



SIGMA TAU DELTA
INTERNATIONAL ENGLISH HONOR SOCIETY

yodelpop
marketing

CONVENTION & MEMBERSHIP MARKETING STRATEGY & SOLUTION OVERVIEW

Prepared for Elfi Gabriel & Shannin Schroeder | July 28, 2022



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Agenda

1. Goals
2. Inbound Plan
 - Recommendation and discussion
3. Case Studies
4. Program Details
5. Funnels
 - Current ... and targets
6. Next Steps



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1. GOAL

An illustration of a woman with dark curly hair, wearing a pink long-sleeved top and dark pants, holding a white bow and aiming a brown arrow towards a target. The target is a white bullseye on a brown stand. The background is a solid light brown color. Three white text boxes are overlaid on the image: one at the top center, one in the middle, and one at the bottom.

2023 GOALS

Grow Membership

Increase Convention Attendance

2023 GOALS

#1: Membership

10 new charters added

7250 members enrolled

(12% increase)

2023 GOALS

#2: Convention

880 registrations (32% increase)

497 paper + panelist submissions (27% increase)



BARRIERS

Competing demands / inefficiencies

“Frankenstack”

No marketing strategy

BARRIERS

TO MEETING GOALS

Staffing

- Staff unable to market due to competing demands / inefficiencies
- Vacant positions have created backlog of work

Technology

- “Frankenstack” requires major time outlays for simple tasks (exports, etc.):
 - Active Campaign + Survey Monkey + Cadmium CD + Cvent + Write Away + NEHS Connect + Awardspring + Sendable + Later + Dropbox + InMotion + WordPress + WP Modules + Nifty + Happy Scribe
- Email deliverability issue

Strategy

- There is no marketing strategy driving activity



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2. PLAN

1. INTEGRATED MARKETING SYSTEM

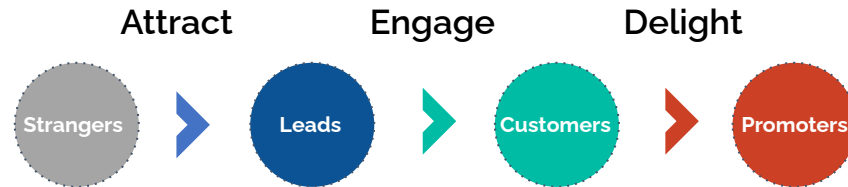
- Marketing automation & reporting
- CRM integration
- Email delivery

2. CAPACITY

- Partner with Yodelpop to build the system while Sigma Tau Delta works to fill positions
- With system in place, staff are set up for success
- System will form foundation of inbound marketing program →

3. INBOUND MARKETING PROGRAM

Attract **visitors** & engage **leads**
to become **members & registrants**

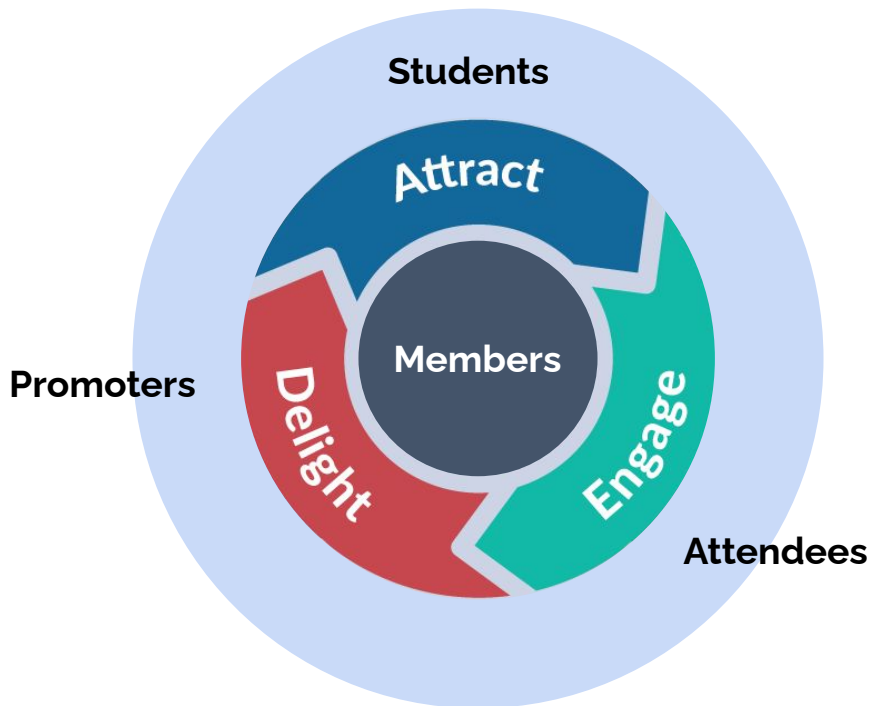


INBOUND MARKETING FLYWHEEL

ATTRACT

Activities

- Personas
- Keywords
- Pillar Pages
- Blog
- Social Media
- PPC Ad Campaigns
- Social Ad Campaigns
- Optimized website



ENGAGE

Activities

- Calls-to-Action
- Landing Pages
- Forms
- Email Marketing
- Personalization
- Lead Management
- Conversational Bots
- Sales Enablement

Delight

Activities

- Marketing Automation
- Social Monitoring
- Smart Content
- Knowledge Base
- Service

INBOUND PROGRAM RECOMMENDED FOR YOU

INBOUND MARKETING STARTER PLUS

Focus: **ATTRACT** + **ENGAGE**

Growth Pace: **Medium**

Technology: **HubSpot Marketing Pro**



BUILDING MARKETING CAPACITY

- **Step 1. Yodelpop partnership:** tech stack, gameplan, kickoff, reporting [during hiring process]
- **Step 2. Complete hiring process**
- **Step 3. New hires enter a functional marketing environment** with tech stack, reporting, gameplan & activities to adapt



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3. CASE STUDIES

Association Increases Sales, Leads, and Visitors

Situation:

To meet growing sales goals, this nationwide association needed a way to reach more professionals in their field, convert them to leads, and turn them into members.

Yodelpop's Approach:


1. Create content-rich website and advertising assets that serve as a traffic magnet, drawing more visitors to the website and converting them to leads
2. Nurture leads to become members, leveraging state-of-the-art inbound marketing methodology and technology


Tactics:


- **Inbound Marketing** with gameplan and personas, SEO content strategy (topic clusters/pillar pages/blogs), organic social media, lead generation and nurturing, content personalization, CRM segmentation, e-newsletter, conversion paths (landing pages/forms/CTAs)
- **Advertising** via social media and Google Ad Grants/AdWords
- **Technology** solution: HubSpot Marketing Pro

RESULTS

In the first year of inbound marketing with Yodelpop, this association achieved unprecedented growth in:

 **Website traffic:**
43% increase (monthly)

 **Leads:**
57% increase (monthly)

 **Sales:**
10% leads-to-members conversion

MORE CASE STUDIES

- [Howard University's School of Business Builds Stronger Sponsor Relationships With the HubSpot CRM Platform](#)
- [Newcastle University Upgrades Student Experience with HubSpot](#)
- [Five Graduate Schools at the University of San Diego Optimize Admissions Outreach With the HubSpot CRM Platform](#)



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4. PROGRAM DETAILS

Inbound Marketing Starter Plus Program

Create and implement a content marketing program to lay a foundation for measurable growth through nonprofit membership, events, services, or donations

Strategy & set up: We create a winning gameplan by combining our expertise in SEO strategy and nonprofit communications with your unique knowledge base and mission. We identify the activities that will work best for your organization to achieve maximum reach, and paint a detailed picture of your target personas. We set up and customize a marketing automation portal where the activity will take place, which you have full access to.

Attraction: We create remarkable content (written by your team or ours) that attracts visitors, expanding your organization's audience. Content includes a pillar page, blog posts, ebook, and additional conversion path — explainer videos, webinars, infographics, and more can be added. We disseminate the content each month through social media, digital advertising, and state-of-the-art search engine optimization to drive traffic to your website.

Conversion: When visitors encounter your content, we convert them to leads so that your organization can reach out to them. The Nonprofit Inbound Marketing — Starter Plus Program includes all of the elements that make these conversions happen, including landing pages, calls-to-action, and forms.

Lead nurturing: We nurture your contacts with email marketing to help you convert them into customers. This includes a personalized lead-nurturing workflow or drip campaign delivering ongoing email communication that guides contacts toward your paid offerings, as well as an enewsletter providing useful content to a broad audience.

Analytics & Reporting: The Nonprofit Inbound Marketing — Starter Plus Program includes a monthly analytics reporting presentation.

Our team provides all of the strategy, design, development, and other services to carry out our inbound marketing program. Your team answers our questions, using tools and processes that we've developed to make things easy for you while putting your mission expertise front and center.



INBOUND MARKETING PROGRAM OVERVIEW

Package	FAST Base Program	MEDIUM Starter + Program <i>customized for Sigma Tau Delta</i>	SLOW Starter Program
Activity	Includes	Includes	Includes
Email: Deliverability Solution Consulting	—	✓	—
Inbound Gameplan	✓	✓	✓
SEO Content Planning & Strategy	✓	✓	✓
Pillar Pages	2	1	1
Ebooks (<i>includes landing page, form, CTA</i>)	2	1	1
Blog Posts	24	8	8
Social Media	12 posts/mo.	6 posts/mo.	—
Social Media Best Practices Guide & Plan	—	—	✓
Social Media Ads	3	2	1
Google Ad Grants	✓	✓	✓
Pop Up Forms	2	1	1
Subscription or Consultation Offer (<i>includes landing page, form, CTA</i>)	3	1	1
Enewsletter	monthly	bimonthly	quarterly
Lead Nurturing Email Sequences	2	1	—
Monthly Analytics & Reporting Session	✓	✓	✓
Daily Data Sync	—	✓	—

Add-Ons Available Include:

- Branding, Print & Media
 - Membership/Donation Appeal
 - News Release
 - Collateral
- Additional SEO Content
 - Blog Post
 - Pillar Page
- Premium Content
 - Explainer Video
 - Ebook
 - Webinar
 - Infographic
- Additional Digital Advertising Campaigns
 - Google
 - Social Media
- Conversion
 - Pop-up Form
 - Stand-alone Form
- Email Marketing & Nurturing
 - Donation Appeal Email
 - Lead Nurturing Sequence
 - Additional Email Template
 - Contextual Marketing Campaign
- Progress & Planning
 - Weekly Progress Meetings
- Inbound Marketing Training

BUDGET

ESTIMATED BUDGET - YR 1	FAST: Base	MED: Starter+	SLOW: Starter
MARKETING SERVICES	monthly	monthly	monthly
Yodelpop Nonprofit Inbound Marketing Program - Starter+ Custom	\$5,925	\$4,017	\$2,085
marketing services subtotal	\$5,925	\$4,017	\$2,085
MARKETING SOFTWARE			
HubSpot Marketing Pro, 50K contacts*	\$2,867	\$2,867	\$2,867
Dedicated IP Address**	\$300	\$300	\$300
25% Discount	-\$792	-\$792	-\$792
marketing software subtotal	\$2,375	\$2,375	\$2,375
ADVERTISING			
Facebook Advertising Spend (minimum budget, 2 x 1-mo. campaign(s))	\$2,000	\$2,000	\$2,000
Google Ad Grants (free, value up to \$10,000/mo.)	\$0	\$0	\$0
advertising subtotal	\$2,000	\$2,000	\$2,000
TOTAL monthly	\$10,300	\$8,392	\$6,460
year	\$123,603	\$100,707	\$77,523
* currently researching price adjustment for 2 domains, 30/20K contacts each			
** if recommended after email deliverability consulting			



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5. FUNNEL

FUNNEL: CONVENTION

	Current Funnel	Target Funnel
Traffic/mo. <i>Sessions</i>	1960	2172
Leads/mo. <i>From website</i> <i>% Traffic-> Leads</i>	1 NA	109 5%
Registrants/yr. <i>% Leads -> Customer</i>	665 NA	880* 16.5%

*Target Funnel Leads to Customers % calculated for growth amount, 215 registrants from new leads

FUNNEL: MEMBERSHIP

	Current Funnel	Target Funnel
Traffic/mo. <i>Sessions</i>	1960	2564
Leads/mo. <i>From website</i> <i>% Traffic-> Leads</i>	1 NA	513 20%
New Members/yr. <i>% Leads -> Customer</i>	145 NA	923* 15%

*Target Funnel Leads to Customers % calculated for growth amount, 923 members from new leads



Next Steps

- Contact jackie@yodelpop.com to:
 - Request & sign Yodelpop services quote
 - Request & HubSpot subscription link
 - Ask any questions