



How the State Bar of Texas Created a Recurring, 6-Figure Revenue Stream



CHALLENGE:

The State Bar of Texas needed a new program for its advertisers and sponsors beyond display ads on its website and newsletters. The program needed to supply a steady stream of non-dues revenue and create value for its members without burdening the association's small marketing team.



SOLUTION:

The State Bar of Texas partnered with Lead Marvels to set up an online Resource Library to give advertisers a targeted lead-gen solution and members access to new professional resources. Lead Marvels hosts and fully manages the platform, making it an end-to-end solution that requires no new investment in technology or staff for the association.



OUTCOME:

Generating a substantial stream of recurring non-dues revenue, the program has proven easy to manage and highly successful. It has even attracted new advertisers that the State Bar of Texas had not otherwise worked with. The program is now a valuable funding source for the association's other member initiatives.

Susan Brennan has a lot on her plate, serving more than 100,000 attorneys as Marketing and Member Benefits Director for the State Bar of Texas. So when the association's sponsors began asking for other ways to advertise beyond the standard website and newsletter banner ads, she wanted to be sure any new initiative didn't create a burden for her small staff of three.

"We wanted to provide our sponsors with something that we had never been able to do before, but we weren't sure we'd have the manpower to pull it off," Brennan says.

The Challenge: Create New Advertiser Opportunities Without Straining Staff

On top of new opportunities for advertisers, the State Bar of Texas is always on the hunt for new sources of non-dues revenue to help fund the many programs it puts on for the public and attorneys licensed in the state.

"Anything that can help us provide more resources to our attorneys and members of the public is a valuable asset," Brennan says, who notes that many of the association's sponsors were looking for business development solutions through leads.

Having heard good things about lead-generation programs, she looked into ways to provide lead-gen opportunities that could provide sponsors with qualified leads while creating a new stream of non-dues revenue — and without exhausting her marketing department.

In her search, Brennan came across Lead Marvels. "It was the first time we had ever done anything like this," she says, "but we immediately felt really comfortable with the company. I knew very little about lead generation, but Lead Marvels educated us."

The Solution: A Turnkey Lead and Revenue-Generating Platform

The State Bar of Texas partnered with Lead Marvels to launch an online Resource Library white-labeled for the association's website. The platform provides advertisers with a reliable lead-gen solution while also offering members access to new educational resources.

Sponsors post premium thought-leadership content in the Resource Library, coined The State Bar of Texas Knowledge Center. The State Bar of Texas then promotes these resources, including white papers, research reports, guides, and other content, in its digital communications.

"The sponsors love it because it gives them leads in real time. And, it's a cost-per-lead model, so if they don't receive a qualified lead, they don't pay. So, there is really no risk for them," says Brennan. "That is very attractive to our advertisers."

Sponsors appreciate the credibility associated with appearing on the State Bar of Texas website and its direct access to attorneys.

"With attorneys, it's all about credibility and trust and just being on the state bar website, that's lending credibility to that sponsor," says Brennan.

Behind the scenes, Lead Marvels hosts and fully manages the platform, making it an end-to-end solution that requires no new investment in technology or staff for the association. Additionally, there is no cost to the association — ever.

"Lead Marvels really walked me through the whole process, just spearheaded all of it," says Brennan.

"They built the resource library and worked with our IT team to get a link added to our website.. It was just so turnkey and so easy."

"Lead Marvels fully manages the sales effort for our Knowledge Center. It's been very helpful and is working out well. It's an important part of our non-dues revenue pie and has definitely grown that part of our revenue."

***Susan Brennan,
Marketing and Member Benefits
Director for the State Bar of Texas***

With little-to-no lift required on the State Bar of Texas's part, the Knowledge Center provides a first-rate member and association experience. The platform's interactive dashboard allows advertisers to:

- Manage their program
- Monitor campaign performance in real-time
- Receive and manage leads from within the dashboard

And, because the association also has access to all

Knowledge Center data, it can see which topics resonate most with its members to continually improve its own programming.

A Turnkey, Fully Managed Digital Platform Solution

Lead Marvels fully manages the Resource Library platform for its partners in five important ways, including:



SALES

Lead Marvels has a dedicated sales team to ensure a steady flow of new advertisers and industry solution providers enroll.



IT / TECHNOLOGY

Lead Marvels hosts and maintains the resource library platform, resulting in minimal effort from the association's IT team.



CONTENT

Lead Marvels ensures all new content published in the library will provide genuine value for members.



MARKETING

Lead Marvels provides all of the sales and marketing collateral — fully branded for the association — at no cost.



FINANCE

Lead Marvels handles all billing and collections and provides the association with monthly reports and payment.

The Outcome: A Six-Figure Recurring Non-Dues Revenue Stream

Three years into the program, the State Bar of Texas has built a six-figure, recurring non-dues revenue stream through its Knowledge Center. At first, Lead Marvels worked in conjunction with the association's existing sales staff, but now Lead Marvels fully manages the sales effort, making the program even simpler to run than Brennan anticipated.

"It's just so easy," she says.

Further, thanks to Lead Marvels' nationwide network of 24 partners in the legal industry, including other state and local bar associations, new advertisers the State Bar of Texas has not worked with before regularly sign on to purchase programs.

"That's the beauty of this program, too. This is non-dues revenue that's being generated and being generated by sponsors that I probably wouldn't even have known to call on," says Brennan.

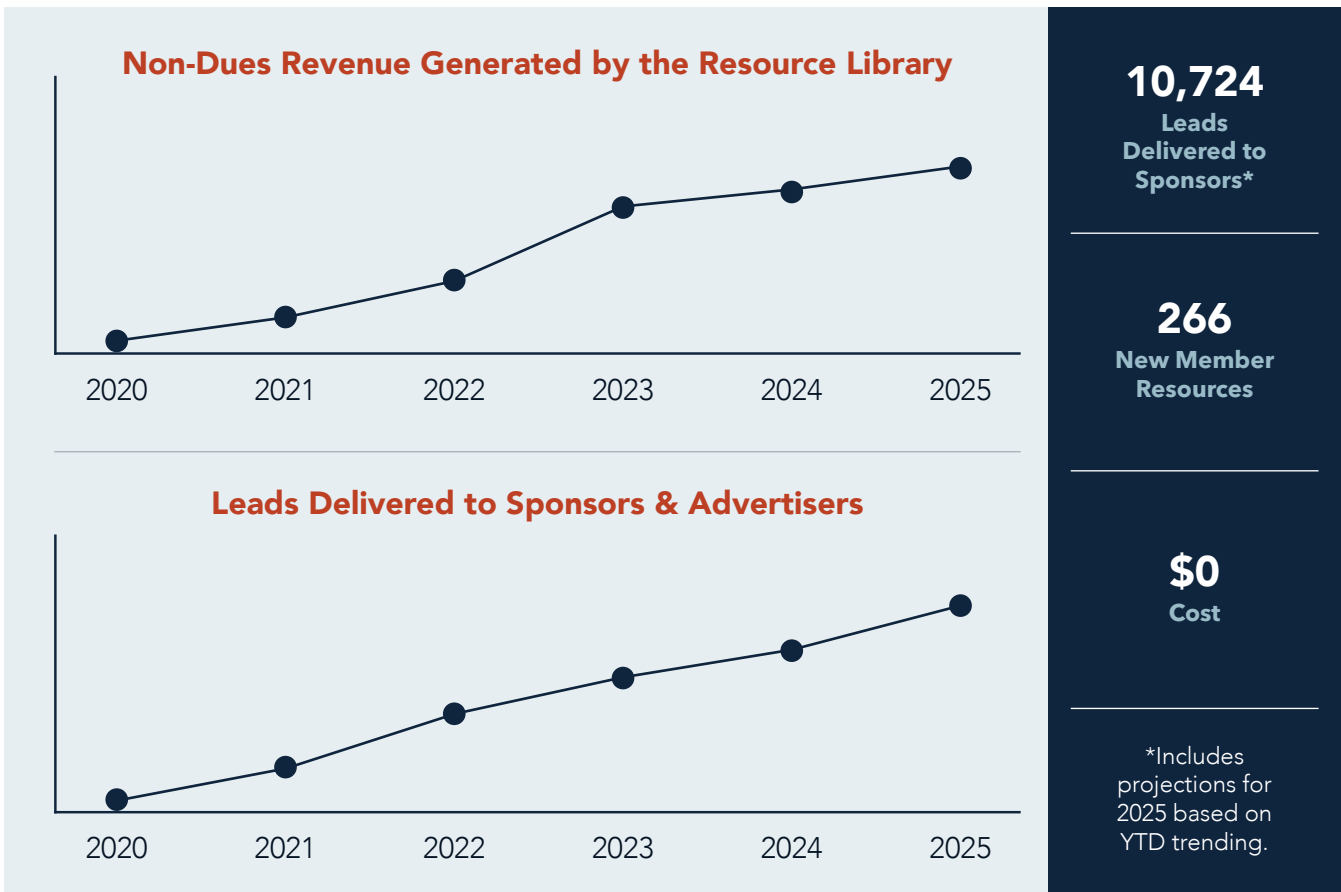
Brennan can tell the association's members value the additional educational resources the Knowledge Center provides due to the strong performance of its three monthly promotional emails and the fact that sponsors sign up for repeated programs.

The Knowledge Center has more than 190,000 page views with no complaints or concerns from members since its 2020 inception.

The State Bar of Texas appreciates the additional stream of recurring non-dues revenue it could not have generated alone. It serves as a vital funding source for other member programs and initiatives.

"I have peace of mind knowing we're partnering with a company that I know will represent the state bar well," says Brennan. "The Knowledge Center has just been a wonderful addition. We're so happy and very pleased with the program."

To learn more about how a Lead Marvels online resource library could help your organization, schedule a free, no-obligation demo today by visiting <https://leadmarvels.com/demo>



The State Bar of Texas Knowledge Center

1

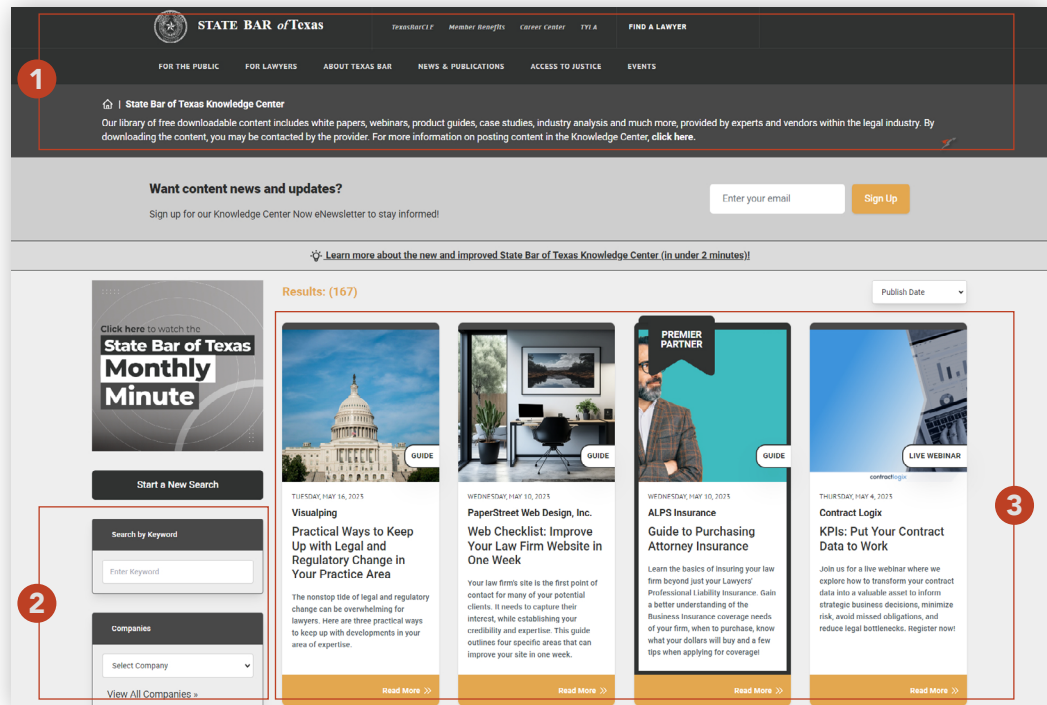
The Resource Library is white-labeled for the State Bar of Texas to provide a seamless member experience.

2

Members can search resources by keyword or filter by topic, company, or type.

3

Thought leadership resources including guides, white papers, ebooks, reports, and more.



Visit the State Bar of Texas Knowledge Center: knowledge.texasbar.com

What Is an Online Resource Library?

A Resource Library is white-labeled and fully branded for an association's website, providing a seamless digital experience for association members. It is hosted and centrally managed by Lead Marvels and provides plug-and-play deployment for our association and publisher partners.

A Resource Library showcases curated, thought-leadership content and resources primarily supplied by corporate sponsors, industry solution providers, and advertisers. However, associations often publish their own content as well. Content hosted in the Resource Library can include white papers, guides, ebooks, reports, research, podcasts, on-demand webinars, and more. A Resource Library helps the association establish itself as a one-stop-shop for all of its members' content needs.

The content and resources in a Resource Library are free to association members and typically require users to complete a short form in order to download the material from a 3rd-party sponsor or provider. Often the content provided by an association does not require a form completion. If a member chooses to download a piece of sponsored content, they become a "lead" for the sponsor that supplied that content.

An effectively built platform captures and shares value for each stakeholder segment: Members get access to a steady

stream of valuable thought leadership content and resources from industry experts, corporate sponsors get intent-based leads for business development, and associations generate member engagement, while earning incremental, non-dues revenue. The platform also provides associations with valuable insights about member behavior, needs, and preferences, which they can use as the basis for their own future content programming and development.

Best of all, there is no cost to associations and no time or resources required from internal staff. Lead Marvels can also fully manage sales efforts on behalf of our association partners.

An online Resource Library creates a win-win-win scenario for associations, members, and sponsors alike.





ABOUT leadmarvels

Lead Marvels partners with professional associations to build white-labeled, fully managed online resource libraries, which feature curated, industry-specific thought leadership content and resources from sponsors and industry solution providers as well as from the associations themselves. Association members receive helpful and timely resources, while sponsors and vendors receive qualified, intent-based leads. Our association partners will generate deeper engagement with members, actionable insights on members' informational needs, and a new source of recurring non-dues revenue.

Lead Marvels is the pioneer of LGaaS™ (Lead Generation as a Service), which allows partners to license its proprietary, tech-enabled platform to offer online resource libraries to their member and subscriber audiences.

For more information or to request a free demo, visit www.LeadMarvels.com and follow [#LeadGenMadeEasy](https://twitter.com/LeadGenMadeEasy).