



2016 Webinar Series

DELIVERING BEST PRACTICES, NEWS AND LEADERSHIP
STRATEGIES FOR ASSOCIATION PROFESSIONALS

BROUGHT TO YOU BY NAYLOR ASSOCIATION SOLUTIONS

5 Tips for Maximizing Non-Dues Revenue from Your Communications Vehicles



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Key topics we will cover



- 1. Advertising Supports Relevance**
- 2. Know Your Worth**
- 3. Know What Advertisers Want & How to Best Deliver It**
- 4. Take Time to Invest Your Resources**
- 5. Arm Your Sales Team with the Right Tools**



Poll question



What is your biggest challenge when it comes to non-dues revenue?

Why is working to preserve & increase non-dues revenue important?

Non-dues Revenue ...

- Is how many associations **supplement their mission**
- Finances **lobbying** efforts
- Funds **certification programs, scholarships** and **student outreach**
- **How businesses give back** to the group that supports them
- Keeps **membership dues affordable**



TIP #1: Advertising Supports Relevance

Advertising...

- Helps members stay on top of **market changes and latest products & services** available
- Enables the association to **facilitate and cultivate supplier-member relationships**
- **Complements and enhances content** when well-placed and targeted
- Creates a **desirable opportunity** for business to reach their target market
- Allows associations to **capitalize on industry advertising spend**



As a leader in your industry, your magazine, newsletter and website hold the opportunity to impact and educate your members.

Advertising Supports Relevance

MEMBER
ASSOCIATION
ADVERTISER

Fighting for their industry

Growing revenue

Keeping costs low

Educational programs

Building relationships

Career advancement

Doing together what they
cannot do alone

TIP #2: Know Your Worth



Start by evaluating your current program.

- **The association is the product** we're selling (not a publication or communications vehicle)
- **Identify** gaps and opportunities
- Telling your association's story, and **why the association is a good investment** for advertising dollars, is essential.

Know Your Worth



Communications Gap Analysis
360° Feedback

Survey key stakeholders
Know yourself, and know your audience.

Association Staff and Board
Goals & Objectives

Members
The right content at the right time and in the right place

Advertisers/Suppliers
The right audience at the right time and in the right place

Communications gap analysis

360° feedback



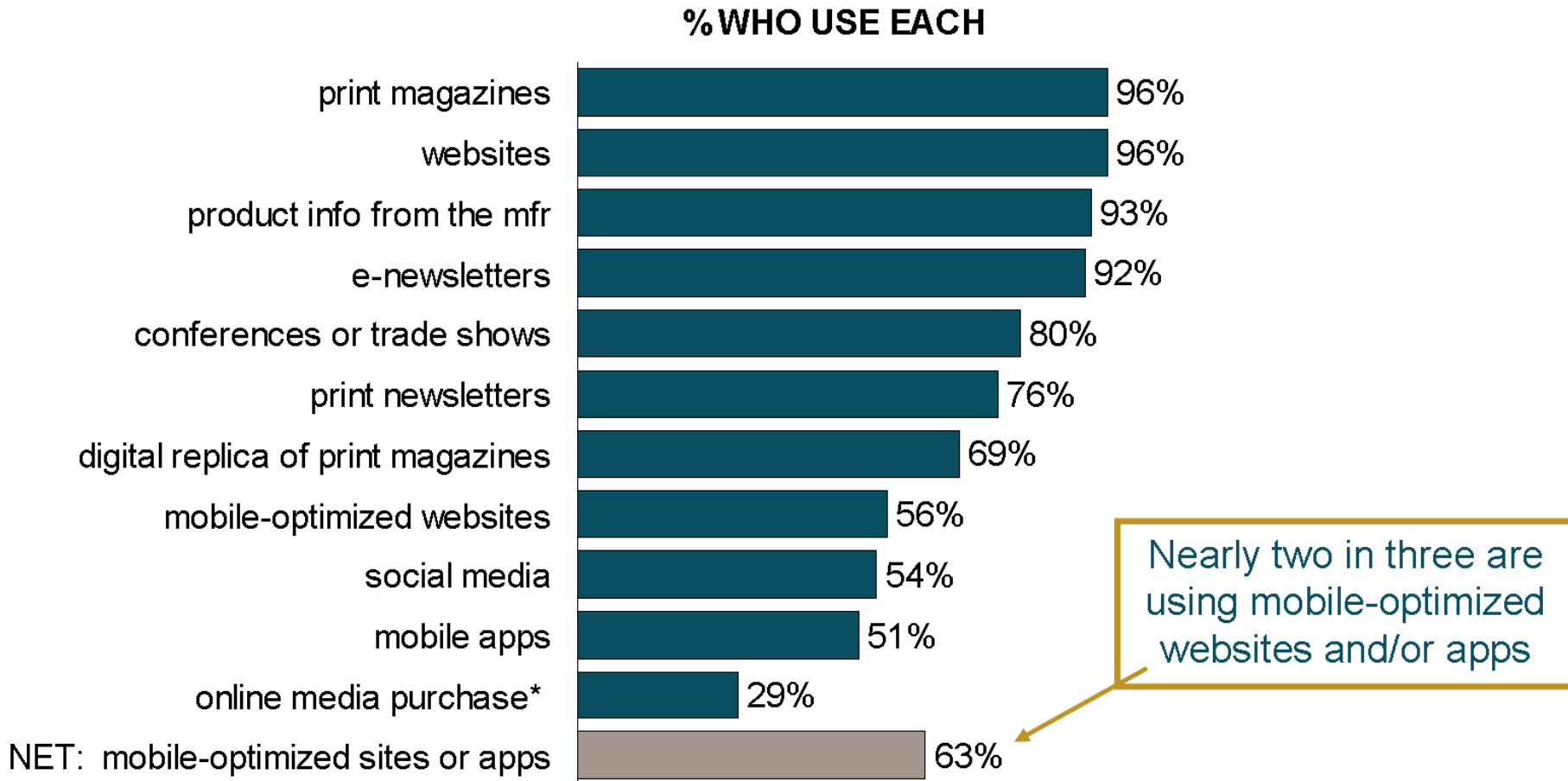
TIP #3: Know What Advertisers Want, And How to Best Deliver It



Identify your advertisers' goals and help them develop a plan.

- Greater access to your members?
- A better way to engage with them?
- To demonstrate a new product?

Magazines and websites used in equal proportion by B2B media users

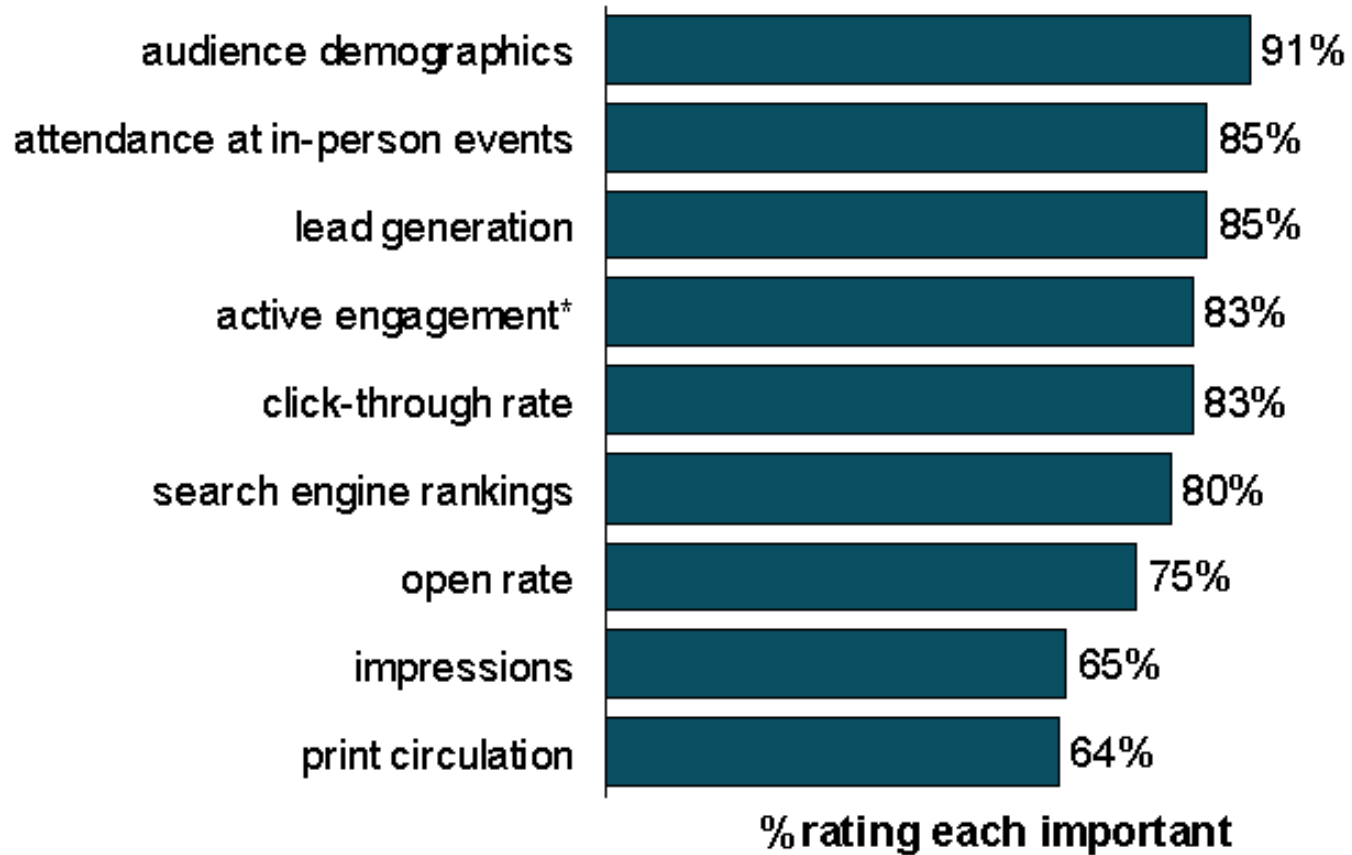


*(e.g., Apple's iPad Newstand)

Source: *Value of B-to-B Media User Study*. ABM, Readex Research.

Base: all 6,682 respondents (multiple answers)

The majority of B2B marketers (i.e., your advertisers) find each type of media performance metric important



*Described as “registrations, downloads, e-commerce sales”

Source: *Value of B-to-B Media User Study*. ABM, Readex Research.

Base: B-to-B marketers offering an opinion for each

Associations are getting mobile-ready

- 65 percent of all email opened in the U.S. is opened first on a mobile device*
- Of that amount, 84 percent are opened on a smartphone. *
- In 2015, more people access digital content from a mobile device than a desktop**

Sources: *Venture Beat **ComScore

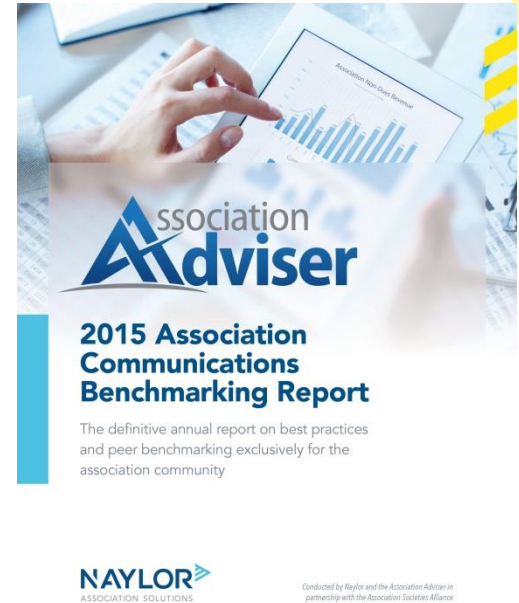


Associations are getting mobile-ready

Association Executives told Us

- If they were to receive an unexpected budget increase, more than one-third of association exec's (39%) would use it to **“develop a real mobile strategy”**
- More than half of associations (55%) have already **optimized their websites for mobile** (up from 48% in 2014)
- Two in five (39%) have a **mobile conference app** (up from 35 percent in 2014)
- More than one-third (33%) have **optimized their e-newsletters and blogs for mobile devices.**

*2015 *Association Adviser* and Naylor Association Solutions Annual Communications Benchmarking Study. N=704 association professionals





The changing landscape around mobile marketing



Responsive Design - reformats the layout and content of a Web page or email depending on the size and configuration of the reader's device

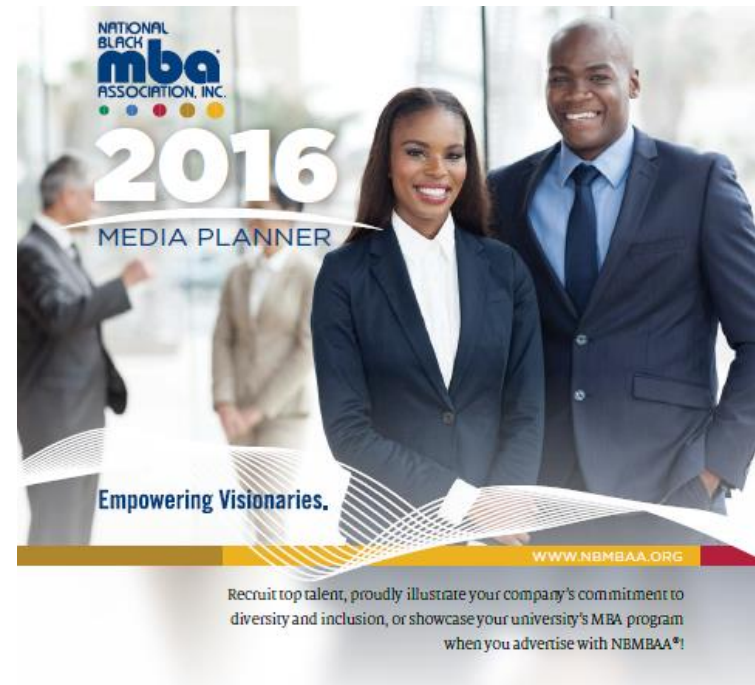
Content Marketing - the content's main focus is on the needs of the prospect

Native Advertising - matches the form and function of the platform upon which it appears



TIP #4: Take Time to Invest Your Resources

- Find the right sales team and sales management
- Media kit, marketing & promotion of your advertising opportunities
- Quality lead sourcing



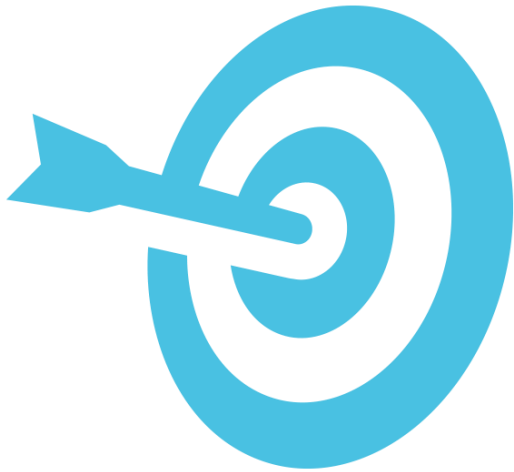
TIP #4: Take Time to Invest Your Resources

- Quality Lead Sourcing
 - Associate members
 - Sponsors
 - Exhibitors
 - Competing associations
 - B2B magazines
 - Websites
 - Online Buyers' Guides
 - Newsletters
 - Social Media





TIP #5: Arm Your Sales Teams With The Right Tools



Now that you've invested your resources...you'll now want to arm your team with additional tools.

Sales Story

- The association *is* the product
- What's in it for the advertiser (WIIFM's)

The Association is the Product



Relevance

Industry
Leader

Strong
Leadership

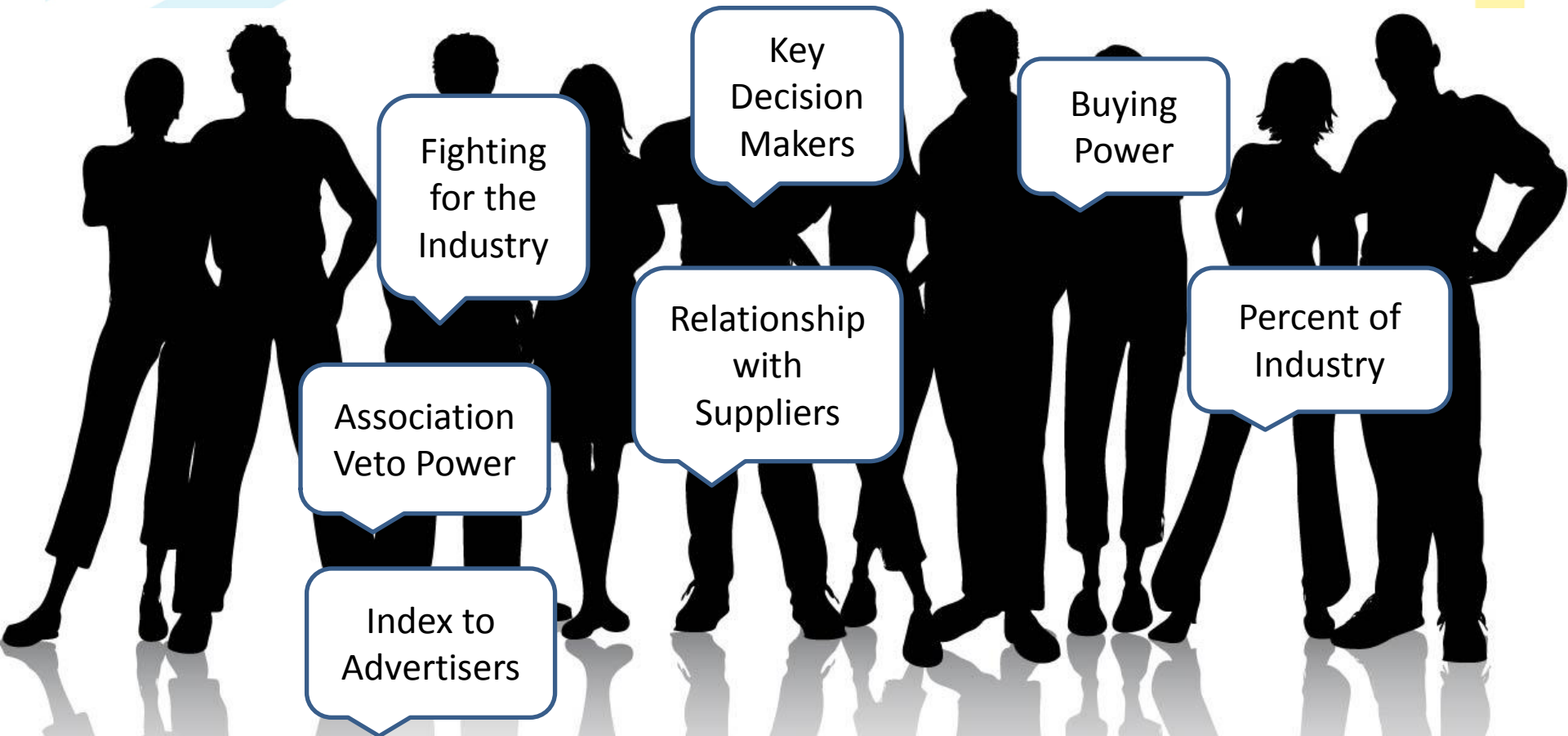
Engaged
Members

Consistent
Communication

Vision

Strong Lobby
Presence

WIIFM's for the Advertiser





Sales Essentials



- **Sales Presentation (Script)**
- **Performance Management**
 - Call Requirements
 - Sales Goals
- **Competitive Compensation & Incentive Programs**
- **Coaching & Professional Development**



Final Note

Remember that all **sales relationships are human at their core**, and maximizing your association's earning potential is ultimately an endeavor between individuals.

Keep the lines of communication open with your sales teams and your members, and be sure to **express your appreciation** to everyone involved.





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Q&A



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