

SME Partners with Lead Marvels to Grow Non-Dues Revenue Stream

<p>CHALLENGE</p>  <p>sme</p> <p>Grow non-dues revenue while also meeting the increasing demand from sponsors for direct response marketing programs</p>	<p>SOLUTION</p>  <p>Deploy an online Resource Center with new digital communication tactics that generates direct response leads for sponsors</p>	<p>RESULT</p>  <p>Generate \$75K of monthly non-dues revenue and more than 10,000 leads for sponsors in just six months</p>
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Most associations understand that membership dues alone are often not enough to fully support the organization. In fact, they usually average less than 40 percent of an association's total revenue stream.

As a result, increasing non-dues revenue is a critical component to an association's business development strategy. Most often, they create some form of sponsorship and media business, consisting of a combination of print, events and digital. However, as associations look for new ways to increase their media business, they need to do so in a way that will benefit their members and achieve the marketing objectives of their sponsors and advertisers.

The Society of Manufacturing Engineers found themselves in this exact situation.

The Challenge:

"We're looking to aggressively grow our non-dues revenue this year by expanding our digital advertising and online media offerings," said Dave O'Neil, Vice President, Advanced Manufacturing Media, SME. "Specifically, we have advertising clients who are interested in generating leads from our audience," he said.

As stated above, the goal of growing incremental, non-dues advertising revenue certainly isn't unique to SME. In fact, 95% of association executives surveyed

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DAVE O’NEIL, VICE PRESIDENT,
ADVANCED MANUFACTURING MEDIA, SME

said that growing their non-dues advertising revenue was a “Top 3” priority.

SME turned to Lead Marvels for help to build a scalable solution without a heavy lift or burden on their internal resources.

The Solution:

Within 6 weeks, Lead Marvels developed and deployed a white-labeled, fully managed, digital content hub for SME Media. The hub, which was titled the “Manufacturing Resource Center”, provided SME’s online audience with a browsable and searchable catalog of in-house and 3rd-party sponsored thought leadership content. When a user found a piece of content they were interested in, they would complete a brief form and then gain instant access to download or access the content. In turn, the sponsor would receive a “lead” via a real-time email notification with the information submitted through the form. Leads would also be stored in a web-based dashboard where clients could login to view and download all campaign activity and leads. SME staff is also able to login and view the performance and metrics of all campaigns, from all advertisers.

Lead Marvels also deployed a managed an email marketing application to drive traffic and leads for the Resource Center. Using a combination of dedicated promotions, eNewsletters and personalized eAlerts, as well as technology to auto-populate the forms from an email click, the Resource Center was well positioned for success.

Was it successful?

The Result:

Within the first 6 months, the Manufacturing Resource Center (www.smeresources.org) generating more than 15K leads for more than 25 advertising clients resulting in more than \$75,000 in monthly incremental advertising revenue. In fact, the Resource Center delivered just shy of 40,000 total leads to SME’s advertising clients during the first full year.

Since its launch, the Manufacturing Resource Center has published more than 400 pieces of content, from more than 150 advertising clients and has generated more than 100,000 leads.

Lead Marvels has more than 75 collective years building, managing and executing content marketing and lead generation programs. Contact us today to learn how we can build a digital content hub for your organization!

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OR EMAIL SALES@LEADMARVELS.COM FOR MORE INFORMATION.**