



AT A GLANCE

The Illinois Association of School Business Officials (IASBO) is devoted to the school business management profession, providing members with professional development activities, services, and advocacy.

AMS: *netFORUM Pro*

KEY STATS

300% *increase in email open rates*

45% *increase in event attendance*

\$20,000 *increase in event revenue*

Illinois Association of School Business Officials Increases Event Revenue by \$20,000

Problem

IASBO struggled with low engagement rates for their event emails, with open rates hovering at only 10 percent. They didn't have data to show why their emails weren't working and inefficient processes meant they did a lot of manual work for every email send.

Solution

To get more data and create efficient processes, IASBO switched to Higher Logic's Marketing Automation platform and integrated it with their member database, netFORUM. The new systems provided better data and tools that let IASBO create targeted event emails with less manual work.

Benefits

Open rates for targeted emails increased 300 percent, giving IASBO event emails a 40 percent open rate. Event attendance increased 45 percent and revenue increased 35 percent, bringing in an equivalent of \$20,000 in extra revenue.

How Inefficient Processes and Generic Event Emails Caused Low Engagement

Like many organizations, IASBO struggled to deliver targeted, relevant email campaigns to promote their events. Email content was crafted to speak to the entire audience, not the individual, which resulted in lower engagement and open rates of only 10 percent.

“We had no insight into why they didn’t open, or why they were not registering for our event,” said Tammy Curry, Senior Graphic Designer at IASBO.

IASBO’s inefficient internal processes also meant they had to do a lot of manual work to send emails. List requests for every email needed to be made days in advance, then sent to another team to be uploaded for email marketing purposes.

“For event campaigns, this was especially tough to manage. Most of our time was spent pulling lists and ensuring data accuracy,” said Tammy.

They needed a solution that would help them create targeted email campaigns with less manual work.



We wanted to move toward a more targeted approach with our marketing, therefore requiring data. Before moving to this marketing automation platform, our AMS and email solution were not integrated, making it a challenge to easily get the data we needed.”

- Tammy Currey
Senior Graphic Designer, IASBO

Using Integrated Marketing Automation and AMS Data to Create Targeted Emails Faster

To get the data they needed for more targeted emails, IASBO decided to look for an integrated solution that would allow them to connect their marketing and member database systems. They found Higher Logic’s Marketing Automation and netFORUM Pro.

“We wanted to move toward a more targeted approach with our marketing, therefore requiring data,” explains Tammy Curry, Senior Graphic Designer at IASBO. “Before moving to this marketing automation platform, our AMS and email solution were not integrated, making it a challenge to easily get the data we needed.”

Having connected systems not only allows IASBO to target their communication, it also reduces their manual workload.

“The integration with netFORUM Pro was the number one reason why we moved to this marketing automation platform, and it has surpassed our expectations. It has cut our time spent managing data lists in half, if not three quarters.” Tammy continued, “Integrated marketing automation was a catalyst for us to use our AMS at a deeper level.”

With data from Higher Logic’s marketing automation platform and netFORUM Pro, IASBO built targeted event campaigns filled with personalized and compelling content.

Event promotion emails are now customized to illustrate benefits for different membership types, such as vendors, administrators, or facility groups. Each has unique needs, pricing, and varied reasons for attending that IASBO speaks to separately in automated campaigns.

“Our messages are no longer simply ‘come to our conference.’ They have evolved into ‘come to this conference that affects you in this way,’” said Tammy.

- ▶ From 2015 to 2016, IASBO saw an average **attendance increase of 45%**. This increase was coupled with a **\$20,000 increase in revenue** — a **35% increase**.

Marketing Automation Helps Triple Open Rates and Increase Event Attendance

IASBO revitalized their marketing efforts with integrated marketing automation, resulting in astonishing gains in engagement, event attendance, and non-dues revenue.

Engagement rates are skyrocketing and revenue has increased by 35 percent. Attendance is up and members are getting more from their IASBO membership.

“Our open rates have more than tripled since moving to a marketing automation platform. We were consistently around 10%, now we are disappointed if we are below 40%. That’s a 300% increase.”

– Tammy Curry, Senior Graphic Designer at IASBO

This dramatic increase was caused by delivering personalized, hyper-relevant content. “Members are more engaged now. It’s not about delivering content we think they want, but instead what they actually want based on preferences or behavior.”

Results didn’t just end with engagement. Utilizing automated campaigns and engaging with the different member types uniquely has had a huge effect on event attendance.

From 2015 to 2016, IASBO saw an average attendance increase of 45 percent. This increase was coupled with a \$20,000 increase in revenue — a 35 percent increase.

“For me, being able to do automated campaigns where you can set it up and walk away feels professional. While working for an association, you often have limited resources. You try to do a lot, but you can only do so much. Marketing automation allows us to do so much more with that little bit, which is an amazing feeling,” said Tammy.



HIGHER LOGIC

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