Are you a marketer?
So, how do we get audiences to think and feel positively without a big budget?
<table>
<thead>
<tr>
<th>Time</th>
<th>Cost</th>
<th>Quality</th>
</tr>
</thead>
</table>

- **Time**: Represents scheduling and timing aspects.
- **Cost**: Represents financial considerations.
- **Quality**: Represents the standard or excellence of the product or service.
Time is money. Invest it wisely.
Managing Internal Stakeholders
## Set Clear Objectives

<table>
<thead>
<tr>
<th>AMA Goal</th>
<th>Priority</th>
<th>Strategies / Initiatives</th>
<th>Objectives</th>
</tr>
</thead>
<tbody>
<tr>
<td>My AMA</td>
<td>1</td>
<td>Membership (Acquisition, Engagement, Renewal)</td>
<td>• Monthly Renewal Rate &gt; 70%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• = or &gt; F18 Membership Rev Budget</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• NPS +% month over month</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• Positive sentiment in member surveys</td>
</tr>
<tr>
<td>My AMA / Crucial</td>
<td>1</td>
<td>General Awareness / Lead Generation for AMA database</td>
<td>• 2,200 new prospects per month (via webcasts, lead gen, newsletters, etc)</td>
</tr>
<tr>
<td>for all goals</td>
<td></td>
<td></td>
<td>• Social media engagement +% month over month</td>
</tr>
<tr>
<td>Authority My AMA</td>
<td>2</td>
<td>Events / training marketing (including prospectuses for Alliances)</td>
<td>• = or &gt; Event registration budget</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>• NPS &gt; previous FY</td>
</tr>
</tbody>
</table>
Gain Alignment
Celebrate Success

Marketing Impact

39,000
People reached by the article on United Airlines
(approx 8x the average!)

Marketing Impact

2017 Summer AMA Conference
Innovation & Sustainability in Marketing
August 4-6, 2017
San Francisco, CA

+ 32%
Presentation ideas submitted for Summer Conf 2018 vs Summer Conf 2017
Managing the “Human” Resources
Be Prepared for the Reality of Consultants
It takes teamWORK... even if you are team of one.
Exploring Integrated Approaches
Integrated marketing communication (IMC) is a cohesive combination of marketing communications activities, techniques, and media designed to deliver a coordinated message to a target market with a powerful or synergistic effect, while achieving a common objective or set objectives.
Understanding Your Audience

You must be able to answer these questions:

1. Why is my product / service important to my audience?
2. Where can I actually find my audience?
3. What will actually make my audience pay attention?
Content Marketing

Buyer’s Journey

- **Attract**
  - Stranger
  - SEO, Blogging, Social

- **Convert**
  - Visitor
  - Content Offers, Landing Pages, CTA

- **Close**
  - Lead
  - Email, Newsletters, Automation, CRM

- **Delight**
  - Customer
  - Dynamic content, surveys, social

Why
- Awareness
- Consideration
- Decision

#AMA_Marketing
Content Marketing

Channel
- Organic Search
- Referral
- Social Media
- Advertising

Awareness Stage Offer
- Content
  - Blog Post (x3-5)
  - Video Infographic
    - CTA: Get My Free Report!
- Landing Page
  - Get My Free Report!
    - Form to collect name, email, etc.

Decision Stage Offer
- Email
- Landing Page
- Article

Consideration Stage Offer
- Email
- Landing Page
- Article

X day delay

Thanks! Here’s your report.
- CTA: Use This Toolkit

Thanks! Here’s your free report!
Let us know what you think!
- CTA: Use This Toolkit

Other Campaign
Automated Workflow

Personalized Invitation in the Mail
Direct Mail List
TY Page

2017 ABMSCONFERENCE
Partnerships
Using Influencers

"Thank you for creating a cake which perfectly complimented our scheme... It made our day extra special and everyone commented on the great flavour and texture of all the cakes."

Daniel Pink on Twitter:

"Thanks for the kinds words! Who wouldn't be thrilled with a cake like this? It looks delicious!"
Leveraging Scale

Old Approach

Scaled Approach
Direct Mail

Mailbox vs Inbox
# Examples of Free & Inexpensive Tools

<table>
<thead>
<tr>
<th>Team Management</th>
<th>Email Marketing</th>
<th>Social Media Management</th>
<th>Website Tools</th>
<th>Link Shorteners &amp; Tracking</th>
<th>Content Creation</th>
</tr>
</thead>
<tbody>
<tr>
<td>slack</td>
<td>MailChimp</td>
<td>hootsuite</td>
<td>hotjar</td>
<td>SHORT CM</td>
<td>Canva</td>
</tr>
<tr>
<td>asana</td>
<td>salesforce</td>
<td>buffer</td>
<td>optinmonster</td>
<td>bitly</td>
<td>UNSPLASH</td>
</tr>
<tr>
<td>Google Drive <em>with plugins</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>PEXELS</td>
</tr>
</tbody>
</table>

NOTE: The AMA does not endorse any of these tools, nor is this an extensive list.
Other Words of Advice
Words of Advice (sorry for the clichés)

- If you can’t measure it, think twice before doing it
- Be “agile”
- No sacred cows
Don’t Try to Boil the Ocean!

Evaluating Potential Tactics

• How well does it support my goals and objectives?
• How many conversions or number of sales do we need to get a return on our money? Is that realistic in the allotted timeframe?
• Do we have the resources (time, money and people) to execute the work?
• How does it align with the answers to the three questions about my audience?
• Can it be measured? If so, how?
Discussion and Examples
Want more info? Check out AMA.org
Get $30 off AMA membership with code AMA30
Thanks for your time!

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