

# 4 WAYS TO ENHANCE YOUR ASSOCIATION'S MARKETING

WITHOUT SPENDING A DIME.

# **WORKBOOK**

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4 FREE WAYS TO ENHANCE

### **RAAM MARKETING**





- RESOURCE-FOCUSED
- AUDIENCE-SERVING.
  - ASSOCIATION-SPECIALIZED

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
  - o 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.

STRATEGY #2

# CHECK YOUR FUNNELS.



## Start with a product and reverse engineer the funnel.

Ex. NeFDA Scholarship Submissions

Social Media Ads Targeted at High School Graduates

High School Graduates Guide to High Demand Careers - a free PDF digital resource

Student signs up for reminder emails and launch notifications

Reminder to apply emails sent once a month

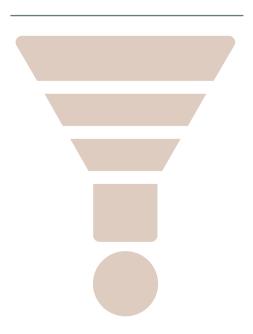
Scholarship Submissions DIRECTED TRAFFIC

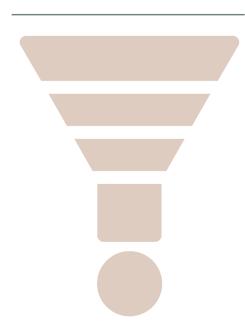
FAD GENERATORS

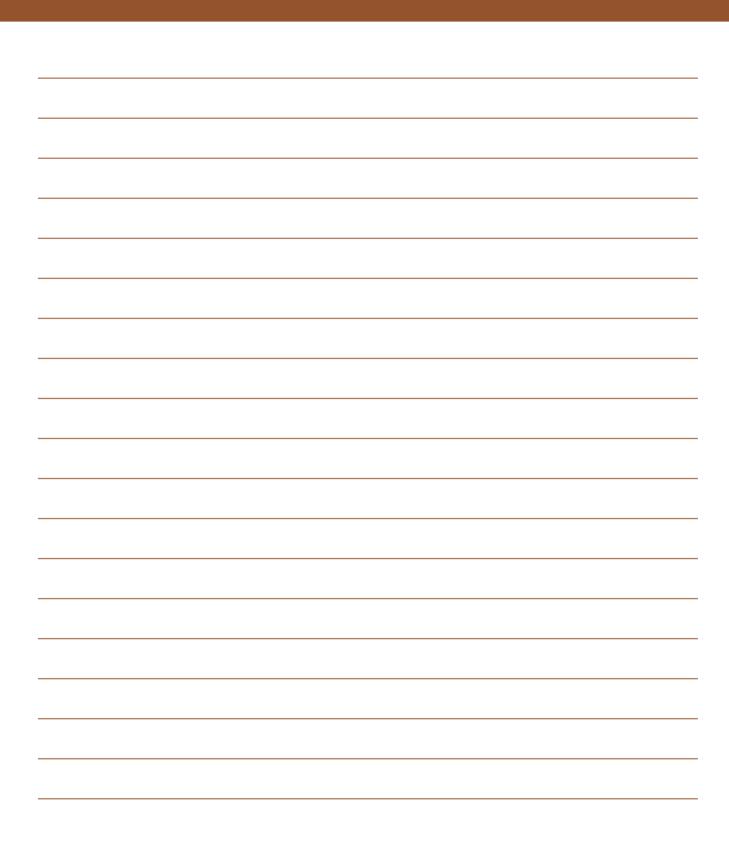
MEMBER

NURTURE AMPAIGNS

PRODUCT SALES







# REPURPOSE YOUR CONTENT.



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|    |       |      |      |   |

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**

| _ |  |  |  |  |  |  |  |  |  |
|---|--|--|--|--|--|--|--|--|--|
|   |  |  |  |  |  |  |  |  |  |

- TEASE KEY TAKEAWAYS
- ASK A QUESTION
- OUOTE GRAPHICS
  - ¬ REINTRODUCE
  - CONTENT ROUND-UP

#### **CONTENT IDEA**

#### INTRODUCE THE CONTENT

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

#### **CONTENT IDEA**

- 7 INTRODUCE THE CONTENT
- TEASE KEY TAKEAWAYS
- → ASK A QUESTION
- OUOTE GRAPHICS
- REINTRODUCE
  - $\lnot$  CONTENT ROUND-UP

STRATEGY #3

## CONTENT CALENDER



#### SOCIAL POSTING DAYS

| MONTH + WEEK                    | I MESDAIS                             |                            |                             | NOTES |
|---------------------------------|---------------------------------------|----------------------------|-----------------------------|-------|
| example:<br>Week of January 2nd | Initial PreNeed Post<br>+ email blast | Industry Social<br>Reshare | Aftercare Tips on<br>social |       |
|                                 |                                       |                            |                             |       |
|                                 |                                       |                            |                             |       |
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|                                 |                                       |                            |                             |       |

# CONTENT CALENDER TEMPLATES

#### SOCIAL POSTING DAYS

| MONTH + WEEK | <br> | <br>NOTES |
|--------------|------|-----------|
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#### SOCIAL POSTING DAYS

| MONTH + WEEK | <br> | <br>NOTES |
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STRATEGY #4

## 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 GOA  | L:  |  |

# 2023 SOCIAL MEDIA TRACKER



| Facebo | ok Followers | Face  | book Likes | Facebo | ok Comments |
|--------|--------------|-------|------------|--------|-------------|
| MARCH  |              | MARCH |            | MARCH  |             |
| JUNE   |              | JUNE  |            | JUNE   |             |
| SEPT   |              | SEPT  |            | SEPT   |             |
| DEC    |              | DEC   |            | DEC    |             |
|        |              |       |            |        |             |
|        |              |       |            |        |             |
| MARCH  |              | MARCH |            | MARCH  |             |
| JUNE   |              | JUNE  |            | JUNE   |             |
| SEPT   |              | SEPT  |            | SEPT   |             |
| DEC    |              | DEC   |            | DEC    |             |
|        |              |       |            |        |             |
|        |              |       |            |        |             |
| MARCH  |              | MARCH |            | MARCH  |             |
|        |              |       |            |        |             |
| JUNE   |              | JUNE  |            | JUNE   |             |
| SEPT   |              | SEPT  |            | SEPT   |             |
| DEC    |              | DEC   |            | DEC    |             |

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