeting everyone, you're talking to no one.”
- Conduct primary and secondary audience research (create surveys, interview new and current clients)
- Overall understand your audience's needs and wants

3

Audit & Analysis

- Establish which objectives you want to accomplish
- Do keyword research and choose which words to target
- Understand your community and their social media behavior
- Assessing quality content and what they engage with – meeting the audience where they are currently

4

Determine the Appropriate Mix of Marketing Tactics

Answer the question: What does success look like for us as a non-profit?

- Streamline offers
- Introduce Incentives
- Explain benefits to members
- Clarify Brand Messaging
- Develop the plan
- Establish timeline and due dates
- Set metrics
- Determine processes
- Train and onboard team members

5

Implement the Plan

- Meet goals and deadlines established
- Set up tracking methods and who's responsible for what
- Set up processes to ensure team members are successful

6

Test and Refine

Once you have a foundation set and content created based on what your audience wants, give them more of it. Solve their problems and become the authority in your industry or space.

- Create new content
- Promote
- Adjust the content if necessary
- Adjust your content
- Promote

7

Post Evaluation Process

- Analyze what worked and what didn't (quantify results)
- Choose how to proceed on next initiative
- Learn

For more information on how to improve your digital marketing strategy, please contact Manuel Collazo at mcollazo@ahint.com.



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