

3 Essential Benefits of Marketing Automation for Associations

Like most associations, you want to constantly improve your communications with members and prospects — from renewals and annual meeting invitations to member engagement campaigns, most associations are stretched thin.

Marketing automation helps structure your communications so every member and prospect receives tailored, relevant messages, all triggered automatically at precisely the right time. It's purpose-built to send the right message to the right person at the right time.

1 Save Time

Marketing automation alleviates labor-intensive processes otherwise performed manually:

- Scheduling and managing multi-message email campaigns
- Segmenting/routing campaign participants according to their email opens, clicks, and other actions
- Syncing campaign data with your AMS (importing participant data, exporting campaign results)

2 Gain Insight into Member and Prospect Behavior

Marketing automation continually gathers information on member and prospect actions such as renewals, registrations, purchases, email opens, and content downloads. All of this data is stored to enrich your member profiles, helping you:

- Better understand your audiences through each individual's interests and past actions
- Measure member/prospect engagement (identify most and least engaged individuals)
- Analyze the effectiveness of each campaign via state-of-the-art reporting

3 Improved Retention and Prospect Nurturing

Marketing automation significantly enhances your ability to communicate individually with your entire constituent universe:

- Current Members: Imagine a message campaign that is automatically triggered to each individual 90 days before their personal renewal date, with the messages tailored to reflect each member's interests and level of activity over the past year, along with any special calls to action you would like to offer.
- Prospects: Someone visits your website and registers for an event or signs up to receive a newsletter — your marketing automation solution will follow up instantly and automatically with the appropriate message campaign you've chosen — perhaps a membership offer or a survey capturing the reasons for their interest in that material.

With marketing automation, these messages are sent at exactly the right time for each recipient and are never forgotten or delayed.

Marketing automation improves not only your association's bottom line, but also the workflows of your marketing and membership teams. It frees staff to focus on higher priority initiatives, identifies which campaigns are generating results and achieving objectives, and improves member and prospect experiences.