



Best practice in digital marketing

Digital marketing is among the most cost-effective marketing solutions for membership associations. It delivers an immediate and dynamic means of engaging with target audiences and will become increasingly important in the future, as the digital age becomes ever more sophisticated. We often hear from associations in different sectors that members are keen to engage via social media, and that their website acts as the primary source of information for existing and prospective members. Videos and animations are also increasingly perceived as a popular way to communicate important messages or simply promote membership benefits.

In the digital space, content is all important and dramatically increases your 'searchability'. We develop successful, affordable digital marketing campaigns for a wide range of associations, focusing on web design, mobile apps, social media, videos and animations. Please find below a selection of our top tips.

Web design and mobile apps

The human eye processes images more rapidly than words, so making that all important first impression with members through clever, engaging design is vital. We ensure that your website is optimised to communicate your brand values, and advise on how best to keep it updated with relevant, informative content for members, as well as offering best practice search engine optimisation (SEO) tips. We optimise both the 'look and feel' and usability of client's websites, or we can simply advise on creating interesting content, displayed with minimum clutter and maximum effect.

- Keep web design sharp, dynamic and simple; above all, the design of your site should reflect your association's brand values

- Ensure that your website is 'search engine optimised' in order to achieve a higher Google page ranking
- Enhance the usability of the site – make the user journey as simple as possible, with clear headings for different sections; request feedback from members via online surveys to seek their opinions and communicate that their input is valued
- Use vibrant graphics and images, in keeping with the industry to which your members belong, and upload videos as appropriate
- Update the site regularly with fresh, bespoke content and optimise your keywords (although don't overuse them!), while ensuring that other relevant sites create links to yours.

Social media

Social media is fast becoming one of the most important forms of sparking interaction among members. The greater the opportunity for members to share information and best practice, the more value they derive from their membership. We are consistently noting a strong interest in association LinkedIn groups, as professionals embrace the concept of sharing and discussing ideas and challenges more openly. Meanwhile, Twitter remains an important means for disseminating news, tips and advice. CJAM manages social media campaigns for membership association on an ongoing or per campaign basis.

- Ensure that all social media activity is aligned with your association's overall business aims
- Harness the power of social media to drive traffic to your website and create maximum engagement with your audiences
- Social media channels should be regularly updated with relevant and timely information, ideally managed via a social media dashboard such as Hootsuite or Tweetdeck
- Create media friendly campaigns with 'tweet' friendly headlines and easily identifiable facts and figures, as well as links to images, podcasts and videos
- Use the latest social media analytics to monitor the success of campaigns and fine tune future campaigns as appropriate (see our recent post on [measuring the value of social media](#)).

Videos and animations

Video is a highly creative and flexible medium. It allows you to present the character of your association in a unique, compelling way. Videos are often cost-effective to produce, with videos and animations becoming an increasingly attractive option for many businesses.

Digital videos can be used by any organisation to reach members with carefully honed news and sales messages. The potential to disseminate videos widely online significantly enhances the value of video and animated content.

- Remember that videos and animations are all about the visual impact, so it's vital to get the creative concept right from the start
- Use professional voiceovers or recruit a respected industry member to present and communicate your message
- Ensure that videos include a good mix of action, facts and figures and animated sequences in order to ensure maximum effectiveness
- Animations should always feature characters or designs that are appropriate to the industry to which your members belong, and above all should be informative as well as entertaining
- Videos and animations should be brief and snappy, in order to hold the audience's attention
- Post all relevant video material on your association's YouTube channel and use social media to share it far and wide.