

Website Review for Associations



by I.T. Partners

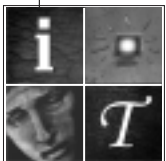
Neil Fjellestad & Carol Levey

June 2001

Industry Associations

Local, state and national industry associations must stand for something that is valued by clearly defined market segments.

- ◆ Industry companies and individuals -- members and non-members.
- ◆ Companies and individuals that want to do business with members.
- ◆ Consumers that need the industry's goods and services.
- ◆ Governmental groups that want to protect industry customers.

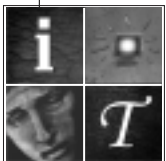


Brand Identity

The successful association does not necessarily do anything unique, but rather has an industry and community reputation that creates value over time.

Brand identity includes every industry and community encounter with the association.

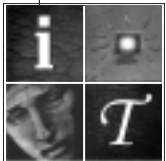
- ◆ Public articles
- ◆ Public statements
- ◆ Individual member activities
- ◆ Advertisements
- ◆ Sponsorships and promotions
- ◆ Phone and walk-in inquiries
- ◆ Website visits



Association Executive Leadership

Q: What is the most important executive leadership job?

A: To protect and promote the organization's brand identity.

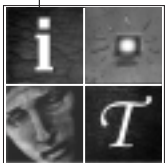


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Association Executive Leadership

Q: What can a website do for your organization?

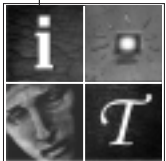
- A:
- ◆ Take better care of your customers
 - ◆ Isolate one or more administrative functions to achieve needed efficiencies
 - ◆ Improve communication
 - ◆ Market your services cheaper/better/segments
 - ◆ Bring down acquisition cost of your new customers and the customer relations cost of your existing ones



Association Executive Leadership

Q: What's the downside?

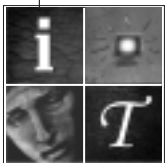
- A:
- ◆ Antagonize your customers
 - ◆ Make believe you are doing something important when you're not
 - ◆ Cheapen your appeal to market segments
 - ◆ Tarnish your brand identity



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Key Elements to Review

- ◆ Strategy
- ◆ Marketing
- ◆ Design
- ◆ Content
- ◆ Tracking

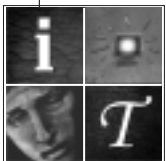


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Strategy

Must be part of a plan to:

- ◆ Satisfy your customers
- ◆ Make your team more productive
- ◆ Reach untapped market segments
- ◆ Control costs to promote all of the above



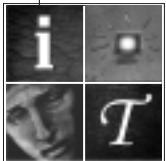
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Marketing

Q₁: How do you get them there?

Q₂: How do you get them to stay?

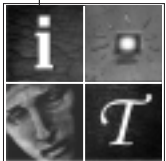
Q₃: How do you get them to return?



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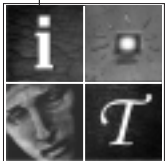
Marketing

- Q₁: Compel them. Invite them often.
Persuade. Ads. Direct mail. News letters. Good content. Rewards.
Steer services.
- Q₂: Entertain them. Educate them.
Interact. 30-second reader. 3
minute reader. 30-minute reader.
- Q₃: Remind them. Bring them. Reward
them. E-mail page. Newsletter.
Postcards. Telemarketing.



Design

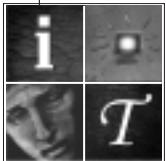
- ◆ Is your site customer-centered?
- ◆ User-friendly?
- ◆ Does it simulate real-life?
- ◆ Meet expectations?
- ◆ How is it supported?
- ◆ Permission marketing design?
- ◆ Telemarketing/e-marketing presentation design?
- ◆ Technical differences can be important.



Content

Website content is a unique combination of existing media styles:

- ◆ Use of headlines
- ◆ Graphics
- ◆ Sound bytes
- ◆ Interactive
- ◆ Sensitive to users and technology available
- ◆ Edit. Edit. Edit.



Tracking

Evaluate new and existing customers by consistently gathering stats.

- ◆ Do they stop by?
- ◆ How long do they stay?
- ◆ How often do they return?

