

# ACC Partners with Lead Marvels in Robust Lead Generation Program



## CHALLENGE

Create a new media product that would generate non-dues revenue, without incurring costs or a strain on internal resources.



## SOLUTION

Collaborated with Lead Marvels to develop and launch a new, turn-key digital content hub called the “ACC Partner Knowledge Center”, which enabled existing and new ACC sponsors to publish thought leadership content and receive real-time sales leads.



## RESULT

Program generated ~10,000 distinct leads for ACC sponsors and ~\$200,000 in net new non-dues revenue for the ACC in the first ten months.

**All associations are looking for innovative methods to engage with new and existing members.** In the current challenging business environment, a comprehensive lead generation strategy that includes content creation, marketing, syndication and distribution across highly targeted digital platforms is needed to successfully expand an organization’s reach as well as take potential customers through the buyer’s journey.

# “Organizations want to spend their money where they can see a direct ROI.”

MOUSTAFA ABDEL-KADER  
DIRECTOR OF BUSINESS DEVELOPMENT, ACC

Many companies don't have the expertise and cannot be burdened with taking this on internally so they need to find a strategic partner.

The **Association of Corporate Counsel (ACC)** represents in-house counsel and provides its 46,000 global members with networking and educational opportunities. Like many associations, it found itself in a position where it needed to bring value to its members, fuel non-dues related revenue, provide its sponsors new ways to reach and engage its audience through different marketing and promotion techniques.

## Challenge

In an effort to better service its sponsors, the organization conducted a survey asking them how it can improve their experience and add more value to the relationship. One of the top survey responses was that sponsors wanted new ways to directly engage with their audience.

At the time, ACC's strategy was to rely primarily on branding and basic advertising methods for their clients. However, its priorities have shifted, and a more dynamic and targeted digital distribution strategy was needed, according to Moustafa Abdel-Kader, ACC's Director of Business Development. "Organizations want to spend their money where they can see a direct ROI," he said.

## Solution

As Lead Marvels had a proven success rate in implementing and launching new solutions for other

large associations, ACC chose to partner with Lead Marvels for a new content distribution strategy in an effort to provide a more robust lead generation program for the association's sponsors. The move was met with immediate results. In fact, in the first four months, Lead Marvels generated 4,000 distinct leads for ACC sponsors, exceeding the association's expectations, according to Moustafa.

For the program, Lead Marvels worked closely with each ACC sponsor to determine the right content and the optimal promotions to drive conversions more effectively. Lead Marvels also created landing pages and customized forms that are specifically designed to drive lead conversion quicker for ACC and increase sales for the sponsor.

## Result

After creating the content, Lead Marvels provides ACC with all of the materials to push the new content live on specific media platforms. This not only proved effective, but also easy and efficient for ACC as it requires very little effort or time on ACC staff and has immediate and measurable results.

"We are doing promotions monthly and weekly, and Lead Marvels sends me an HTML of the new content, ready to go," said Moustafa. "Then we send that out to our members to drive the traffic."

This highly efficient and easy process has made the program easy to implement and monitor for ACC without over burdening internal resources.