

Insider Insights: A 3-Part Series Based on Our 2015 Association Communications Benchmarking Study

# PART 2: STAYING RELEVANT

As we discovered in Part 1 of our series, most associations are still struggling with tactical and operational aspects of their communications plans.

## 1 Information Clarity

The inability to communicate member benefits effectively was cited by 60 percent of respondents in 2015, up from 55.3 percent in 2014.

## 2 Communications Integration

The percentage of respondents who said their organization's communications were "fully integrated" dropped to 6.1 percent in 2015.

## 3 Content Customization

The inability to customize communications for different member subgroups was cited by 55 percent of respondents in 2015, up substantially from 46 percent in 2014.

**Content relevancy is an important component in "Combating Information Overload."**



### TOP 3 MEMBER COMMUNICATIONS CHALLENGES:

1. Combating Information Overload
2. Communicating Member Benefits Effectively
3. Customizing Communications to Member Sub-Groups



From needing to develop more relevant content to effectively leveraging their content across all communication channels – associations clearly believe they have room for improvement.

Associations know they are competing for member attention among an ever-expanding communications landscape, but they are doing so with mixed results.

## THE BAD NEWS

**58%** of association executives surveyed still believe members read less than half of the information the association sends them.

## THE GOOD NEWS

Over the last year this number has dramatically declined. Associations are more optimistic than ever about the effectiveness of their member communications!

### TRENDING TOPICS:

1. How-To/Best Practices
2. Career/Professional Development
3. Industry News/Trends

### DECLINING IN POPULARITY:

- Lobbying/Advocacy
- Member News
- Event Coverage

The declining popularity of topics that have traditionally been association content staples hints at how a changing member demographic is shifting the informational requirements of the association audience.



# How well does your organization provide your audience with relevant content?

Get instant results to measure your association against your peers by taking our dynamic benchmarking survey at [www.naylor.com/benchmarking](http://www.naylor.com/benchmarking)

Since 2010, Naylor has partnered with Dr. M. Sean Limon of the University of Florida's Warrington College of Business Administration and numerous state societies of association executives to identify and deconstruct the top communications concerns cited by North American trade associations and professional societies.

More than 700 surveys were completed in 2015, with a majority of the participants being either the association executive director, or the vice president/director of communications.