



The Proven Path for Building Your Company Through Associations

This is for you if:

- You are looking for a great way to build a relationship with the key thought-leaders your customers and prospects are following.
- You have been frustrated by past attempts to generate customers through associations.
- You are already successful in generating clients through associations, and you want to continue to build on your success.
- You haven't yet realized what a powerful source of customers associations can be for you.

THE 7 LARGEST MARKETING PROBLEMS



1. IDENTIFY

Exact targeting of your best customers to avoid wasting a lot of marketing resources on people who are not a good fit for your company.



2. ATTENTION

Distinguishing your message from the barrage of marketing messages each of us receives in a day so your prospective customers take notice.



3. RELATIONSHIP

Fostering a relationship with your customers and prospective customers so they see you as a welcome guest rather than an annoying pest.



4. UNDERSTANDING

Learning as much as you can about your target prospective customers: their trends, their habits and the important challenges they face.



5. TRACKING

Determining which marketing investments are generating results and which are wasting your resources.



6. TIME

Finding the time to implement key strategies for success. You are busy, so it's always a challenge to take time away for marketing and selling activities.



7. EXPENSE

Making your marketing more cost effective so you can devote your resources to individuals who give you the best opportunity.

THE SOLUTION TO THESE PROBLEMS: 5 EASY WAYS TO BUILD YOUR COMPANY THROUGH ASSOCIATIONS

Join

Get yourself into the same stream of information your customers enjoy, and learn as much about the industry as the individuals you are marketing to. As a member of the association, you'll receive newsletters, email notices and, often, access to the association's members-only website with additional resources.

Contribute

Take advantage of the opportunities that associations provide you to contribute to the community by submitting articles for association publications as well as making presentations at association events.

Participate

Association events provide a lot of ways for you to meet and interact with your prospective customers. For many, attending events provides the opportunities they need to interact with customers. For additional exposure, exhibiting or sponsoring events elevates your presences and brings you to the attention of your best prospects.

Affiliate

Develop an endorsed provider relationship with associations to provide them with a membership benefit they can promote to their members.

Partner

Build a platform where the association can recruit and retain members while you grow your company.

Benefit From Association Media

Associations offer many opportunities for you to reach your target customers.

Events - Industry and community leaders assemble at association events, giving you a great opportunity to foster and build great relationships with key thought-leaders.

Direct Mail - Ask associations to help you deliver your message to your customers' and prospects' desks and homes.

Email - Associations communicate frequently with their members; help them communicate about you.

Advertising - Get the word out through magazine, e-zine, website and conference advertising.

Sponsorships - Incentivize associations to promote you by supporting their efforts through funding and/or in-kind contributions.

Press Releases - Create newsworthy events and information in partnership with associations.

Missing Link: Automated Marketing Systems

Few companies are prepared to maximize the opportunities associations provide. Whichever way you choose to build your company through associations, your key to success is an automated lead capture and follow-up system.

Capture - Build a database of leads for automated follow-up.

Follow-up - A sequence of contacts that builds a relationship by illustrating how you can solve an important problem in their lives.

Qualify - Provide an opportunity for prospective customers to identify themselves as a good fit for your company.

Engage - Have a conversation to learn about his or her needs, to explain how your offering can help and to ask for the sale.

Grow - Continue to grow relationships with the prospects who aren't ready to buy today.

For more information on how you can build your company through associations visit www.YourAssociationShortcut.com