



RAAM MARKETING

4 WAYS TO ENHANCE YOUR ASSOCIATION'S MARKETING

WITHOUT SPENDING A DIME.

WORKBOOK

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4 FREE WAYS TO ENHANCE

RAAM MARKETING



RAAM MARKETING

- RESOURCE-FOCUSED
- AUDIENCE-SERVING,
- ASSOCIATION-SPECIALIZED
- MARKETING & DESIGN

4 FREE WAYS TO ENHANCE YOUR MARKETING

#1 OPTIMIZE WHAT YOU'VE GOT

#2 CHECK YOUR FUNNELS

#3 REPURPOSE YOUR CONTENT

#4 SET A GOAL

Bonus: Case Study Review

OPTIMIZE WHAT YOU'VE GOT.



WEBSITE AUDIT

- Can you find your call-to-action on your website within 4 seconds?
- Is there a call-to-action button on every page and scroll of your website?
- Is your messaging
 - - Obvious?
 - - Clear?
- Is your messaging too clever?
- Do you have a pop-up on your website asking for their email?
- Does it connect to an automated messaging system?
- What can you get rid of?
- Are there too many images on your site?
- Are the images representative of your target market?
- Is there too much information on your pages?
- Are there too many links on your main page?
- Where is your content living on your website?
- Does all of the above convert when the website is viewed via a mobile device?

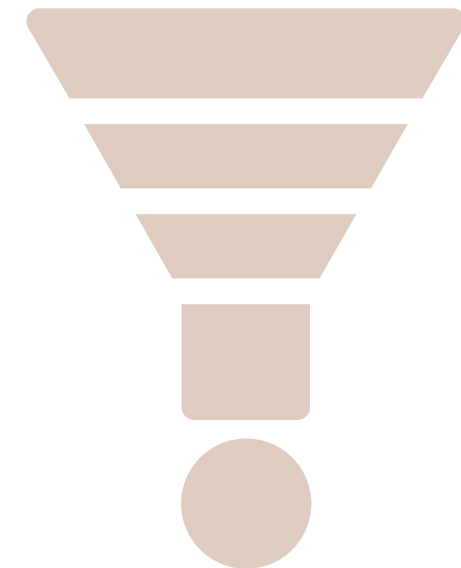
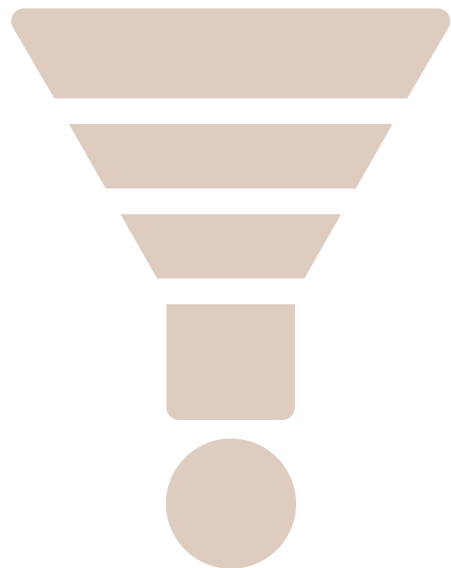
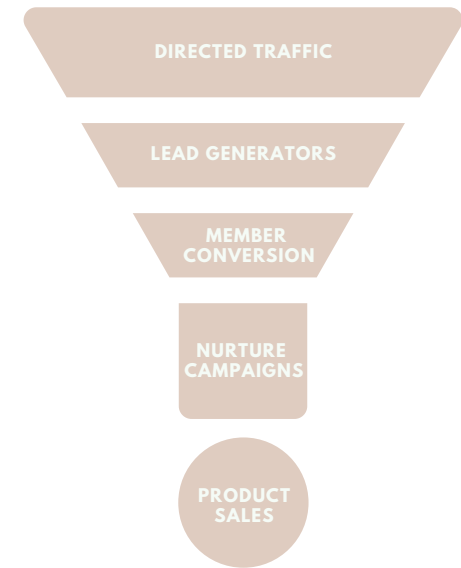
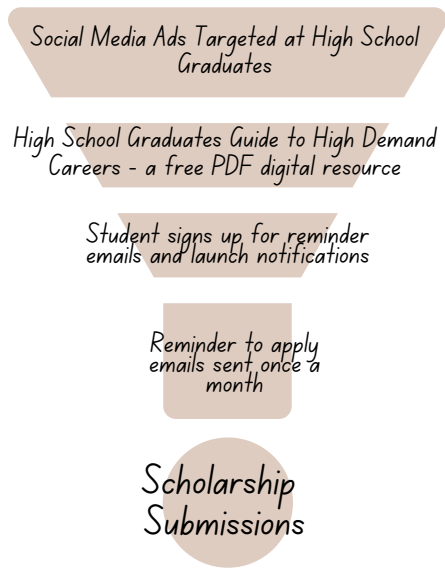
Repeat audit via a mobile device and/or phone-a-friend.

CHECK YOUR FUNNELS.

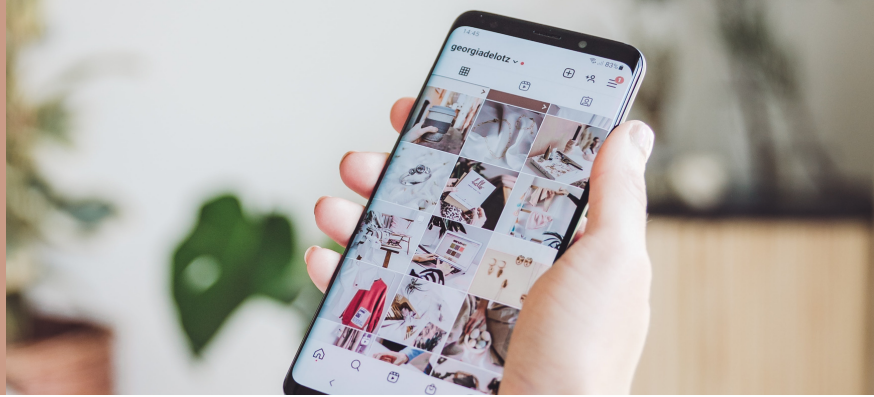


Start with a product and reverse engineer the funnel.

Ex. NeFDA Scholarship Submissions



REPURPOSE YOUR CONTENT.



CONTENT IDEA

Ex. 3 Common Missed Opportunities to Increase Preneed Sales (oct. newsletter)

- Initial Post with Stock Photo
- Aftercare: Communication Tips for After the Funeral
- Have you heard about text-based aftercare?
- 29% said it took two years or more..
- Initial Post Reshare with New Stock Photo
- 3 Ways to Increase Preneed Sales at your FH (checklist format)

CONTENT IDEA

- INTRODUCTION
- TEASE KEY TAKEAWAYS
- ASK A QUESTION
- QUOTE GRAPHICS
- REINTRODUCE
- CONTENT ROUND-UP

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GOAL SETTING



DRAFT GOAL:

S

SPECIFIC

WHAT DO WE WANT TO ACCOMPLISH FOR OUR 2023 MARKETING INITIATIVES?

M

MEASURABLE

HOW WILL WE KNOW WHEN THAT GOAL HAS BEEN ACCOMPLISHED?

A

ACHIEVABLE

HOW DOES OUR ASSOCIATION PLAN ON ACCOMPLISHING THAT GOAL?

R

RELEVANT

HOW DOES THIS BENEFIT OUR ASSOCIATION?

T

TIME BOUND

HOW LONG WILL IT TAKE FOR US TO ACCOMPLISH THIS GOAL?

FINAL GOAL:

2023 SOCIAL MEDIA TRACKER



Facebook Followers	
MARCH	<input type="text"/>
JUNE	<input type="text"/>
SEPT	<input type="text"/>
DEC	<input type="text"/>

Facebook Likes	
MARCH	<input type="text"/>
JUNE	<input type="text"/>
SEPT	<input type="text"/>
DEC	<input type="text"/>

Facebook Comments	
MARCH	<input type="text"/>
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