

# ASSOCIATION ONE•ON•ONE™

Simple. Video. E-mail.

## What is it?

Association One-on-One™ is a short, 90 second video or audio created by you, the CEO, the Board President, or other selected Association members. It is e-mailed to members or posted on your website up to six times per year.

- Topics should support your annual objectives
- We offer pre-written scripts (for most common videos) or create one yourself
- Customize one of three e-mail design templates
- Personalize with your logo and links to your website

## Why an e-mail Video or Audio Message?

### What's in it for your member?

- Delivers the most important information in a short, manageable, professional video or audio clip
- Uses state of the art technology to promote key benefits of your association, to welcome new members, or address important association issues
- Gives members one piece of information at a time along with a call to action if necessary.

## What topics should I cover and who speaks on the video or audio message?

Chose the topics you want to communicate, for example:

- Welcome new member - delivered by AE
- Meet the incoming Association President
- Year in Review from the current Association President
- Meet your GAD or "Why RPAC?"
- Economic Trends and Market Statistics
- Message to Affiliates or Commercial Members
- Introducing a new program or solicit volunteers
- Other topics of your choice



**Association One-on-One™ gives associations the ability to deliver dynamic personalized messages.**

The average person receives 15 campaigns a week. That means getting the attention of your target audience takes more than mass e-mail. The survey found that personalized messages directed at targeted audiences are more effective than large, generic campaigns.

R. Aronauer citing research by KnowledgeStorm and SiriusDecisions; [Sales and Marketing Management](#), September, 2006

**According to Gartner and Forrester Research, professionals prefer digital communications over any other type.**

This technology dramatically improves the quality and quantity of conversations with our audience. It has brought our organization's marketing efforts to a higher level!"

Vice President - First Scout Realty Advisors

**nSight**   
marketing

**For questions or to subscribe**

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phone: 913.261.9100

# Join Today!

1. Sign the simple statement of work
2. Meet with nSight to select your template, topics, and target audience
3. Decide your video topics
4. Submit your database in .xls format (and updates are welcome)
5. Develop and finalize your scripts
6. Videotape at your local office and submit to nSight Marketing

## Ideal Video Specifications

If using video, these parameters help maintain digital quality when uploaded to the web.\*

Converted and compressed to:

- AVI, WMV, MOV, FLA formats
- We cannot accept DVI
- Video length: Ideally no more than 90 seconds long.
- Do not use wide screen format.
- Use an external lavalier microphone to ensure the best audio quality for your video.

*\* Use the highest resolution possible on your camera.*

**If video would be a good fit for your communication plan, call us to get started or to discuss further!**

For questions or to subscribe  
e-mail: [melynn@nsightmarketing.com](mailto:melynn@nsightmarketing.com)  
[www.nsightmarketing.com/oneonone](http://www.nsightmarketing.com/oneonone)  
phone: 913.261.9100

**ASSOCIATION**  
ONE • ON • ONE™

## PRICING

Choose either the video, audio or animation option. Shoot your video at your office or your boardroom.

For audio option, nSight Marketing will provide a call-in number to record your message and together we will select appropriate images to fit your message.

Single video - \$3,250

Includes choice of template, set-up, email and reporting on a single video

*\*Custom template additional*

One year subscription - five videos over 12 consecutive months - \$13,000

Includes choice of standard templates with your Association logo (custom templates are available for a small fee)

A video or audio e-mail will be sent to your members every other month

Includes set-up, deployment, and reporting for each video

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