

# VALUE-FOCUSED MARKETING AUDIT

The most important work you can do as an Association Executive is to help prepare your members for the future while answering their most compelling needs today.

## **Effective marketing links your Association's annual objectives to "what's in it for the member?"**

A marketing audit helps you think through the promises you make to your members and the methods you use to communicate them. Answer the ultimate question, "Why would I join your Association if I didn't have to?" A marketing audit will help you articulate the answer and provide you with:

- Clarification of the promise you make to your members
- Articulating the benefits of membership
- A close look at the segments of membership
- An objective review of your key communications for consistency of your brand
- A method to address members' unanswered needs
- The marketing activities that will add value to a member's Association experience

Answer this question:

*"Why would I join your Association if I didn't have to?"*

And you are well on your way to marketing yourself effectively.

**How does the audit work?** Beginning with a face to face session with you and your staff, we will review your materials, your philosophies and culture, the methods you use to communicate your services. It is a highly interactive session.

We will then gather and analyze your data and prepare a report of observations and recommendations. It will prioritize the key areas of focus. **You will learn how to use marketing to combat the threats facing your organization: the business environment, the media, and government intervention, not to mention your multi-generational membership.**

The fact that you are dependable, care about your members, present a variety of services, offer a fair price for membership, and communicate well are expectations...they are not points of differentiation.

As a result of the audit recommendations, you will connect more effectively with your membership in three important areas: 1) Deliver specific marketing messages consistently and with intent, 2) Make better decisions based on the promise you make to your members, and finally, 3) Articulate the value of your Association more clearly. **In summary, you will learn the keys to effectively market your programs and initiatives.**

Delivering value to the membership is a coordinated effort. A marketing audit helps identify essential steps to deliver on your value-added services, and ultimately meet and exceed your Association's objectives.

Melynn Sight is the President of nSight Marketing, Inc. She is a marketing consultant committed to the success of Real Estate Associations. Melynn can be reached at 913.220.7753 or at [melynn@nsightmarketing.com](mailto:melynn@nsightmarketing.com).