



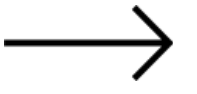
CAUSEIS PRESENTS

Digital Academy for Associations

→ Course: Digital Marketing for
Associations

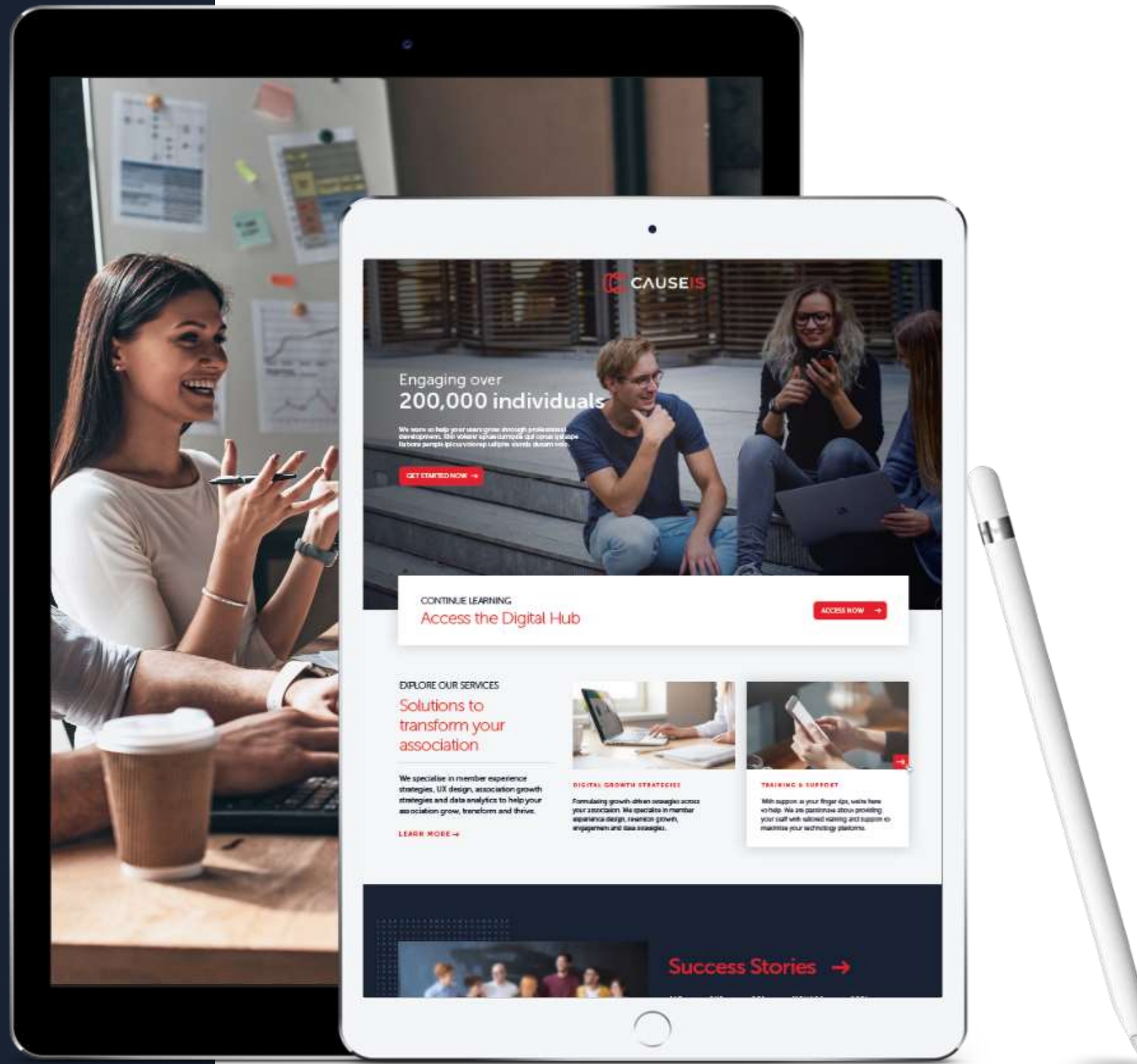


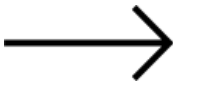
Digital Academy



Welcome to the Digital Academy

- Time to focus on your Association Strategy
- Learn from other associations and your peers
- Use Member Experience techniques to shift your strategies
- Dedicated Engage iMIS courses to maximise your knowledge of iMIS.
- Consider new culture, innovation and ideas
- Tools and frameworks to help you





About Causeis



Causeis exists to support associations.

We create digital experiences for your members, your staff and your association. Focusing on your growth, Causeis leverages best-in-class technology to enable your strategy and success.

Supported by AuSAE

The home for association professionals.

A place where you belong, connect with others, advance your career and be inspired.

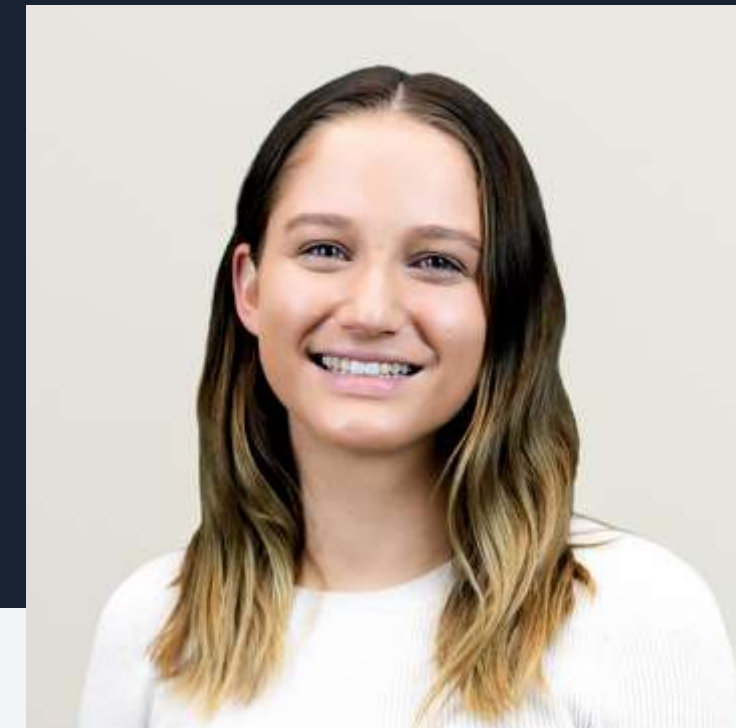
www.ausae.org.au



Presenters & Facilitators



Michelle Lelempsis, CiP, CiSE, CAPIA
Managing Director
Causeis



Yolande Smith
Digital Marketing Specialist
Causeis

Maximise your Workshop Experience



Mute as required

To allow for clear audio please mute yourself when presentation sessions are in session. At times we may mute your line if you may have forgotten.

Session recording

Today's presentations are being recorded however to maximise you're sharing and networking the breakout rooms will not.

Presentation Slides

Presentation slides and recording will be distributed on course completion.

Chat and engage

Engage your fellow peers through the breakout rooms and the Zoom chat. Share ideas, successes and learnings.

Use your camera

Especially in the breakout rooms, please don't be shy and turn on your camera to increase your engagement.

Update your Name

So that we know who you are, and to let everyone know where you are from – lets rename ourselves to show our full name & acronym

Tuesday, 2nd August

Course Agenda

- Digital Marketing 101
- SEO
- Social Media
- Canva Getting Started

Thursday 4th August

Day 2: Agenda

- Email Marketing Strategies
- Data for Digital Marketing
- Bringing it all together – Your Digital Marketing Strategy

Digital Marketing for Association

Let's Get Started

Digital Marketing Overview 101

What is Digital Marketing?

What should be part of a Digital Marketing Strategy?

What is Digital Marketing?



Any marketing that uses a “digital” platform.
Digital is use of technology, data and internet.





What is your Digital Marketing Strategy?

- Share two points from your Digital Marketing Strategy
- What drives your associations strategy?
- What are the gaps?

Source www.hubspot.com/flywheel





Digital Marketing

1. SEO
2. On-page SEO Audit
3. User Experience
4. Paid Search Ads
5. Display Advertising
6. Sponsored Social Posts
7. Email Marketing
8. Content Marketing
9. Native Advertising
10. Customer advocacy marketing

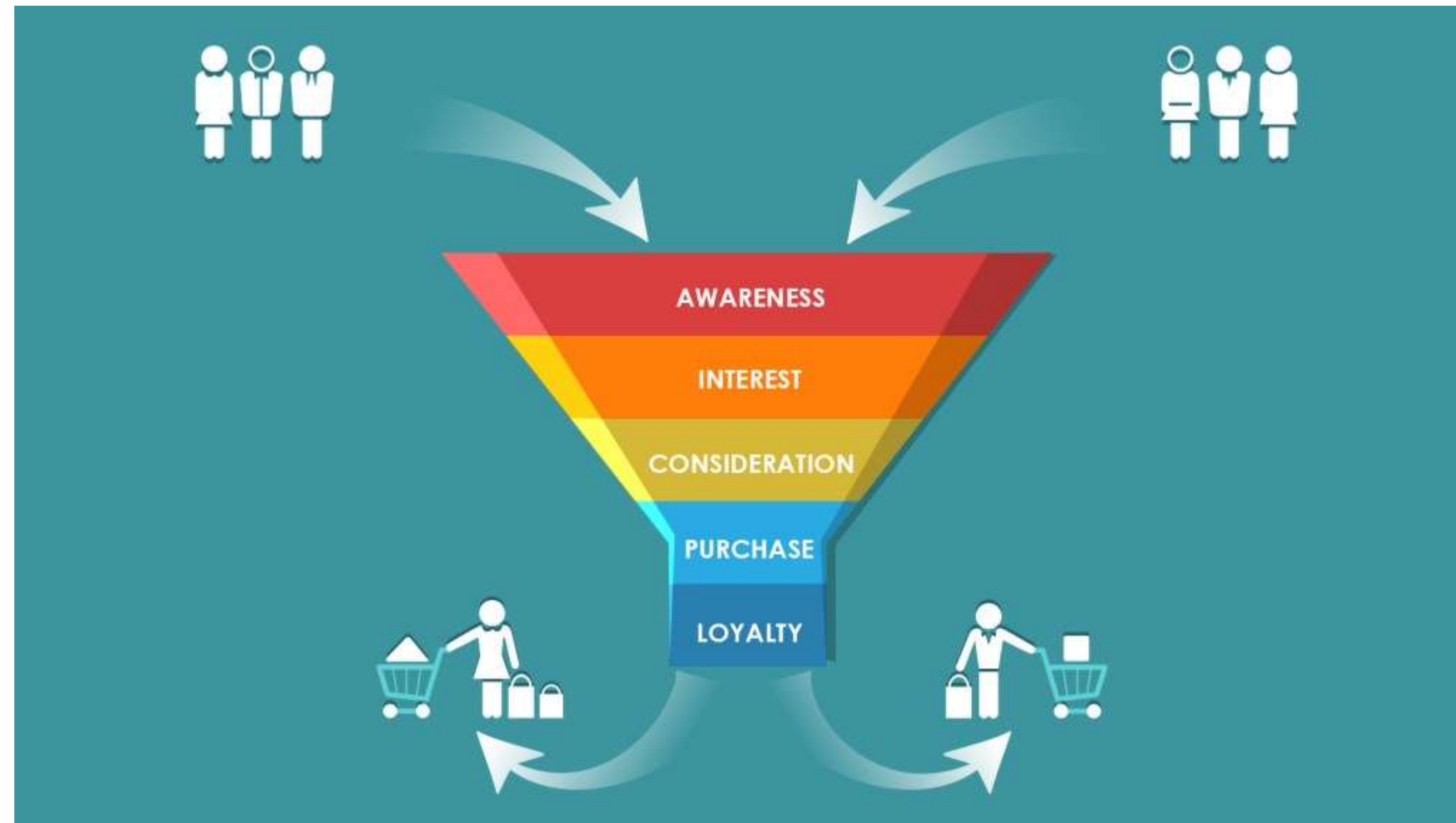
Source www.hubspot.com/flywheel

Marketing Strategy.





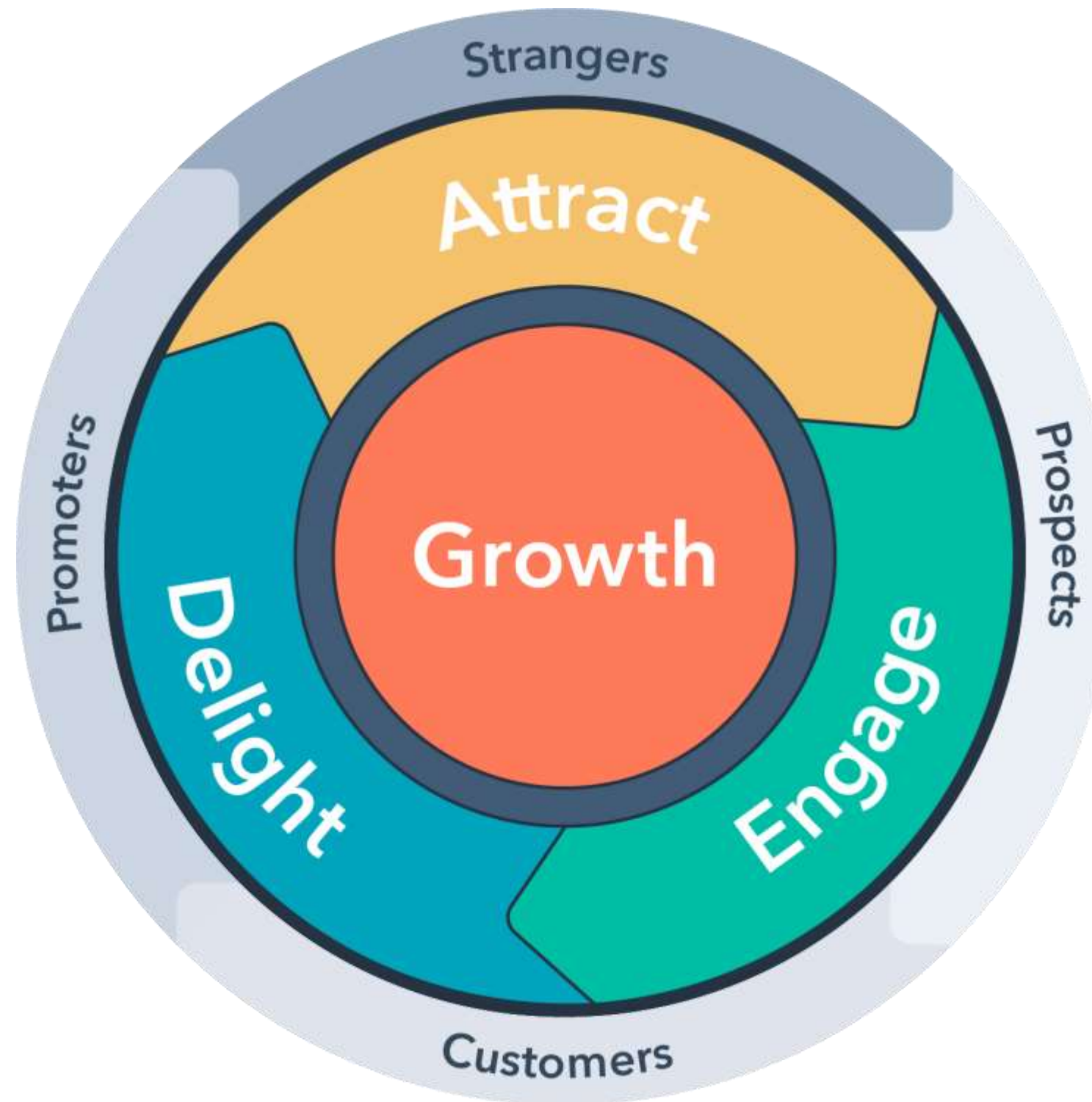
Marketing Funnel



Source <https://www.clatterchatter.com/marketing-funnel-for-the-layman/>



Marketing Flywheel



Source www.hubspot.com/flywheel



Attract

Earn your people's attention, don't force it. Attract visitors with useful content and eliminate barriers as they try to learn about your company.

- Blog
- Keywords
- SEO
- On-page SEO Audit
- Social Publishing
- Paid search ads
- Display Advertising

Source www.hubspot.com/flywheel



Engage

Form good relationships with your prospects. Don't just treat them as deals. Enable buyers to engage with you on their preferred timeline and channels.

- Content
- User experience
- Email marketing
- Native advertising
- Sponsored social posts

Source www.hubspot.com/flywheel



Delight

Tie your success to your customers. Shift resources to be more effectively distributed throughout the entire customer experience

- User experience
- Customer advocacy marketing

Source www.hubspot.com/flywheel

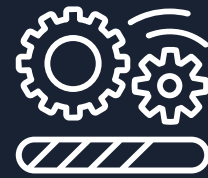
The Member Journey.



The Member Journey.



The Member Journey.



Awareness	Consideration	Acquisition	Loyalty & Engagement	Advocacy & Retention
Easy to locate your website via search engines.	Compelling and relevant member value proposition.	Simple join process with clear steps.	Member is targeted with personalised benefits.	Member can provide feedback to the association.
Easily identify your member value proposition and relevance.	Clear pathway for joining.	Join process is efficient (completed in 60 seconds)	Engagement strategy to target disengaged members.	Members are offered to participate in surveys.
Ability to download more information or toolkits.	Prospect onboarding and email marketing.	Nudging or follow up to abandoned cart joins.	Use of engagement scoring to measure and rank members.	Members are encouraged to provide a testimonial for various purposes.
Prospect clicks through a paid advertisement to a targeted campaign page.	Social Media and Retargeting.	Immediate recognition of joining.	Incentivising or gamifying member engagement.	Easily identify ways to be a volunteer for the association.
Brand awareness and call to action.	Prospect contacts membership and has all questions answered.	New member welcome contains personalised content.	Designed onboarding journey for new members	Provide a Customer Satisfaction Score or NPS on benefits and services.



Let's take a 5-minute break

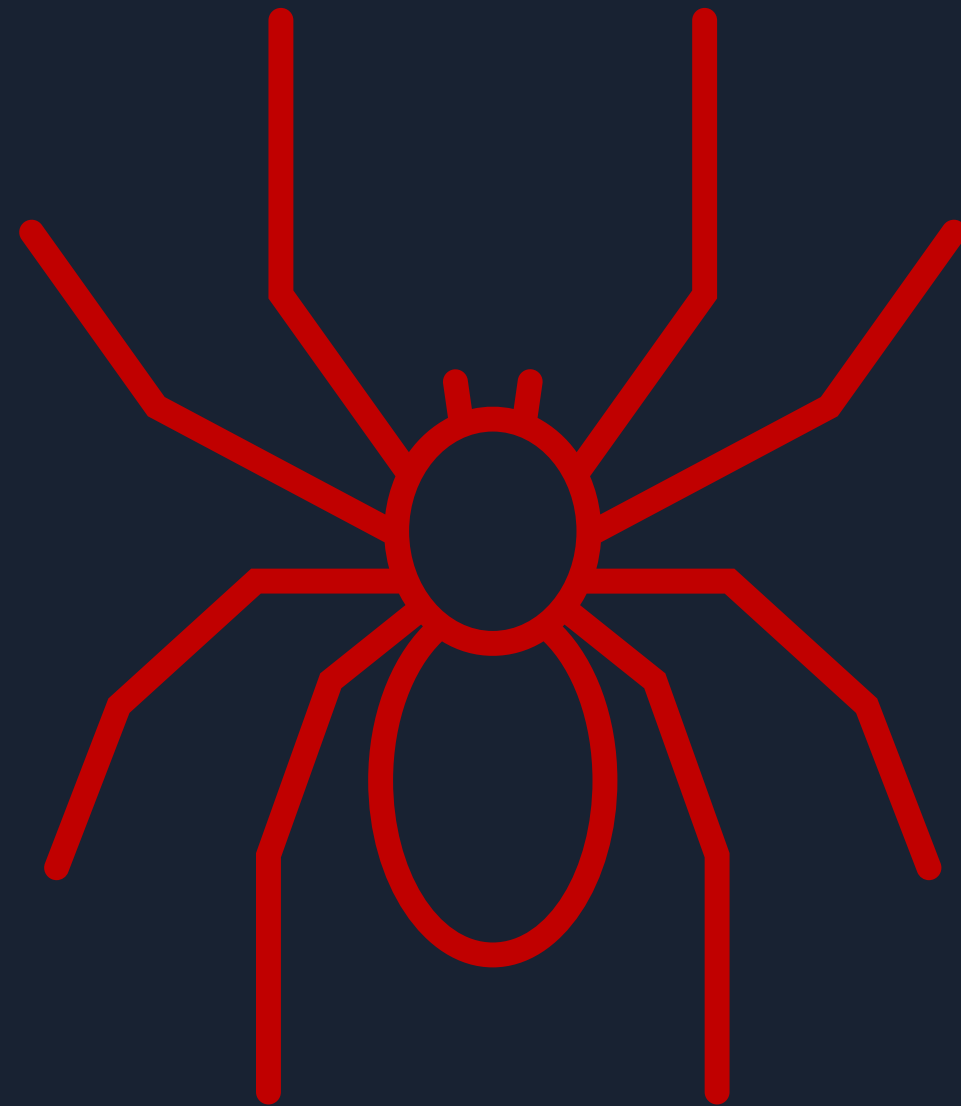
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session

Attract: Search Engine Optimisation





SEO

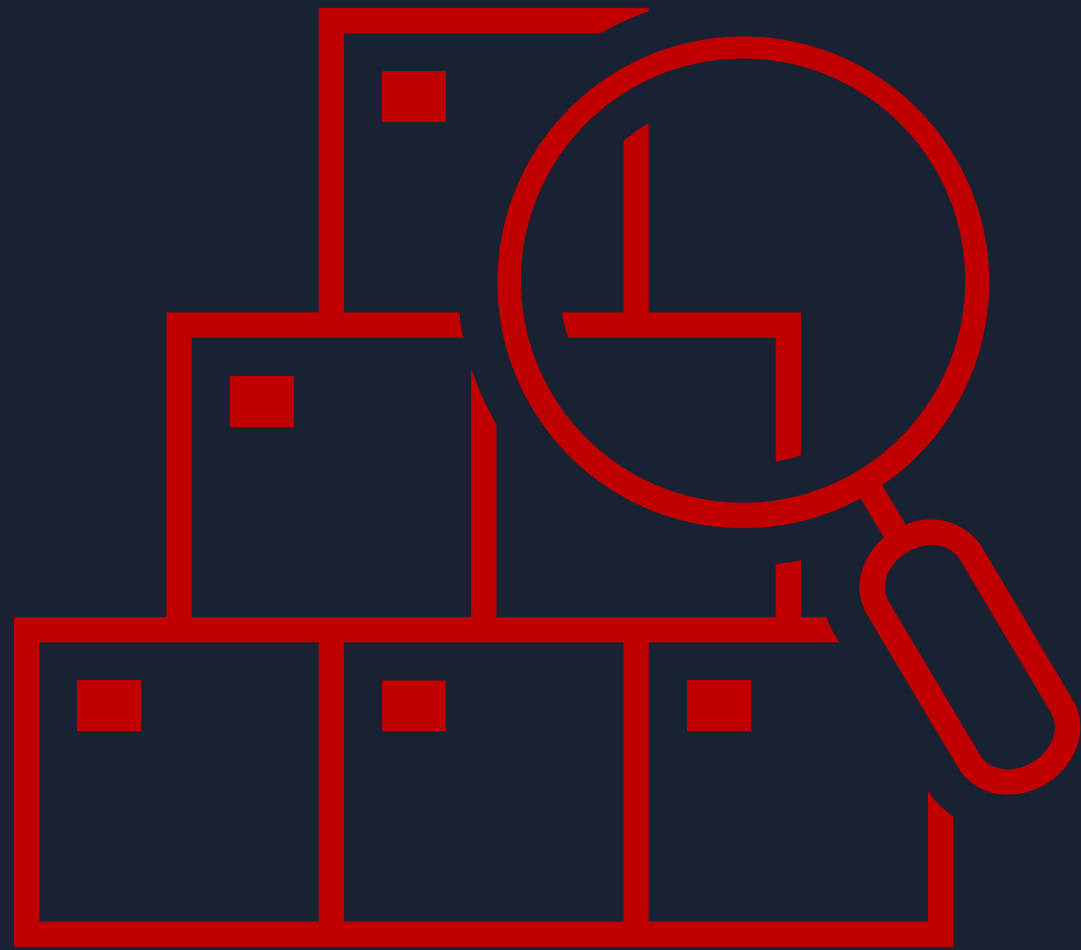
How does SEO work?

Your website is “crawled” by a search engines like Google and review pages.

Google will index your page.

If your page successfully answers the search, then it will be listed in the search results.

Check your sites Google index
site:causeis.com.au

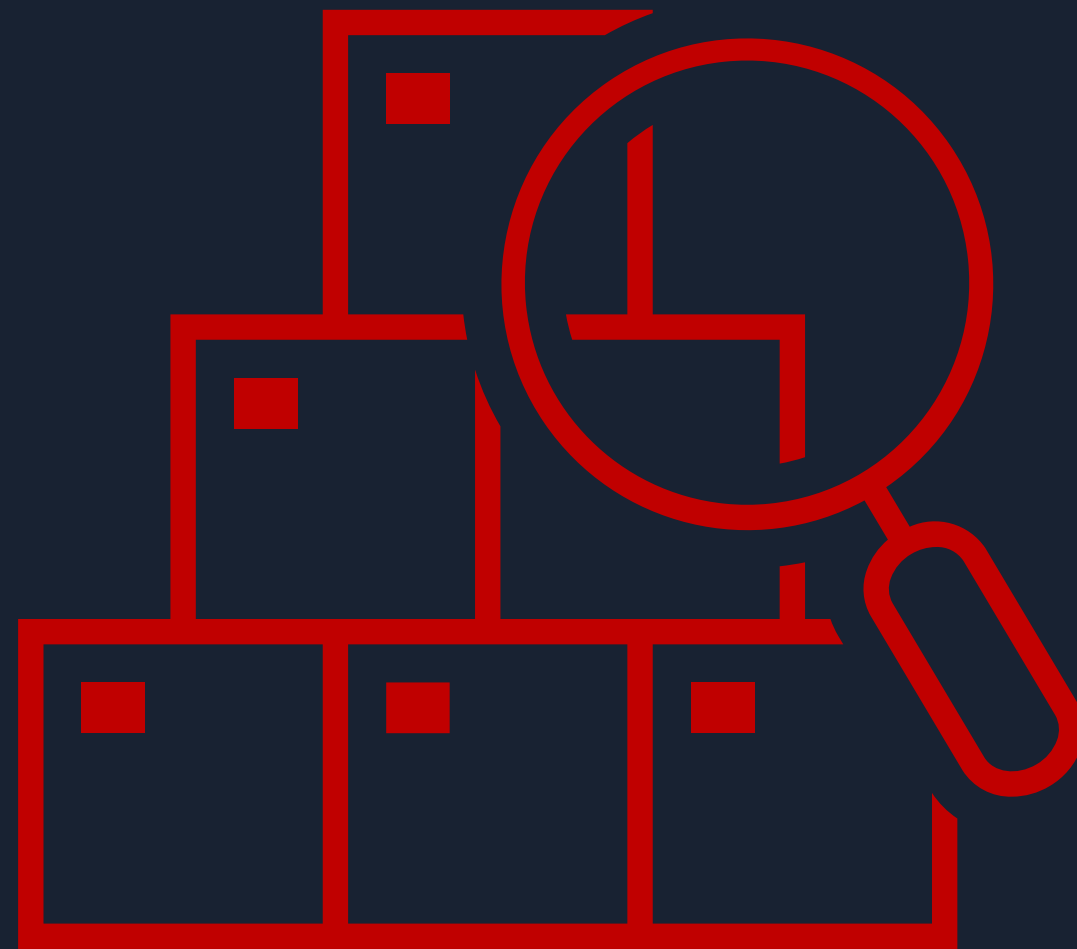


SEO

What impacts your SEO?

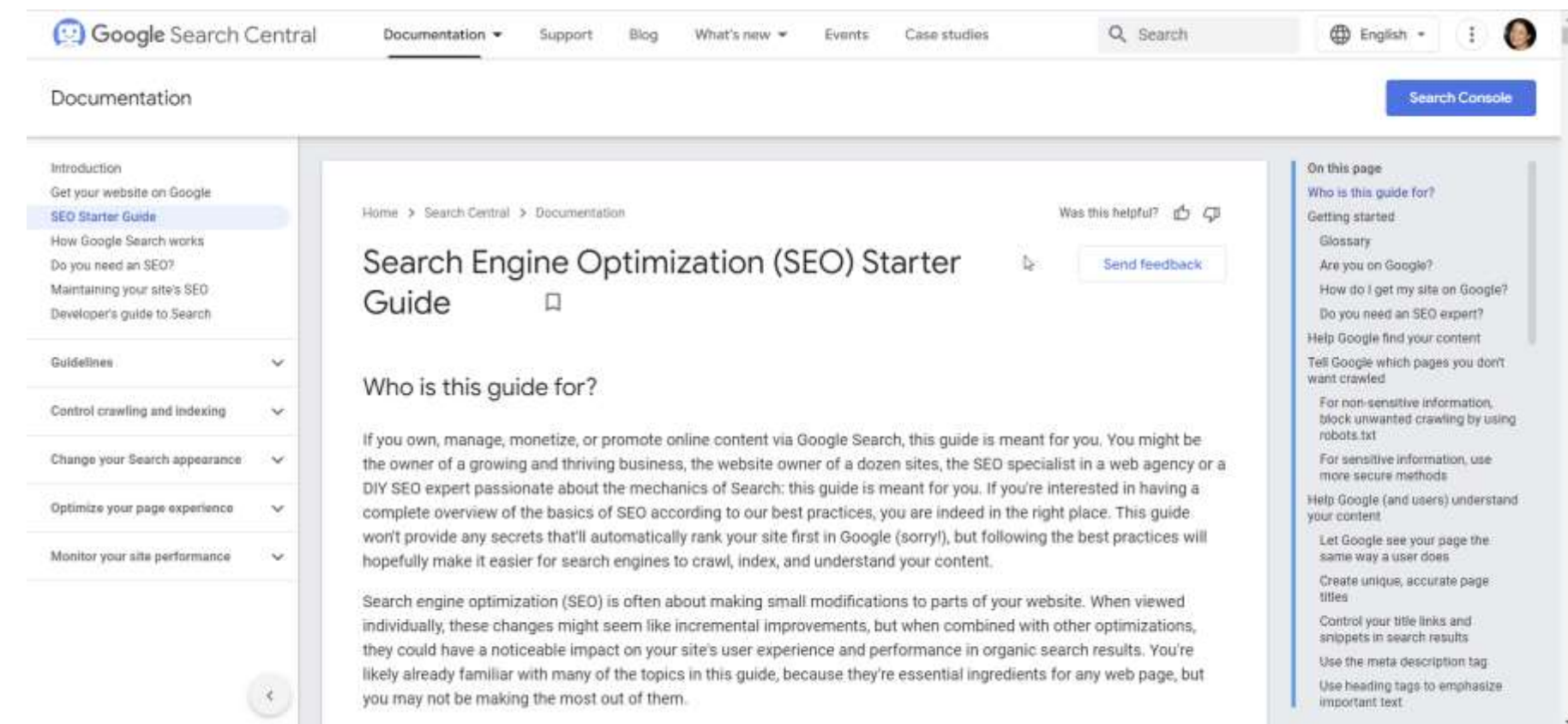
- Site performance
- URL structure
- Anchor text
- HTML tags
- Broken links
- Keywords
- Content
- Internal links
- Image tags





SEO Learn

- <https://developers.google.com/search/docs/beginner/seo-starter-guide>





site:causeis.com.au



All

Images

News

Shopping

Maps

More

Tools

About 525 results (0.18 seconds)

Google promotion

Try Google Search Console

www.google.com/webmasters/

Do you own **causeis.com.au**? Get indexing and ranking data from Google.

<https://www.causeis.com.au>

Causeis - The iMIS and Association Experts

Causeis exists to support associations. We understand the environment associations operate in and the unique challenges and opportunities it presents.

<https://www.causeis.com.au/articles>

Causeis Articles

The Causeis articles are for us to provide you with information, tips & articles related to iMIS and your business.

You've visited this page 2 times. Last visit: 1/08/22

<https://www.causeis.com.au/innovations>

ASI Innovations Conference - Causeis

Causeis exists to support your digital and iMIS journey. Causeis is proud to be presenting and sponsoring the ASI's 23rd annual iMIS INNOVATIONS Conference. By ...

You visited this page on 31/07/22.

<https://www.causeis.com.au/summit>





Site performance

Google Lighthouse: Measure your sites across

- Performance & Speed
- Accessibility
- Best Practices
- SEO



Performance



Accessibility



Best Practices

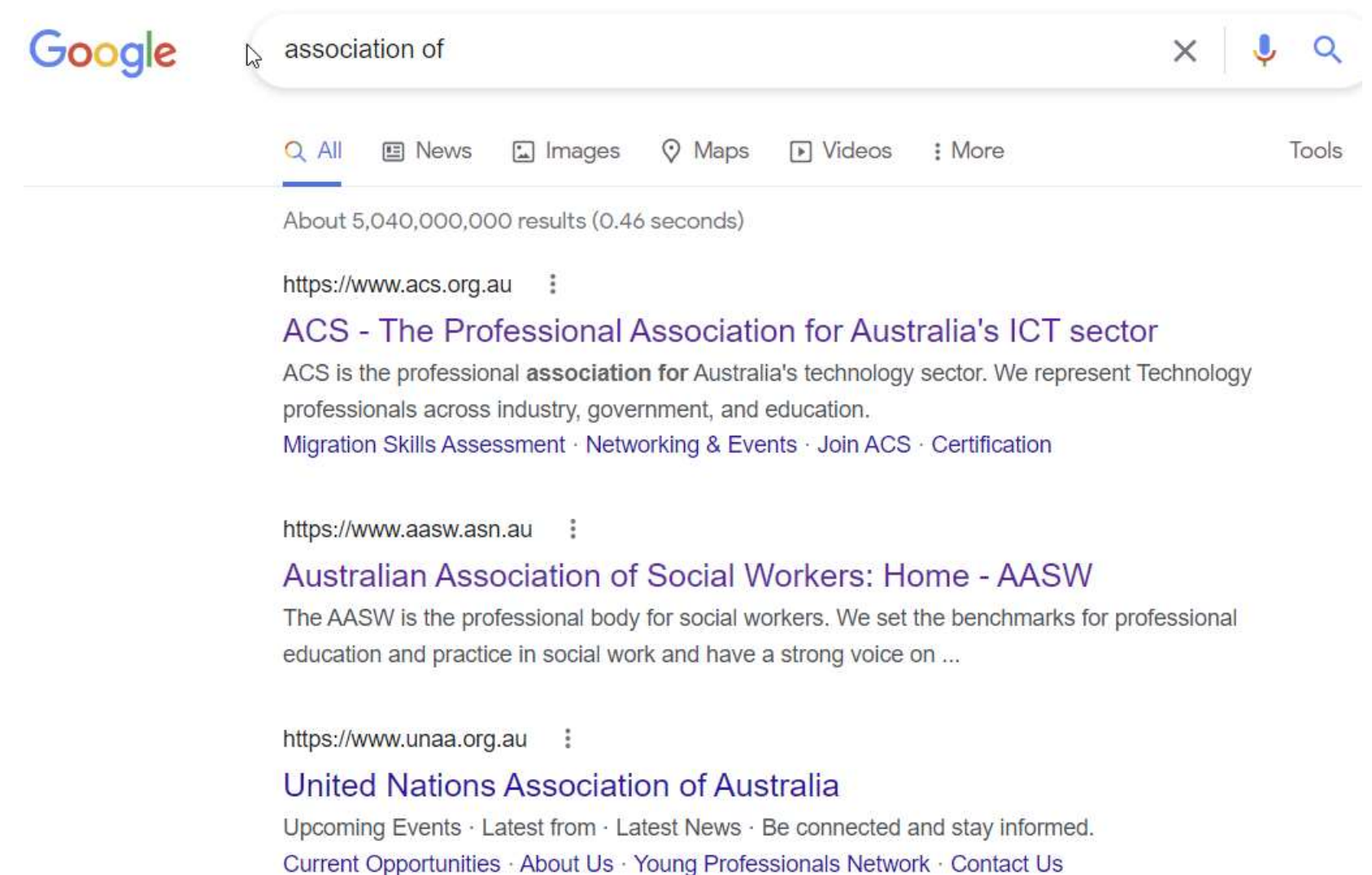


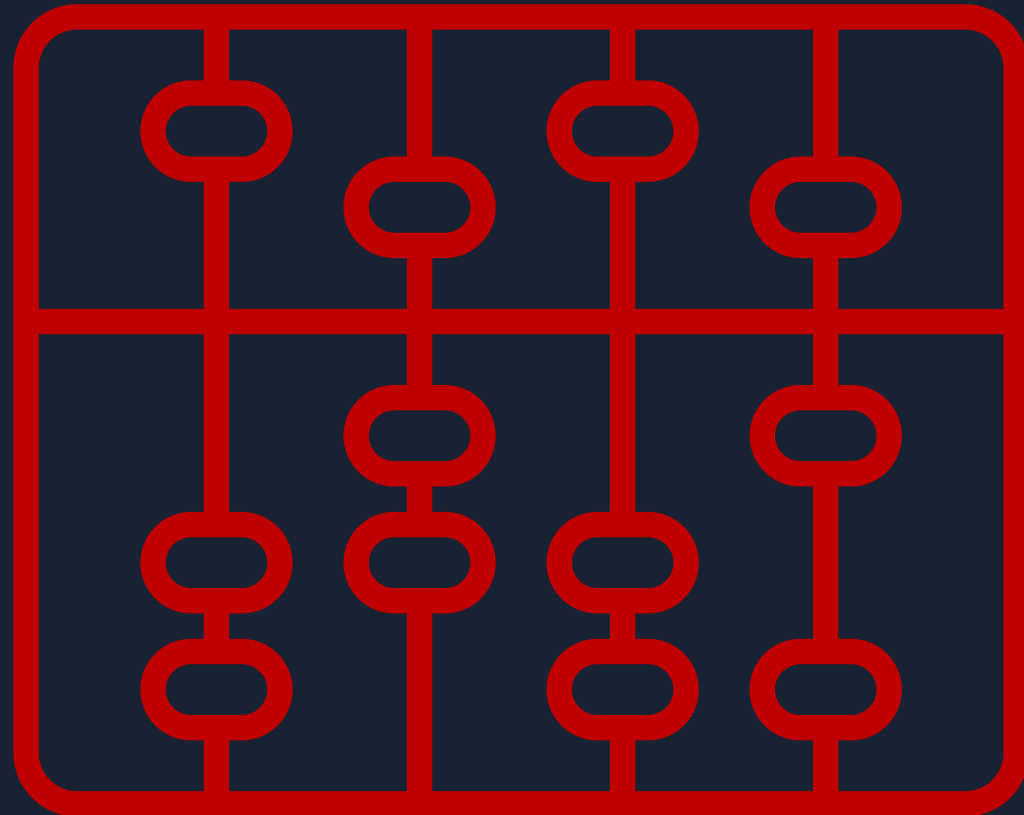
SEO



Let's see what happens

Google accounts for 90% of desktop searches!





Page Audit for SEO

- Use your Google Analytics to identify your top accessed pages
- Take the top 10-20 pages and review all of the following:
 - Title
 - Description
 - Meta Tags
 - Heading
 - Content Review
 - Image Titles
 - Image Alt tags
 - Check URLs



Let's take a 5-minute break

Grab a refreshment

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Attract: Paid Search Advertising



Paid Search Advertising



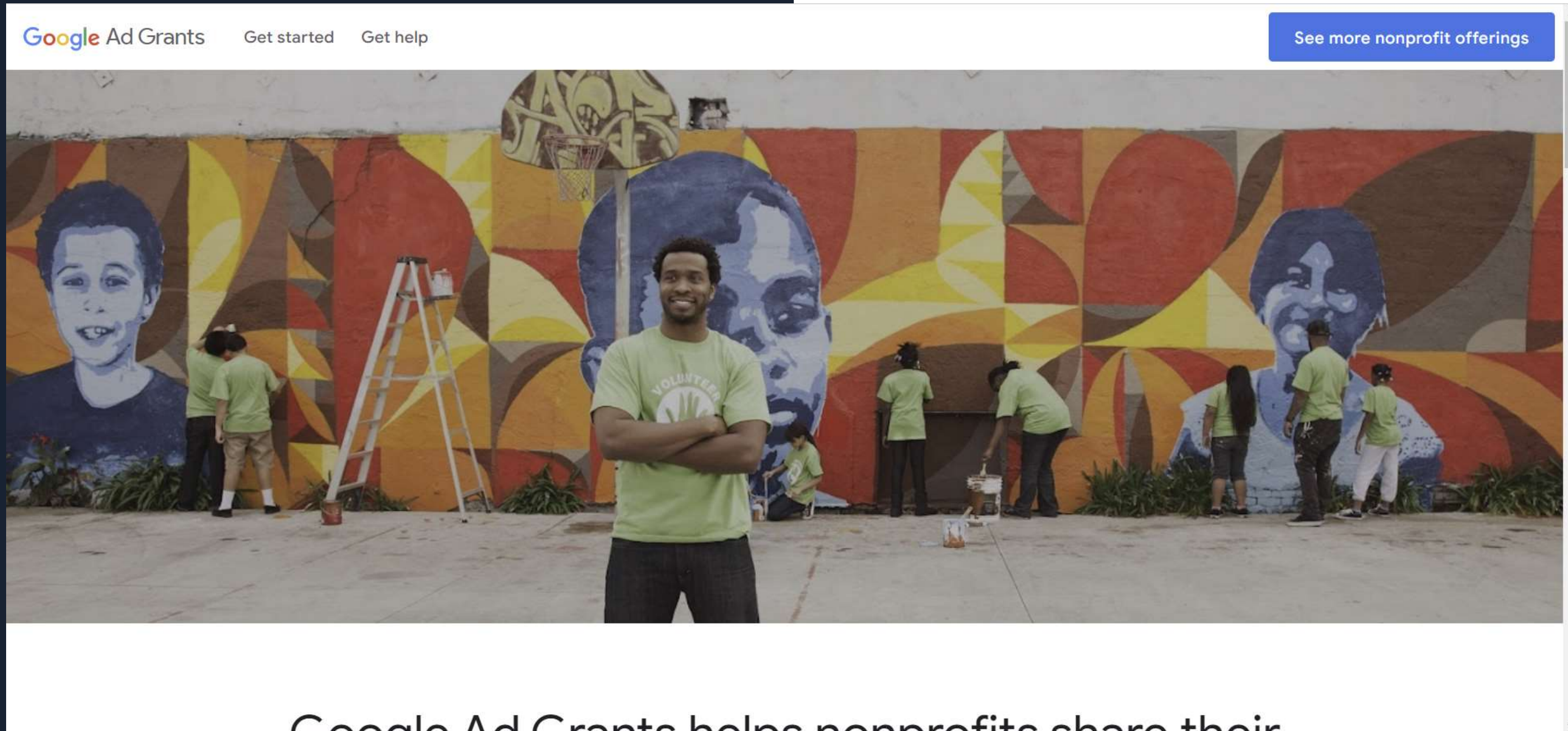


Paid Search Advertising

- Google Adwords
- LinkedIn
- Google Remarketing
- YouTube
- Facebook
- Twitter
- Media (SMH, The Age, Courier etc)



Google Grant

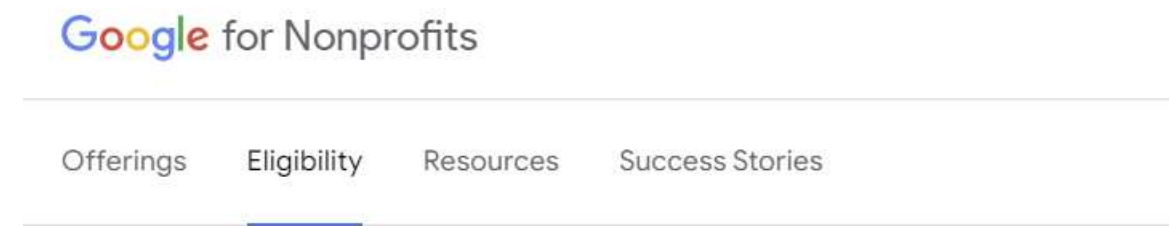


<https://www.google.com/nonprofits/>



Google Grant

- Specific for non-profits



Who's eligible

To request a Google for Nonprofits account, you must be a nonprofit charitable organization in good standing, and meet the full [eligibility requirements](#) in your country.

Please note, some types of organizations are not eligible and will not be verified. Please confirm your organization is:

- Not a governmental entity or organization
- Not a hospital or healthcare organization
- Not a school, academic institution, or university ([Google for Education](#) offers a separate program for schools)

How Causeis uses Google Adwords





Google Adwords

- Causeis uses Google Adwords to ensure a high Google listing and competitive advantage.

Search results for Causeis Pty Ltd on Google Maps.

Navigation: All Maps Videos Shopping Images More Tools

About 40,000,000 results (0.39 seconds)

Ad · <https://www.causeis.com.au/mx-guide> · 1300 228 734

Causeis.com.au - Digital & Member Experience - Causeis

Your 10-Step Guide to help you create a successful digital strategy for your association.
Download now and start your digital journey, with **Causeis**. iMIS. Consulting. Training. Support.

Contact Us
We're here to help no matter the size of your iMIS issue Contact us.

iMIS Support
Peace of mind so you can focus on your mission. Learn more.

<https://www.causeis.com.au>

Causeis - The iMIS and Association Experts

Causeis exists to support associations. As your one Digital Partner, we bring a shared vision for your success. **Causeis** can deliver your complete digital ...

Our Team
Executive and Association Strategy - Michelle Lelempsis ...

Support
We're here to help. Support is crucial to the success of iMIS in ...

Digital Academy for Associations
Digital transformation has become more obvious in recent times ...

Careers
Causeis is a workplace where you know you will grow in your ...

[More results from causeis.com.au »](#)

Map: Northshore Brisbane, MacArthur Ave, Curtin Ave W, Chevron Australia Downstream, Royal Queensland Golf Club.

Causeis Pty Ltd

[Website](#) [Directions](#) [Save](#)

Consultant in Hamilton, Queensland

Located in: Fujitsu Air Conditioning

Address: Suite 1.3/371 MacArthur Ave, Hamilton QLD 4007

Hours: Open · Closes 5PM

Phone: 1300 228 734

Appointments: causeis.com.au [Providers](#)

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Questions & answers
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From Causeis Pty Ltd



Social Platforms

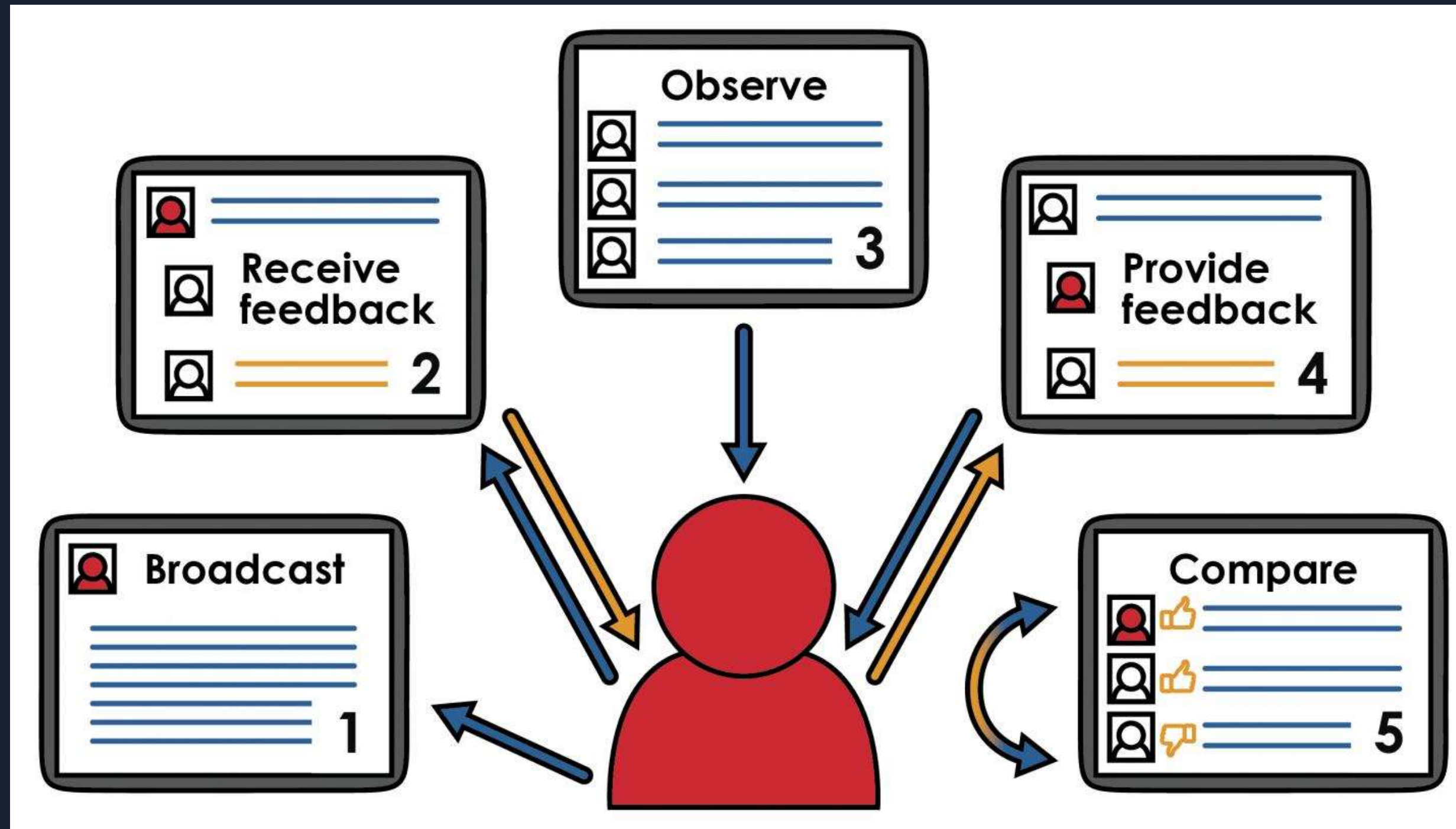


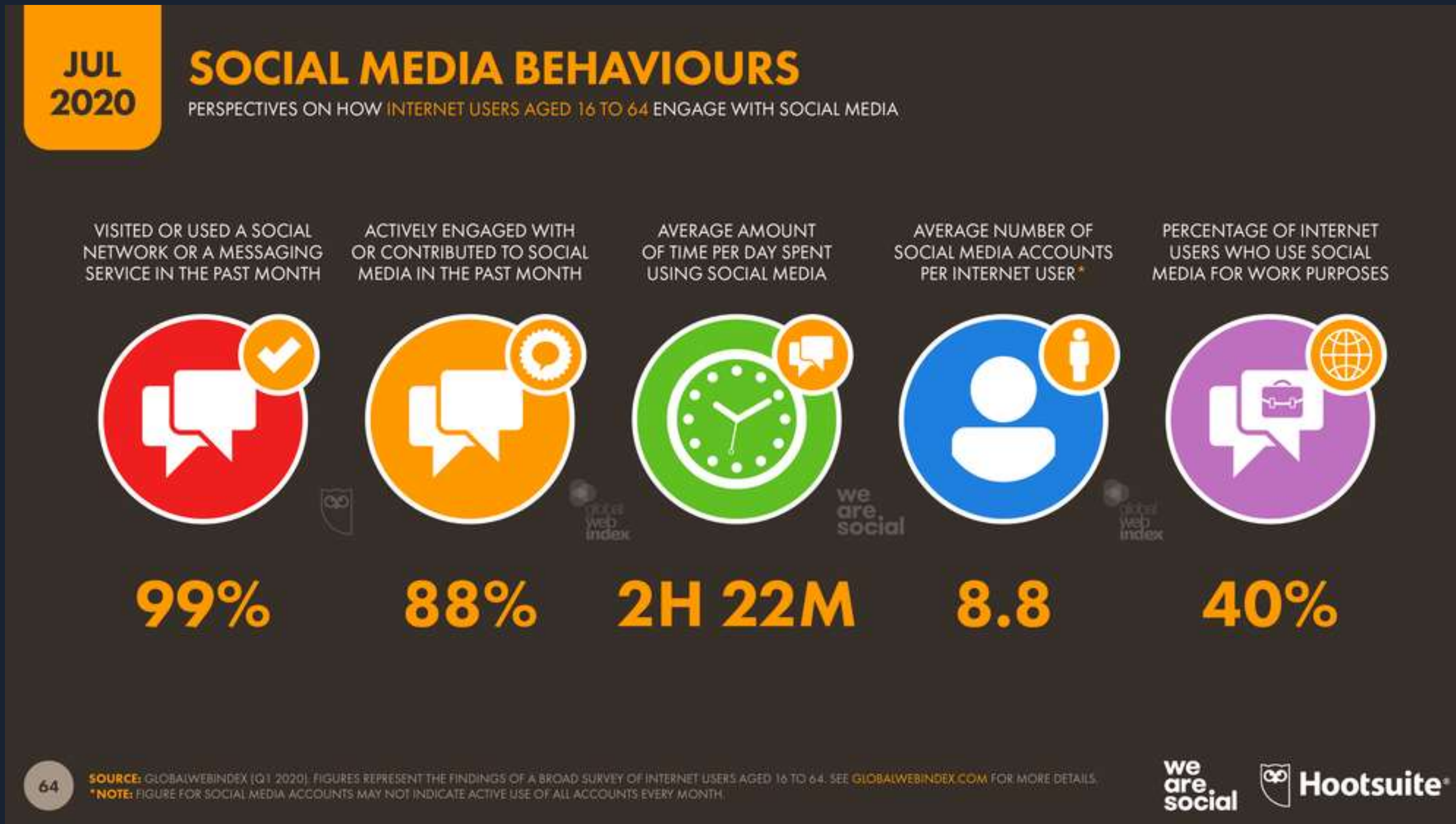
POPULAR SOCIAL MEDIA





platforms





<https://datareportal.com/reports/more-than-half-the-world-now-uses-social-media>





Yellow Social Media Report 2020

Yellow!

9 consumer fun facts that really stand out!

A few things we think you'll find super interesting from this year's report.



Source: Yellow Social Media Report 2020.

58%

of Australians check social media the moment they wake up.



31%

of Australians check their feeds more than 10 times a day.



40%

of people aged 18 to 50 check social media at work.



Australians spend **12 hours** per person per week watching YouTube.



63%

of people are turned off by brands who pay social influencers.



35% of Australians have reacted to something on their feed that was actually 'fake news'.



81%

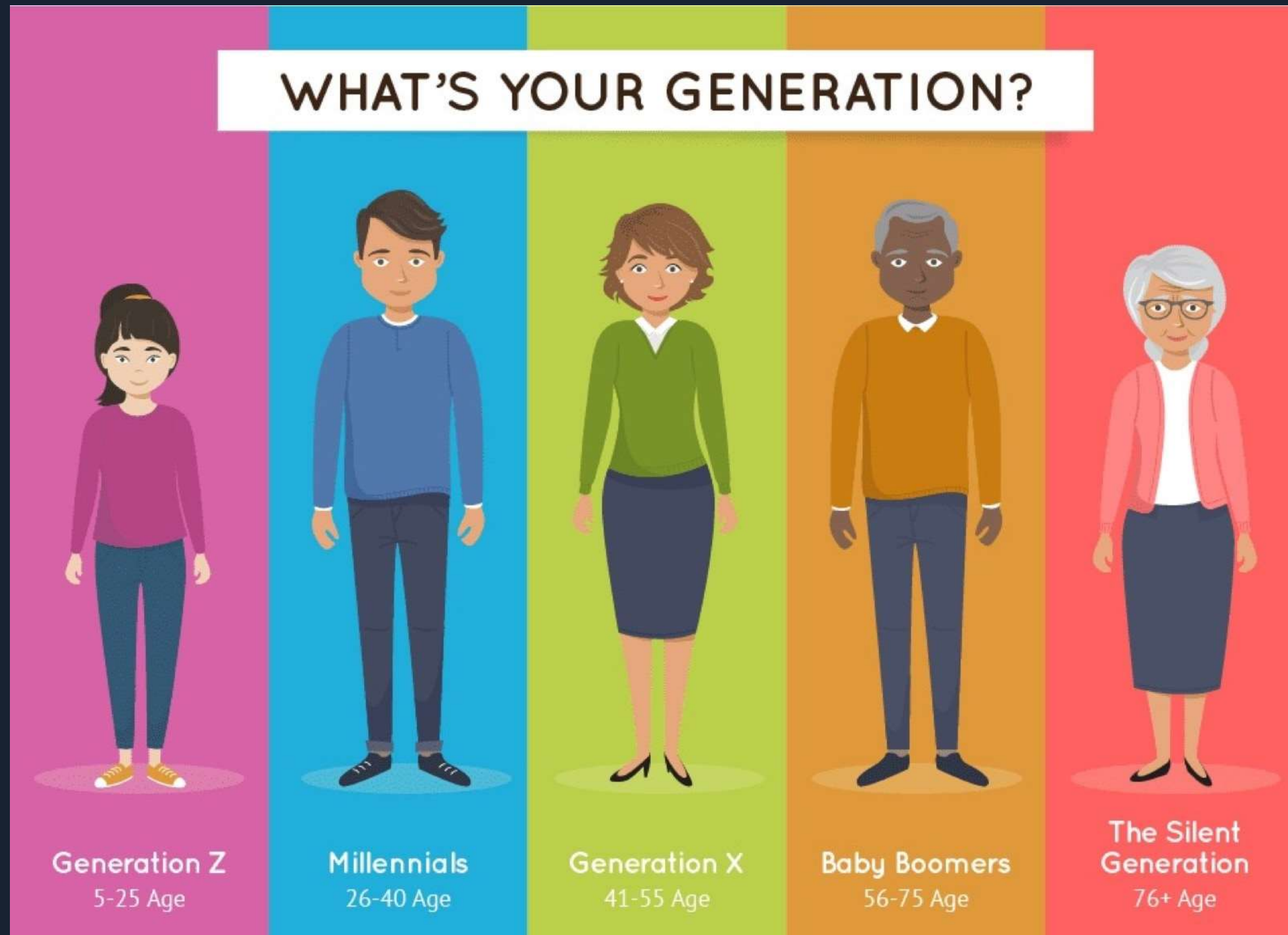
of parents worry about who their kids are exposed to online.



64% of people are using social media while they're watching TV.

and **28%** of those people are posting about the show they're watching.







Social Media Platforms

Facebook

- Users: 2.2 billion
- Audience: Generation X and millennials
- Industry impact: B2C
- Best for: Brand awareness; advertising

Twitter

- Users: 335 billion
- Audience: Primarily millennials
- Industry impact: B2B and B2C
- Best for: Public relations; customer service



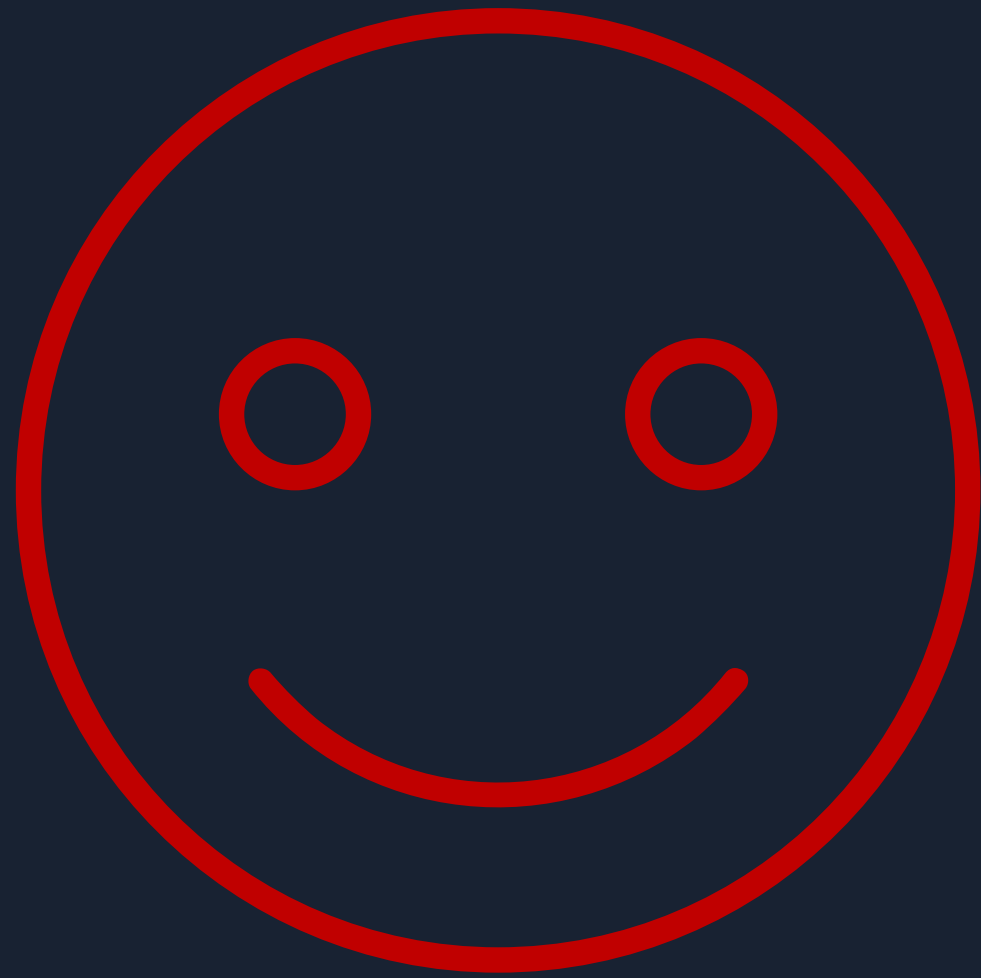
Social Media Platforms

Instagram

- Users: One billion
- Audience: Primarily millennials
- Industry impact: B2C
- Best for: Natural-looking media, behind-the-scenes, and user-generated content; advertising

LinkedIn

- Users: 645 million
- Audience: Baby boomers, Generation X, and millennials
- Industry impact: B2B
- Best for: B2B relationships, business development, and employment marketing



Social Media Platforms

YouTube

- Users: 1.9 billion
- Audience: Millennials, closely followed by Generation Z
- Industry impact: B2C
- Best for: Brand awareness; entertainment, and how-to videos

Snapchat

- Users: 300 million
- Audience: Primarily Generation Z
- Industry impact: B2C
- Best for: Brand awareness; advertising



Social Media Platforms

Pinterest

- Users: 250 million
- Audience: Primarily older millennials and younger baby boomers
- Industry impact: B2C
- Best for: Visual advertising; inspiration



LinkedIn

The screenshot shows the LinkedIn admin interface for the Causéis page. At the top, there's a navigation bar with icons for Home, My Network, Jobs, Messaging, Notifications, and Me. Below this, the Causéis logo and name are displayed, along with a 'Super admin view' link and a 'View as member' button. The main content area is divided into sections. The first section, 'Set up your Page for success', includes a progress bar and a list of tasks, with 'Grow your followers' being the only one remaining. The second section is a large banner for the 'DIGITAL ACADEMY SUMMIT 2022' held on 'October 12 - 13 | Melbourne'. Below the banner, the Causéis logo and name are repeated, followed by a description: 'We create digital experiences for your members, your staff, and your association powered by best-in-class technology.' and 'Non-profit Organizations · Brisbane, Queensland · 518 followers'. The bottom section contains three panels: 'Analytics' showing '98 Search appearances' and '95 Unique visitors', a 'Start a post' section with options for Photo, Video, Poll, and Write article, and a 'Grow your followers' section with an 'Invite connections' button.





Let's take a 5-minute break

Grab a refreshment

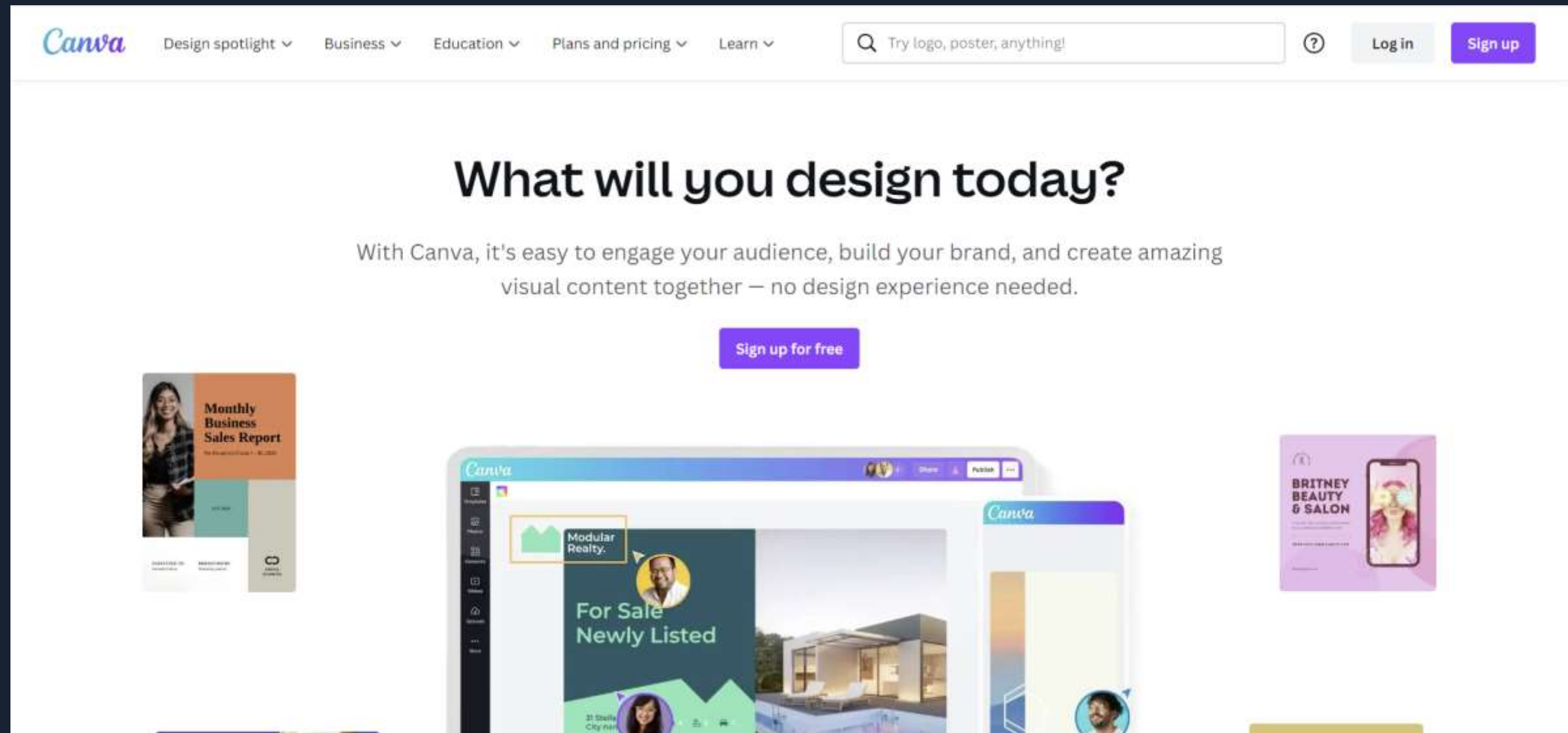
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Canva Introduction



Canva Introduction



Questions and Ideas



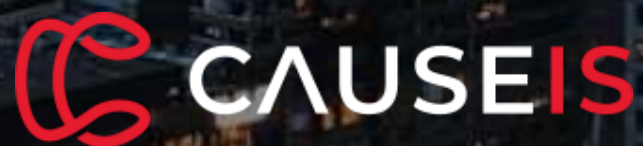


DIGITAL ACADEMY SUMMIT 2022

October 12-13 | Melbourne

The first dedicated digital transformation conference for innovative associations proudly presented by Causeis.

Explore now →



Thought-Leader Organisations



Keynote: The Loyalty Loop

Thought-Leader Organisations



In preparation for Thursday

- Identify what your Digital Marketing Strategy includes?
- Do you have any metrics available on performance?

Thursday 4th August

Day 2: Agenda

- Email Marketing Strategies
- Data for Digital Marketing
- Bringing it all together – Your Digital Marketing Strategy



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Connect with us
and experience the
difference!



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