

# 50+ MARKETING ASSET IDEAS TO ATTRACT PROSPECTS AND MEMBERS

STAGE OF CUSTOMER JOURNEY	AWARENESS	CONSIDERATION	DECISION	ENGAGEMENT AND RETENTION
ASSOCIATION GOAL	GAIN PROSPECTS AND CAPTURE CONTACT INFO	BUILD TRUST AND PROVE VALUE	CONVERT TO MEMBER	EVENT REGISTRATION, NON-DUES REVENUES, MEMBERSHIP RENEWALS
EXAMPLES OF MARKETING ASSETS	<ul style="list-style-type: none"> <li><input type="checkbox"/> WHITEPAPERS</li> <li><input type="checkbox"/> INTERVIEWS</li> <li><input type="checkbox"/> ASSESSMENTS</li> <li><input type="checkbox"/> BLOG POSTS</li> <li><input type="checkbox"/> ARTICLES</li> <li><input type="checkbox"/> PODCASTS</li> <li><input type="checkbox"/> VIDEOS</li> <li><input type="checkbox"/> INFOGRAPHICS</li> <li><input type="checkbox"/> CHECKLISTS</li> <li><input type="checkbox"/> E-BOOKS</li> <li><input type="checkbox"/> WEBINARS</li> <li><input type="checkbox"/> REPORTS</li> <li><input type="checkbox"/> MEME</li> <li><input type="checkbox"/> ILLUSTRATION</li> <li><input type="checkbox"/> TOOLKITS</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> IN-PERSON EVENTS</li> <li><input type="checkbox"/> VIRTUAL EVENTS</li> <li><input type="checkbox"/> FREE DEMOS</li> <li><input type="checkbox"/> TEMPLATES</li> <li><input type="checkbox"/> TOOLKITS</li> <li><input type="checkbox"/> TRAINING VIDEOS</li> <li><input type="checkbox"/> E-BOOKS</li> <li><input type="checkbox"/> ASSESSMENTS</li> <li><input type="checkbox"/> WHITEPAPERS</li> <li><input type="checkbox"/> HOW-TO ARTICLES</li> <li><input type="checkbox"/> TESTIMONIALS</li> <li><input type="checkbox"/> CHATBOTS</li> <li><input type="checkbox"/> LIVE CHATS</li> <li><input type="checkbox"/> BLOG POSTS</li> <li><input type="checkbox"/> NEWSLETTER</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> FREE TRIALS</li> <li><input type="checkbox"/> PRODUCT WEBINAR</li> <li><input type="checkbox"/> DATA SHEETS</li> <li><input type="checkbox"/> CASE STUDIES</li> <li><input type="checkbox"/> TESTIMONIALS</li> <li><input type="checkbox"/> VIRTUAL REALITY</li> <li><input type="checkbox"/> AUGMENTED REALITY</li> <li><input type="checkbox"/> APPS</li> <li><input type="checkbox"/> GUIDES</li> <li><input type="checkbox"/> TOOLKITS</li> <li><input type="checkbox"/> CHARTS AND GRAPHS</li> <li><input type="checkbox"/> RESEARCH SUMMARY</li> <li><input type="checkbox"/> ANNUAL REPORT SUMMARY</li> <li><input type="checkbox"/> CALCULATOR</li> <li><input type="checkbox"/> TOOLS</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> SURVEY FINDINGS</li> <li><input type="checkbox"/> TEMPLATES/WORK SHEETS</li> <li><input type="checkbox"/> EVENTS</li> <li><input type="checkbox"/> CONTINUING ED COURSES</li> <li><input type="checkbox"/> EVENT GUIDES</li> <li><input type="checkbox"/> APPS</li> <li><input type="checkbox"/> E-BOOKS</li> <li><input type="checkbox"/> PRODUCT REVIEWS</li> <li><input type="checkbox"/> ADVOCACY UPDATES</li> <li><input type="checkbox"/> NEWS RELEASES</li> <li><input type="checkbox"/> TUTORIALS</li> <li><input type="checkbox"/> PODCASTS</li> <li><input type="checkbox"/> RESEARCH SUMMARY</li> <li><input type="checkbox"/> ANNUAL REPORT</li> <li><input type="checkbox"/> NEWSLETTER</li> </ul>
PURPOSE OF ASSET	RAISE AWARENESS OF YOUR OFFERINGS AND HOW THEY HELP PEOPLE	SHOW THE AUDIENCE YOU OFFER REAL SOLUTIONS TO THEIR CHALLENGES	INCITE ACTION WITH COMPELLING INFORMATION AND OFFERS	REINFORCE PEOPLE'S DECISION TO ENGAGE WITH YOUR ASSOCIATION

