

CONTENT MARKETING FOR ASSOCIATIONS

WHAT?

Content marketing is:

A strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

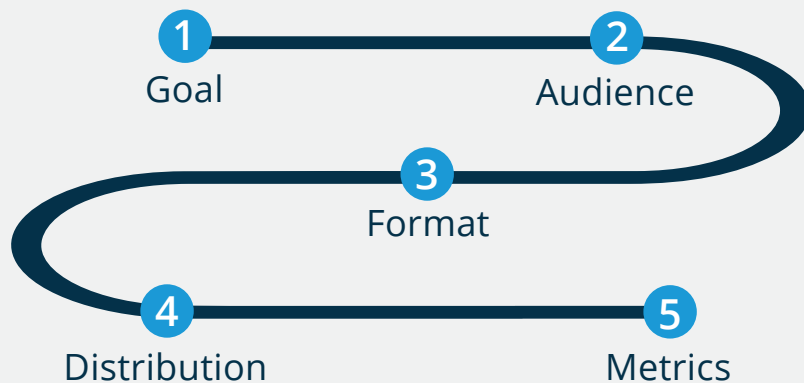


How it applies in the association space:

Associations need to provide useful and relevant content to members and non-members to help them achieve success within their industry and keep them engaged with the association.

HOW?

Get started - Content Marketing Strategy:



A strategy will help you make decisions and keep you focused on what needs to be done such as increasing membership, providing members with the educational materials they need/want, and higher retention rates.

WHY?

Content marketing is important because it...

...leads to increased retention and conversion which impacts how members and non-members view the association.

62%
LESS COSTS

Content Marketing costs 62 percent less than traditional marketing*

3X
LEADS

Content Marketing generates about 3 times as many leads*

...helps you stand out from the “noise” by focusing content for your audience and becoming the go-to resource in that space

90%
USEFUL

90% of consumers find relevant content useful*

...increases “brand” awareness

82%
POSITIVE

82% of consumers feel more positive about a company after reading relevant content*

70%
CLOSER

70% of consumers feel closer to a company as a result of content marketing

*According to Demand Metric

1. Content Marketing Institute: What is Content Marketing from: <https://contentmarketinginstitute.com/what-is-content-marketing/>

2. Demand Metric: Did you know that 90% of all organizations use content in their marketing efforts? From: <https://www.demandmetric.com/content/content-marketing-infographic>