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## about

### Association Headquarters, Inc. (AH)

AH is a best-in-class professional services firm dedicated to enabling non-profit organizations to fulfill their missions, create value, and advance their causes, industries, and professions. AH understands association trends and best practices and has professionals experienced in management, meetings, marketing, non-dues revenue growth, technology, recruiting, finances, and more.

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Keyword Research for Content Marketing	Episode 7: Available July 2, 2021
Marketing Automation Pt. 1: Data Collection Review and Optimization	Episode 8: Available August 6, 2021
Marketing Automation Pt. 2: Identifying and Building Personas	Episode 9: Available September 3, 2021
Marketing Automation Pt. 3: Member Persona Journey Mapping	Episode 10: Available October 8, 2021
Social Media Advertising Formats, Audience Targeting, Dynamic Creative Best Practices	Episode 11: Available November 5, 2021
Social Media Messaging Apps & Chatbots	Episode 12: Available December 3, 2021