



# 3 ACTION STEPS

Associations Can Take to Achieve Goals



**Not hitting your numbers for membership, recruitment, and engagement?**

Start with these action steps to hit your goals.

# 1 SIMPLIFY YOUR MESSAGE



**Are your marketing messages filled with industry jargon and technical terms?  
Do you use long paragraphs made of convoluted sentences?**

# STOP IT



## **PEOPLE ARE BUSY. DISTRACTED.**

They don't have time to read much, and they can't be bothered to decode complex language. It's not a matter of intelligence. It's a matter of our short-term memory being over-taxed.

This is why you should always aim for an 8th grade reading level (we use the Hemingway app to help).

Being clear and concise IS professional. It's also respectful of your audience's time.

# 2 RETHINK AUTOMATION



**When someone downloads a piece of your content, what's the next step?  
Do you follow up with a series of four or five impersonal emails?**

# STOP IT



**IMPERSONAL E-BLASTS AREN'T A STRATEGY. THEY'RE SPAM.**

Automation should include customized workflows based on if/then statements. But don't forget to connect with prospects on a human level, too. Reach out with personalized communications that let people know you are here to help.

# 3 THINK LIKE A PROSPECT



**As a consumer, do you want a bunch of salesy emails you didn't ask for?**

**Do you take the time to read long emails with big words?**

Probably not.

**If this is the marketing you are churning out, you are forgetting to think like a prospect.**

# STOP IT



**CONSIDER IN YOUR OWN LIFE HOW YOU INTERACT WITH BUSINESSES.**

Let these positive experiences guide how you communicate with your prospects and members. If you wouldn't want it for yourself, don't force it on your audience.

# Marketing Help for Associations

Rottman Creative Group can help you leverage your marketing to attract, engage, and retain more members—even amid today’s challenges. With our help, one association gained six times more prospects and 60% more members.

Click below to schedule a time to talk.

**Let's connect.**



rottmancreative

Less noise. More impact. No nonsense.

We create data-driven campaigns that convert people to members and customers.