



### AT A GLANCE

The Association for Addiction Professionals (NAADAC) represents the professional interests of more than 100,000 addiction counselors, educators and other addiction-focused health care professionals in the United States, Canada and abroad. NAADAC members and its 47 state and international affiliates work to create healthier individuals, families and communities through prevention, intervention, quality treatment and recovery support.

### KEY STATS

**72%** *increase in audience size*

**38%** *increase in membership*

## How Integrated Marketing Automation Helped NAADAC Increase Membership by 38%

### Problem

NAADAC knew they weren't reaching everyone in their potential audience, but they didn't have the tools or data they needed to reach them.

### Solution

NAADAC did a comprehensive modernization of their communication tools, including redesigning their website, upgrading their database, and partnering with Higher Logic to integrate their email efforts with their member database.

### Benefits

With updated tools including Higher Logic's Marketing Automation platform, NAADAC grew the size of their audience by 72 percent and increased membership by 38 percent in less than a year.

► *As a result of their combined efforts, NAADAC increased the size of their audience by 72% and grew membership by 38% in only 11 months*

### **NAADAC Rebrands and Restructures to Improve Email ROI**

Last spring, The Association for Addiction Professionals (NAADAC), did a total rebranding and complete restructure of how they communicated with members and nonmembers. They knew there were more potential readers out there, so they added growing their list to their initiatives.

Their overarching communications goal became: to increase the reach and ROI of their email marketing.

They started with a comprehensive modernization of their communications tools. NAADAC redesigned their website, upgraded their database to accurately manage data, and partnered with Higher Logic to integrate their email efforts with their member database. They also began using Higher Logic's advanced targeting tools and responsive email design capabilities. They coordinated their new look and logo with email templates in Higher Logic's Marketing Automation platform.

### **Using Marketing Automation to Increase Reach and Halve Email Creation Time**

With an integration between their database and the Higher Logic Marketing Automation platform, NAADAC took on a targeted, results-driven communications strategy. Integrated efforts not only streamlined their email creation process and reduced email design time by half, but also increased their marketing reach. NAADAC started communicating with more prospective members and identifying hot leads based on email reports.

NAADAC used data on their new and long-time readers to create targeted and relevant emails based on subscribers' interests. Higher Logic's Reporting and Analytics suite helped NAADAC see that a large segment of their audience – 40-50 percent – checks their emails on mobile devices. This information pushed NAADAC to use responsive design to create the best experience possible for mobile readers.

NAADAC's responsive emails deliver a better experience for readers, with sharp, easy-to-read newsletters in a format that's customized to the reader's mobile device. Before using Higher Logic, their large mobile audience had to pinch and zoom.

Now, with responsive design email templates in Higher Logic, readability has increased and NAADAC is set up for mobile success.

NAADAC's email subscriber list also grew to be significantly larger than their membership size and they began to use personalized e-newsletters to engage members and nonmembers. Each newsletter is now customized for each individual's membership status, keeping current members up-to-date on their membership and encouraging non-members to join.

### **The Results: A Larger Audience and a Growing Membership**

As a result of their combined efforts, NAADAC increased the size of their audience by 72 percent and membership grew by 38 percent in only 11 months. The leap in brand awareness brought in more grant proposals, partnership opportunities, and additional funding sources.

"Marketing automation has completely changed the way we communicate with our audience and has revitalized our marketing and communications strategy," said Misti Storie, Director of Training and Professional Development at NAADAC.

#### **HIGHER LOGIC**

Higher Logic is an industry leader in cloud-based engagement platforms. Our data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, we help you track and manage interactions along each stage of the digital customer experience. Organizations worldwide use Higher Logic to bring people all together, by giving their community a home where they can interact, share ideas, answer questions, and stay connected. Everything we do - the tools and features in our software, our services, partnerships, best practices - drives our ultimate goal of making your organization successful.