



AT A GLANCE

The Transportation Intermediaries Association (TIA) is the premier organization for third-party logistics professionals in North America providing resources, education, and advocacy in service to their members' customers.

KEY STATS

54% *increase in email open rates*

49% *increase in course registrations*

\$57,000 *revenue increase*

How a Targeted Marketing Plan Increased One Association's Education Revenue by 32%

Problem

TIA struggled with big picture promotional emails that listed all their education programs in a single newsletter. Generic subject lines limited engagement and email format buried many items, making it so many offers didn't reach their audience.

Solution

TIA overhauled their communication strategy and used Higher Logic's Marketing Automation platform to create a more targeted approach to promoting their educational courses. Now they use specific subject lines and target audiences to receive information on just one course at a time.

Benefits

TIA's targeted education emails increased open rates by 54 percent. They also resulted in a 49 percent increase in registrations for just one course, which brought in \$57,000 in additional revenue. They are seeing similar results for other courses.



A/B test subject lines to see what resonates with your audience. TIA used A/B tests to find the best subject lines to promote a single course to multiple audiences.

How a Big Picture Newsletter Buried Content and Caused TIA to Reevaluate their Strategy

In the past, TIA used a single Friday newsletter to promote all their educational courses. The newsletter showed the big picture, covering all courses offered. It wasn't targeted and was sent with a generic subject line like "TIA Foundation Newsletter." It got some clicks, but too many items were buried and not reaching their audience.

To improve open and click rates, they decided to evaluate their communications strategy and use their observations to improve performance.

Improving Communication by A/B Testing Subject Lines and Segmenting Audiences

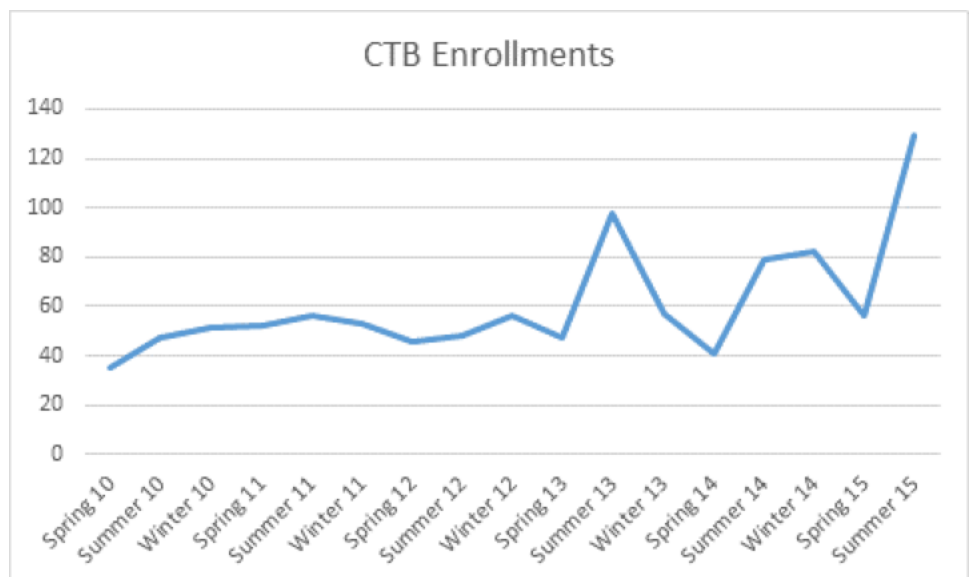
TIA started analyzing past email engagement rates, segmenting their audience, and A/B testing subject lines for specific courses.

"We wanted to promote the Certified Transportation Broker (CTB) course to our membership, which breaks down into two different groups: MPC and non-MPC," said Matt Hirniak, Communications Manager at TIA.

"Member Primary Contacts (MPCs) tend to be owners and CEOs of member companies. For these contacts we used subject lines with more statistical values, like 'Did you know 65% of these top companies have CTBs on staff?' We wanted to incorporate statistics because we felt that they could really draw something from seeing numbers."

Non-MPCs were a more diverse crowd, with more management or day-to-day function employees. For them, TIA used targeted subject lines to further your career, such as 'Further your Career with a CTB,' or 'Do you know someone that would benefit from a CTB?' The content of the email included more testimonials as well as some video of the CTB courses.

As they learned what emails and subject lines enticed subscribers to open, they decided to move away from the generic approach and start targeting members with standalone emails for educational courses.



▶ **49%**

increase in registrations, which increased revenue by 32%, or roughly \$57,000

Targeted, standalone communications resulted in a 54% increase in open rate

Targeted Course Promotion Increases Registration by 49 Percent

Matt worked with TIA's internal marketing team to develop a new plan for their education series. They came up with a more targeted approach, including sending separate emails for each educational offering. The result of this campaign was a 49 percent increase in registrations, which increased revenue by 32 percent or roughly \$57,000 for just one course. That easily surpassed their previous high from 2013.

The targeted approach changed TIA's open rates dramatically. Previously, open rates for education mailings with basic subject lines could be as low as 13 percent. Targeted, standalone communications resulted in an increase of over 54 percent.

TIA also used the Send Time Optimization feature in Higher Logic's Marketing Automation platform to test email delivery time and day of week. They found they have better open rates on Saturdays, information they're now using to deliver emails when subscribers want them. They've even gotten rid of their Friday newsletters, instead sending different emails that better serve their members.

Applying Targeted Promotions for All Educational Events

TIA plans to continue using their targeted communication strategy for all future educational events. Some of their other courses are already seeing similar success.

"We would like to continue using this approach because it allows us to promote all our courses without flooding our members' inboxes," said Matt. "Targeted subject lines and standalone emails work. Spending the extra time to brainstorm with other members of your team, figuring out what we want to say, different subject lines to use, etc. is very helpful and beneficial."

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.