



The Digital Black Box: Using Technology to Bring New Sales Opportunities to Light

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- *Have disconnects between what the marketing or communications team is doing and how the registrations, product purchases and certification course enrollments are showing up? Follow a standard 4-send email sequence before every event? Want to understand which sources are really referring you web traffic so that you can understand where leads originate? If so, you're not alone! This webinar will expose marketing automation as a tool that can shed light on how individuals are interacting with all of your digital touchpoints—web, email, social and more—so that you can understand buying signals*



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Association Industry

- Change in people's buying patterns is forcing the need for associations to split out marketing & communications
- Historically strong in communications & not in marketing, or blended



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Marketing v. Communications

Many small businesses lump advertising, promotions, public relations and other communications tools together and erroneously call them marketing. Communications serve a marketing strategy, which is more planning than execution. Understanding the difference between marketing and communications will help you create effective sales strategies and tactics that boost your bottom line.

Marketing

Marketing is a discipline that guides companies as they develop products, target customers, set prices, develop a brand and choose distribution channels. A marketing plan includes tactics for communicating a company's strategy, including public relations, advertising, social media and promotions. In short, marketing can be considered business planning and strategy, while communications is the execution side of selling.



<http://smallbusinesschron.com/marketing-vs-communications-differences-45854.html>

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“Marcomm”...Shudder

Communications/
Journalism/English

- Long Newsletters
- Press Releases
- Advocacy Efforts/Legislative Communications

Marketing/Business

- Events
- Membership
- Professional Development Programs
- Publications



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Is it Time to Split Up?

- Communications: Convey the Right Message to the Right Person at the Right Time
 - Risk Averse
 - Responding too Quickly
- Marketing: Strategically place the product at the right price with the right incentive in front of the right person
 - Risk Taker
 - Missing the Market Window of Opportunity



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Who is in Sales?

Task	Mktg	IT	M-ship	Comm	Event	Pubs	Exec	None
Pricing	36%	7%	37%	16%	28%	14%	36%	3%
Positioning	63%	3%	20%	36%	7%	8%	25%	6%
Promotional Channels	72%	3%	16%	42%	13%	8%	8%	5%
Data Analysis	61%	31%	29%	29%	15%	8%	14%	4%
Technology Spend	27%	65%	11%	19%	10%	5%	32%	2%



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Where Does Sales Fit?

- Membership
- Events
- Professional Development
- Publications
- Research



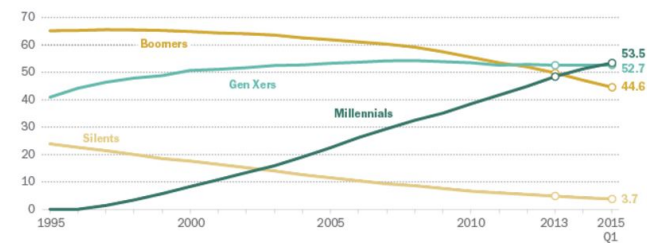
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Why Now

U.S. Labor Force by Generation, 1995-2015

U.S. Labor Force by Generation, 1995-2015

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.
Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER



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Forced Growth in New World



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Buying Decisions

- 70% making buying decisions without you

Two Questions:

- 1) How do you muscle into their decision making?
- 2) Are you in their consideration set?



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Gain Insight

- Leverage digital tools to capture & analyze digital footprint
- Analyze behavior to make hypotheses as to who is where in their buying cycle



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Need Real Marketing Automation



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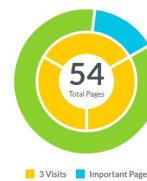
Marketing Automation Tools

www.tscpa.com

Lubbock, Texas

100 - 250 employees

\$25 million - \$50 million Revenue



Industry: Telephony & Wireless • Telecommunications

Visit to www.tscpa.org

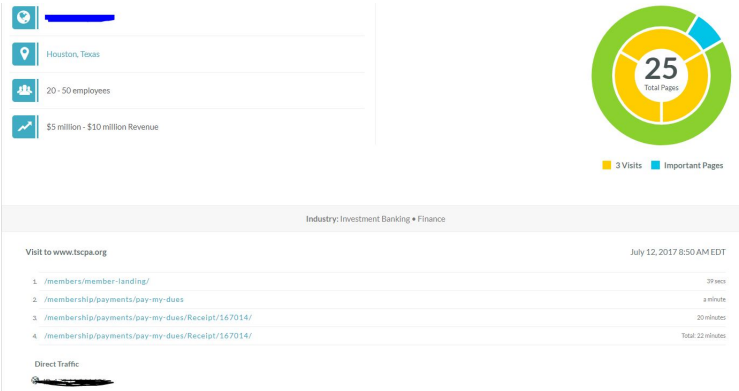
July 12, 2017 8:57 AM EDT

1. /events/event-details/?eventId=c695fcb5-d271-43d6-bd8a-a39e893	2 minutes
2. /cpa	7 secs
3. /cpa/course-catalog/	24 minutes
4. /member-login/?ReturnUrl=/events/event-registration/	17 secs
5. /help	6 minutes



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Understanding Behavior



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Gain Insight

when any of the following conditions are met RULE GROUP 1

Add the Trigger : When a contact visits the page

Ex: http://website.com 1 time exactly

Has specific referrer URL? ☐

Add Rule

Triggers

- When a contact went to the url <http://www.highroadsolution.com/join> 3 times exactly referred by any url

Filters

Add an existing action group + New Action Group

- Alert Membership on Join Page
 - Just after start send a notification to Leslie Schiff via email and via text message.View Action Group



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Add to a Sales Pipeline for Membership Acquisition

Member Acquisition

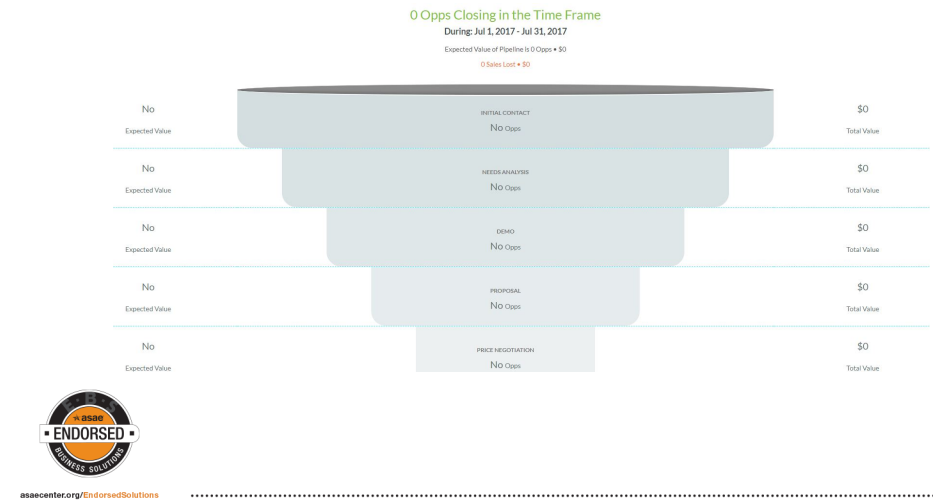
Opportunity	Owner	Contacts	Stage	Created	Close	Probability	Value
Discovery						0%	\$0
Inquiry						0%	\$0
Consideration						0%	\$0
Added to Basket or Verbal						0%	\$0
Close Won						0%	\$0
\$ Won						0%	\$0
Lost						0%	\$0

Qualified Leads

- Name not provided
Company Not Provided
- Sandra Vaughn
Company Not Provided
- Jean Bagland
Company Not Provided
- Paul Matthews
Company Not Provided
- Karl Owen
Company Not Provided
- Amanda Tabor
Company Not Provided

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Grow Revenue



Gain Insight. Grow Revenue

- Use marketing automation platforms to help digitally transform your association
- Apply digital marketing best practices to capitalize on today's buyer



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Marketing Technology for Associations

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