

Future-Proof Your Marketing: Trends and Tactics to Drive Membership Growth



Chris Cheetham-West, MBA

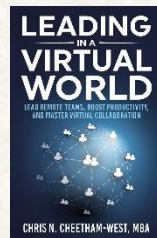
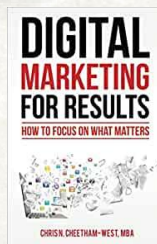
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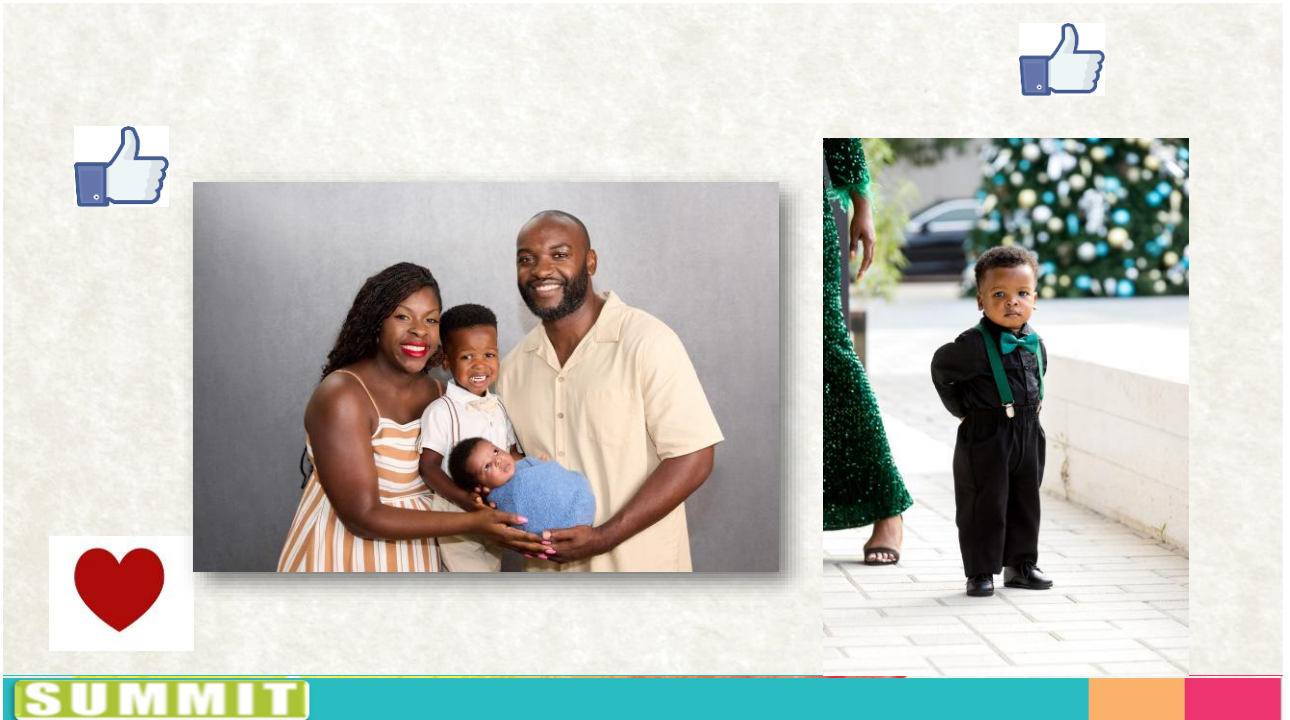


Presenter:
Chris N. Cheetham-West, MBA

- Keynote Speaker, Trainer, Author
- Formerly worked as a Google Trainer
- Author, Digital Marketing for Results
- Founder - LR Training Solutions & Level GrowthSEO



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Nike doesn't sell sports apparel.



Nike sells winning.

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why?

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1.Request only: “Excuse me, I have five pages. May I use the Xerox machine?”

2Real information: “Excuse me, I have five pages. May I use the Xerox machine *because* I’m in a rush?”

3. Nonsense information: “Excuse me, I have five pages. May I use the Xerox machine *because* I have to make copies?”

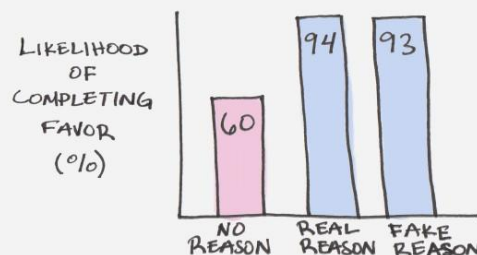


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The Copy Machine Study

“A well-known principle of human behavior says that when we ask someone to do us a favor we will be more successful if we provide a reason. People simply like to have reasons for what they do.”

–Robert Cialdini



Source: Journal of Personality and Social Psychology, Vol 36(6), Jun 1978, 635-642.

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Your Relationships

- Connect with others
- Share what works
- In Person Activities

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GROW YOUR SUSTAINABILITY NETWORK

Join AASHE's Mentorship & Peer Collaboration Program

Apply by A

AMERICAN ASSOCIATION FOR THE ADVANCEMENT OF SCIENCE

GIVE RESOURCE CENTER PR

WHO WE ARE	WHAT WE DO	GET INVOLVED
------------	------------	--------------

HOME | NEWS

New Report Calls for Input from Underserved Communities in

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Influencers

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 **Texas FFA Association**
@TexasFFA

Tag your FFA bestie to let them know you are counting down the days until Texas FFA Convention!

Association Story

Share Member Wins

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Best Times to Post




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Best Times to Post

LinkedIn	7–9 a.m.	Tuesday–Thursday
	10–11 a.m.	
Facebook	1–4 p.m.	Wednesday
Instagram	Midnight–3 a.m.	Wednesday
	5–8 p.m.	
X	1–3 p.m.	Monday–Thursday
Pinterest	2–4 p.m.	Saturday
	8 p.m.–1 a.m.	






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Things To Do
Places To Go
Plan My Trip
Travel Guide
Q

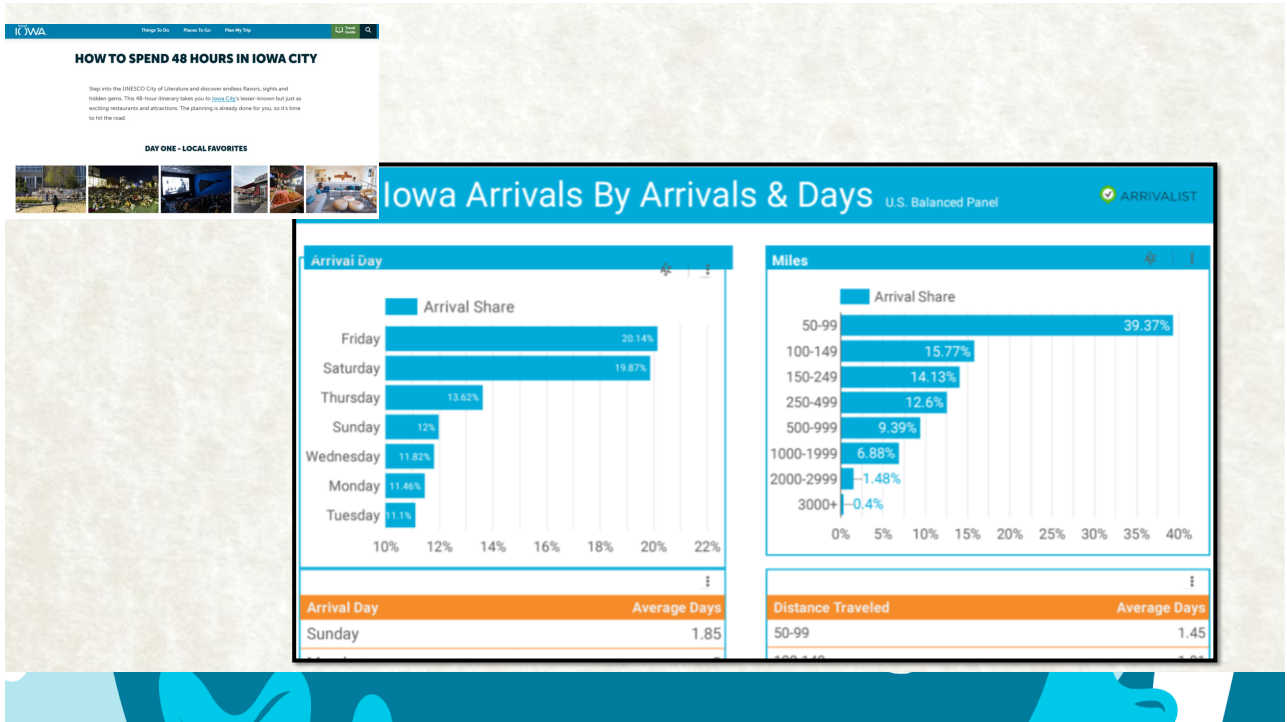
HOW TO SPEND 48 HOURS IN IOWA CITY

Step into the UNESCO City of Literature and discover endless flavors, sights and hidden gems. This 48-hour itinerary takes you to [Iowa City's](#) lesser-known but just as exciting restaurants and attractions. The planning is already done for you, so it's time to hit the road.

DAY ONE - LOCAL FAVORITES

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What Still Matters

20



Little skills include Donut's Ratings.
 From the same old old donut.

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AIDA

Interest

Keep attention of your audience.

23

AIDA

Desire

Make them want to buy.

24



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Emotional

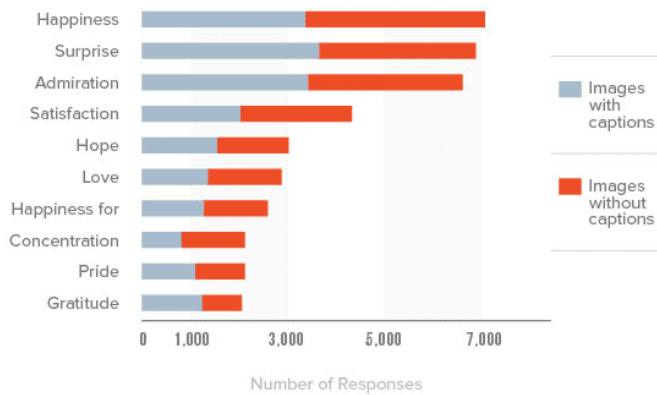
Helps draw attraction
Keeps people coming back!
Target positive emotions



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TOP EMOTIONAL RESPONSES TO VIRAL IMAGES

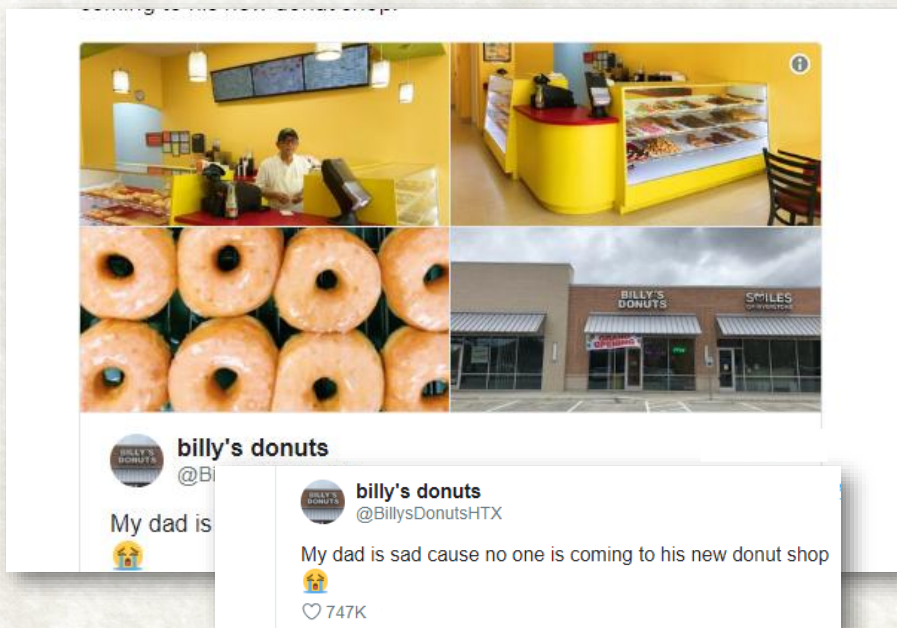


FRACTL

Research by **FRAC.TL**

it

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Experience

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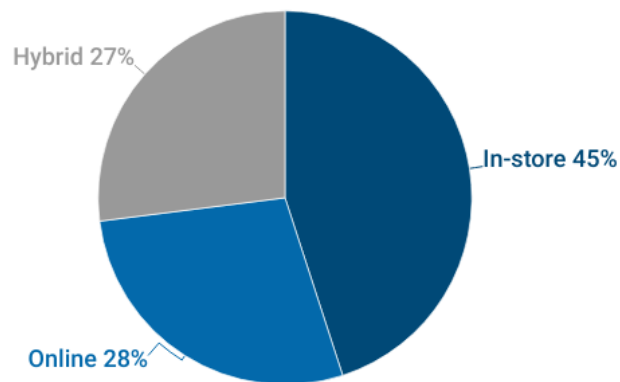
“An overwhelming percentage of consumers (just shy of 35%) prefer in-store shopping because they “enjoy the experience.”

Other reasons why consumers shop in person are:

- They want to interact with products (24%)

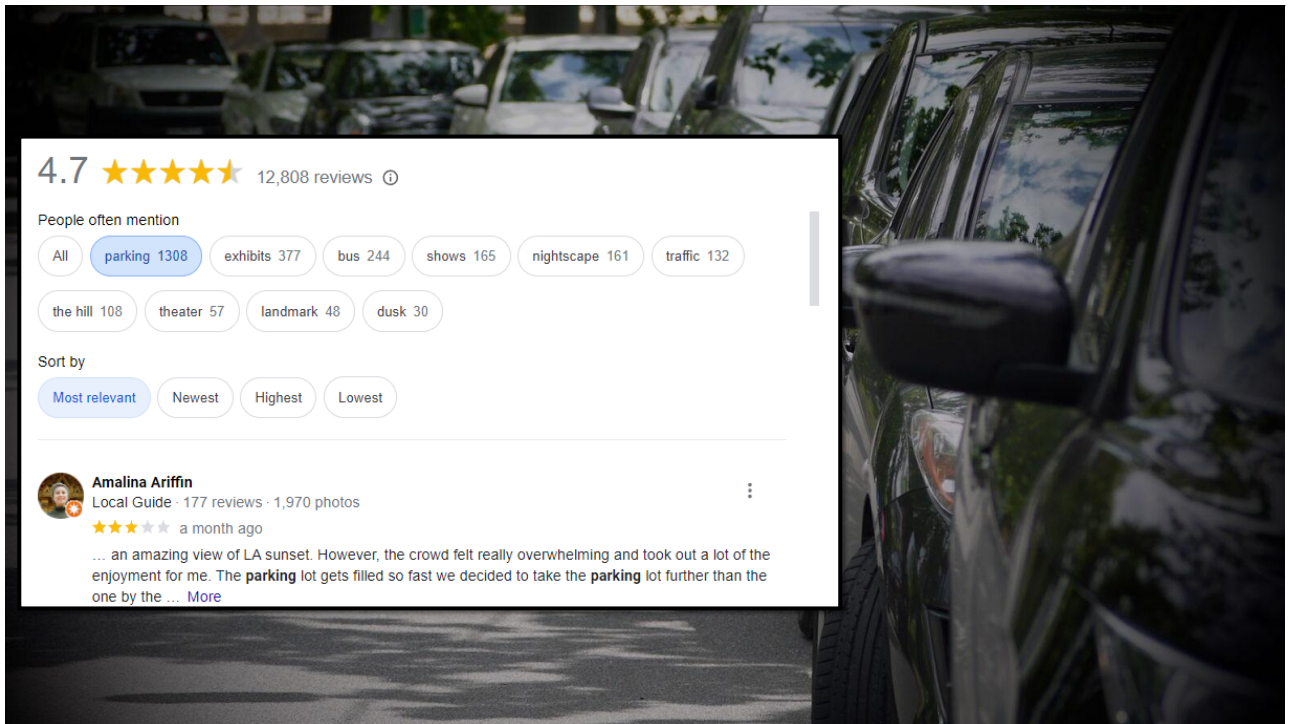
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Average American Shopping Habits

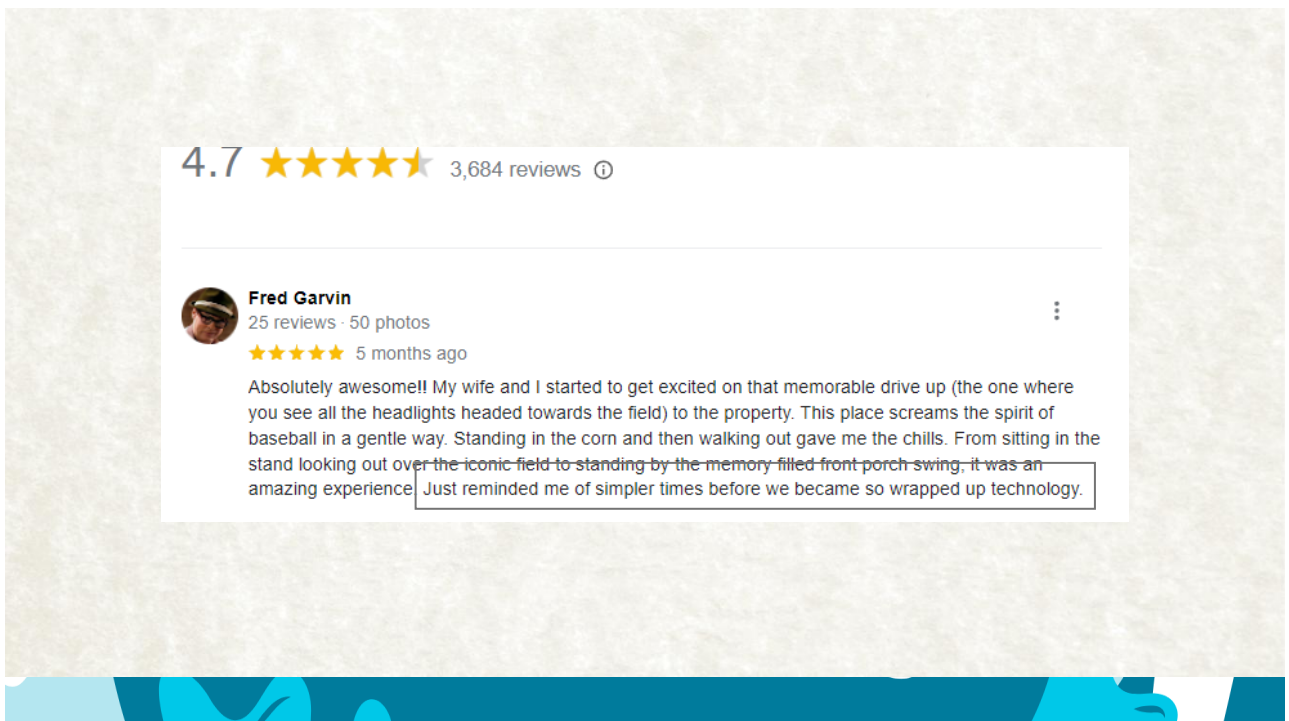


Source: National Retail Federation

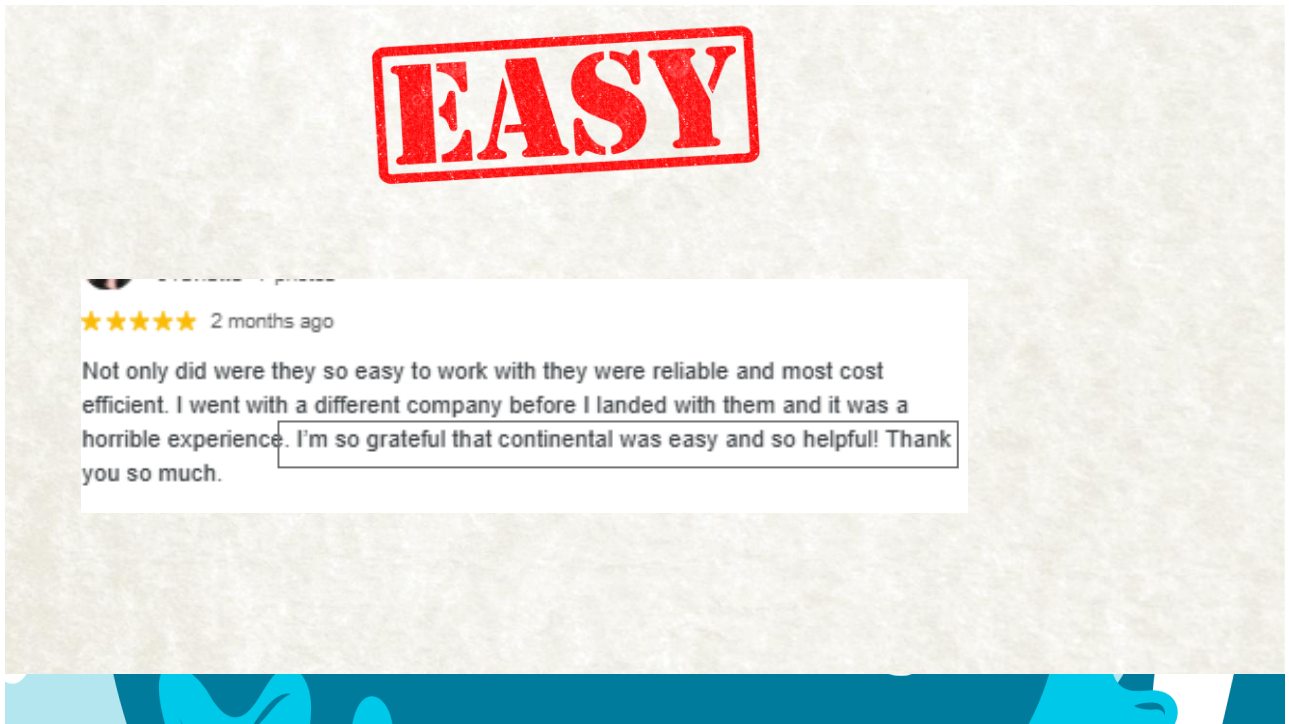
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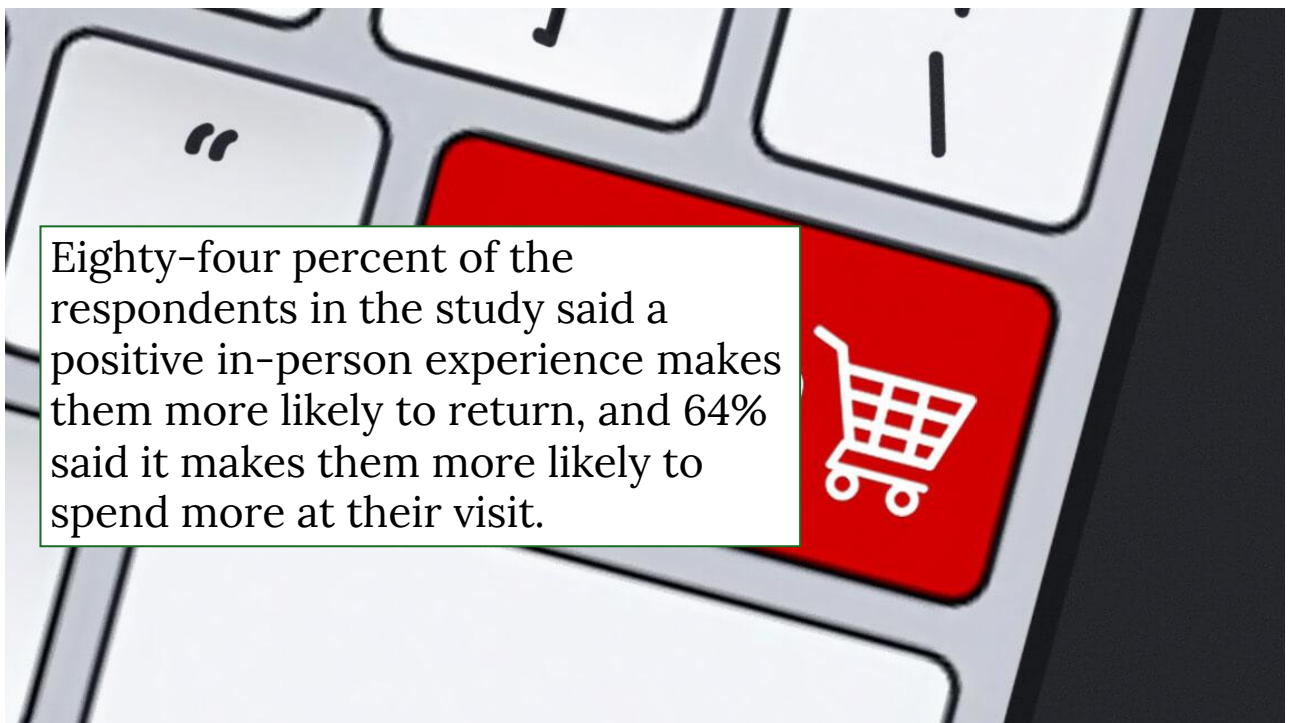
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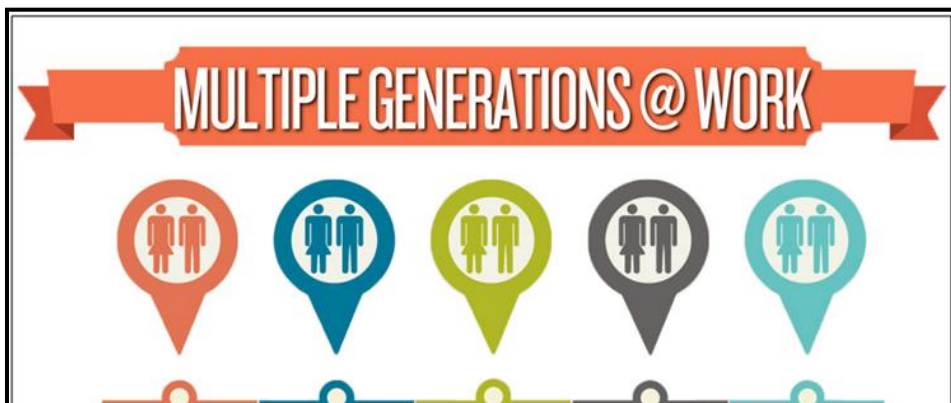
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Know Your People

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Members + Team Members

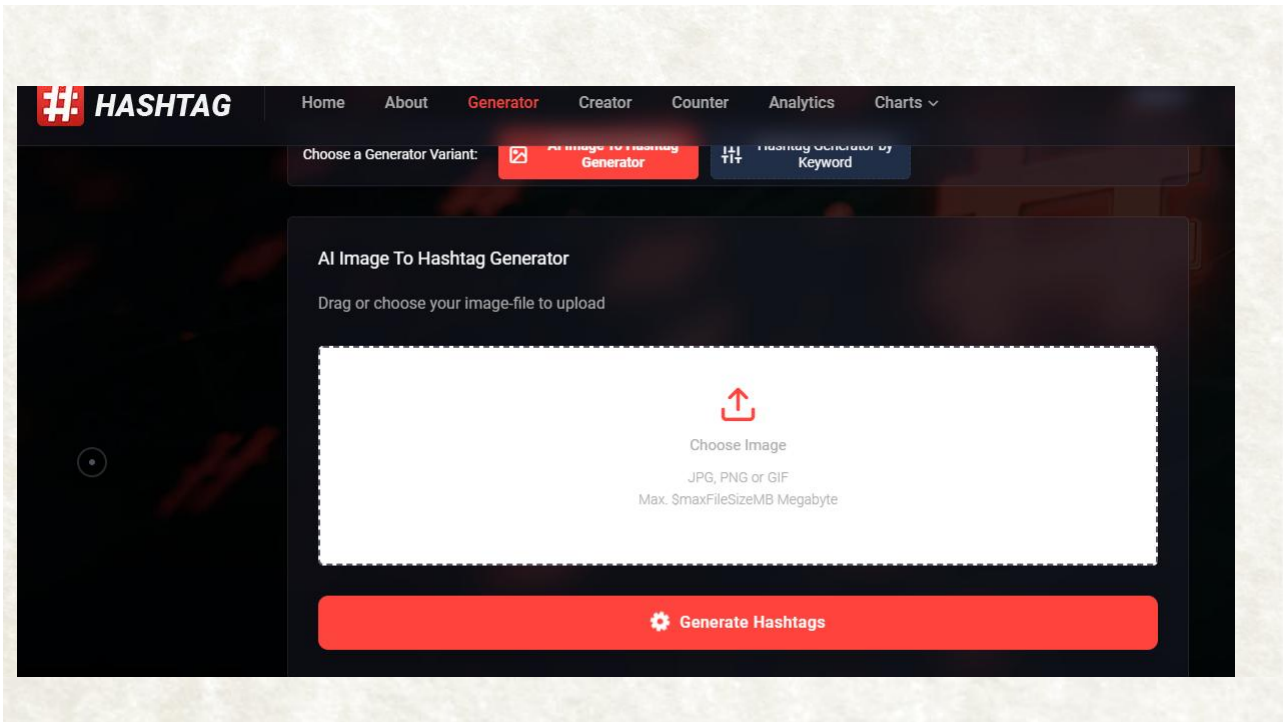
Fresh perspectives

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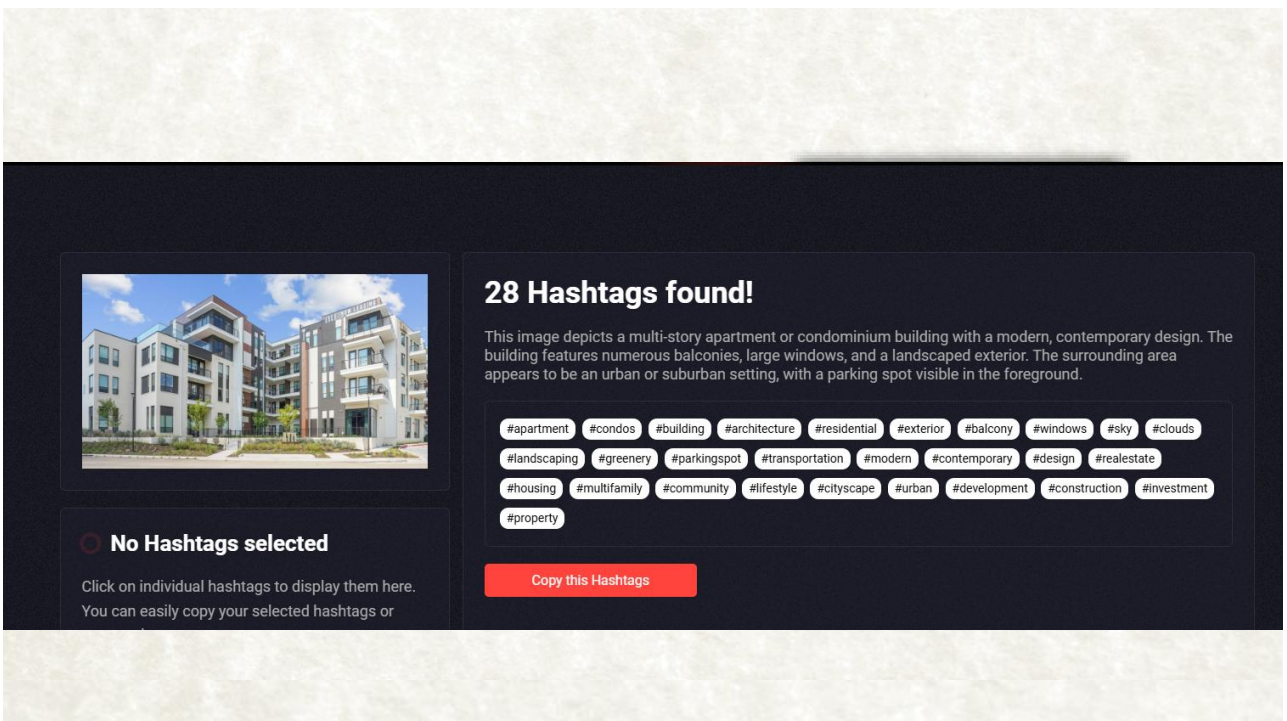
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AI – Who Needs it

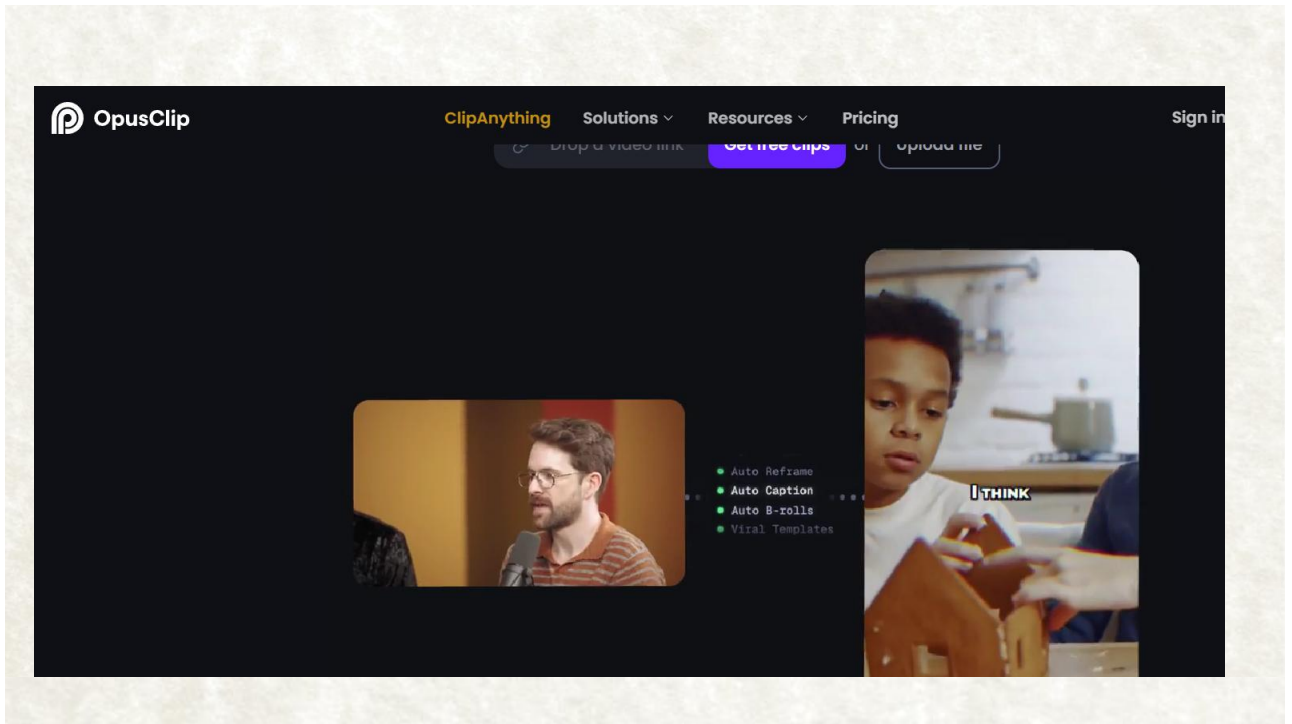
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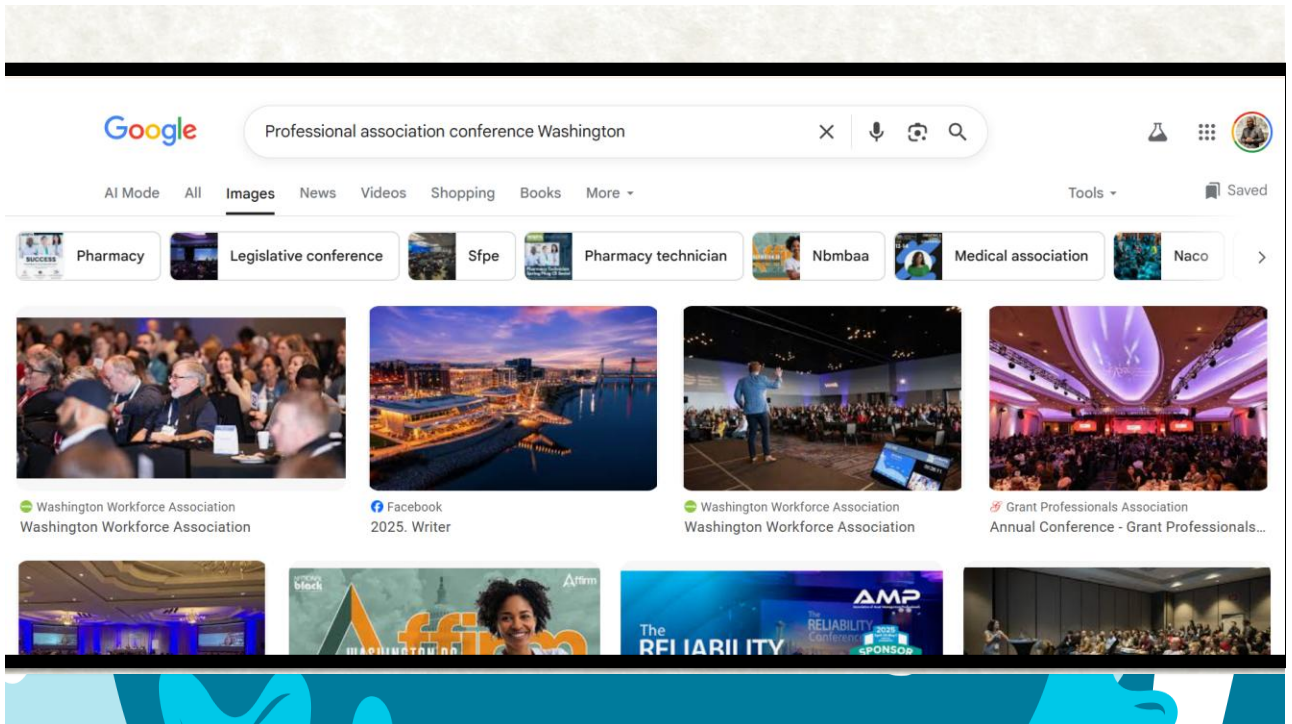
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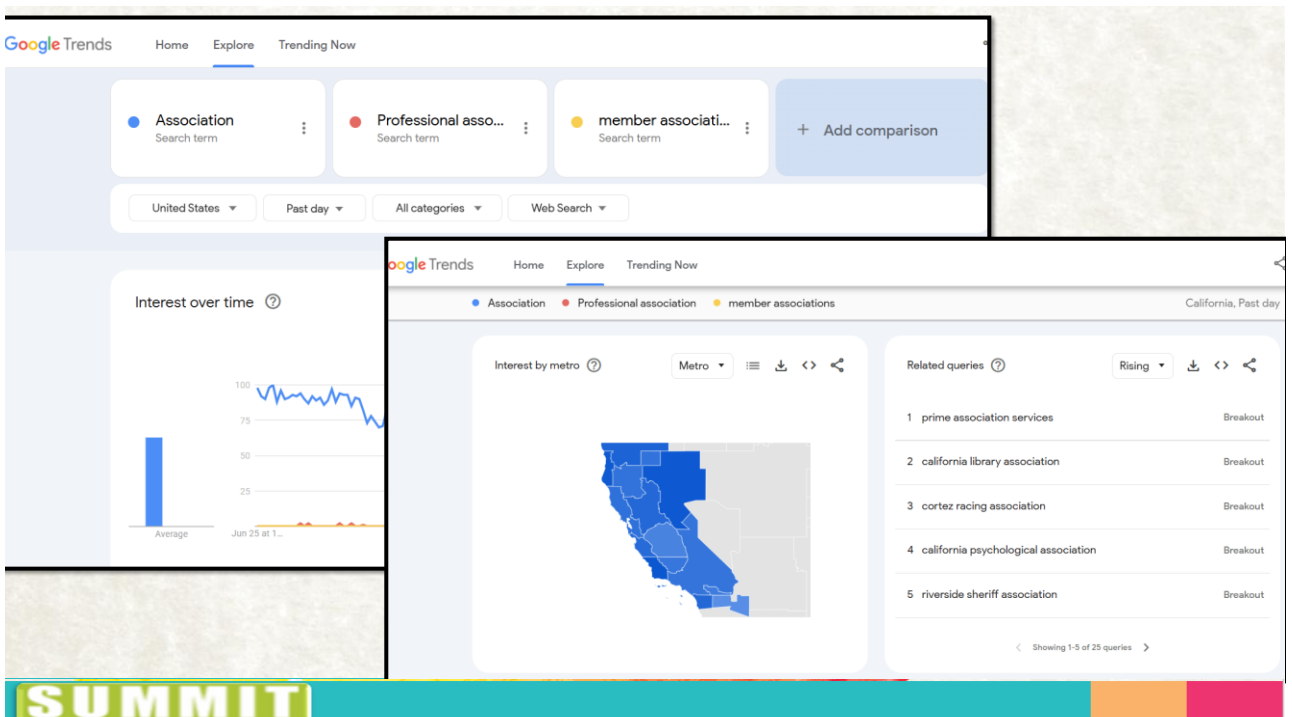
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Search

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<input type="checkbox"/> Keyword	Avg. monthly searches	↑ Three month change	YoY change	
<input type="checkbox"/> how to start property business without money	10 – 100	-100%	-100%	-
<input type="checkbox"/> how to join pwan real estate	10 – 100	-100%	-100%	-
<input type="checkbox"/> how to get into real estate	1K – 10K	-90%	-90%	M

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Keyword Planner

Search: Location: Language: Search engine: Date range:

Broaden your search:

314 keyword ideas available

<input type="checkbox"/> Keyword	Avg. monthly searches	↓ Three month change	YoY change	Competition
<input type="checkbox"/> how to find buyers for wholesaling	10 – 100	+900%	0%	High
<input type="checkbox"/> how to become a commercial real estate broker	1K – 10K	+900%	0%	Low
<input type="checkbox"/> how to start a real estate investment business	10 – 100	+900%	+900%	Low
<input type="checkbox"/> how to become s real estate agent	100 – 1K	+900%	0%	Medium
<input type="checkbox"/> how to start in commercial real estate	10 – 100	+900%	0%	Medium

50

4 billion searches

tomorrow
today

Search 

85% of clicks come from
organic content.



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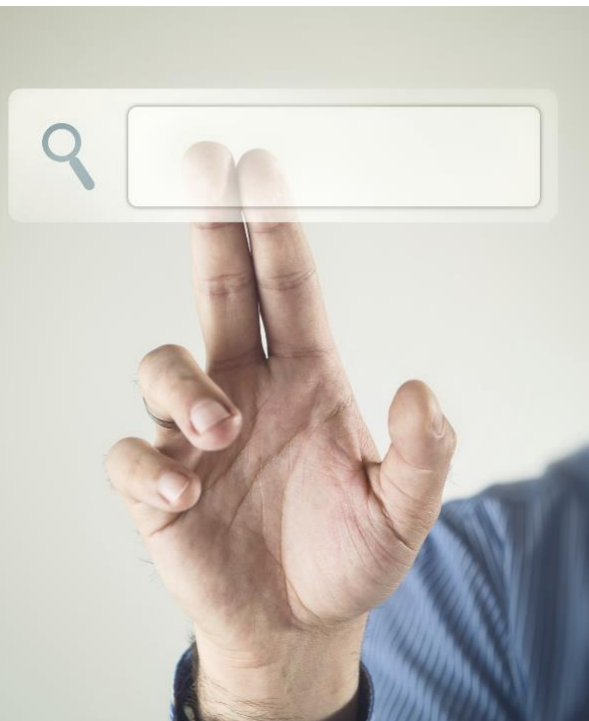
Google

bing

YAHOO!

Ask

Aol.



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How People Search the Internet

- 4 Billion Searches
- 97 % look online before purchase
- More people click on organic

97%

Search Entity	Explicit Core Search Share (%)
Total Explicit Core Search	100.0%
Google Sites	67.3%
Microsoft Sites	19.4%
Yahoo Sites	10.0%
Ask Network	2.0%
AOL, Inc.	1.3%

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**YOU KNOW YOU ARE DESPERATE
FOR AN ANSWER...**



**WHEN YOU LOOK AT THE
SECOND PAGE OF GOOGLE**

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✦ Florida Institute of Certified Public Accountants (FICPA)

Other Noteworthy Associations

While FICPA is the go-to central hub, there are other groups focusing on specific niches within the profession:

1. **CPA Firm Management Association (CPAFMA)** – South Florida Chapter
A national organization for CPA firm administrators, offering webinars, conferences, and peer support for firm operations cpafma.org.
2. **CPAmerica International** – Gainesville, FL
A network of independent CPA firms across 40 states, providing practice-management advice, CPE, and collaborative resources en.wikipedia.org.

🕒 Which One Is Right for You?

Professional Focus	Best Association
Aspiring/Newly Licensed CPAs	FICPA – exam prep, student engagement

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- **What part of Texas are you located in or looking to attend events in?** (e.g., Dallas-Fort Worth, Houston, Austin, San Antonio, etc.)

In the meantime, here are some broad categories and examples of associations in Texas that are known for their active event calendars:

General Professional & Business Networking:

- **Texas Young Professionals (TYP):** This is a large community for professionals in their 20s to mid-40s across Texas, focused on relationship-building, career development, and civic involvement. They have chapters across the state and host frequent local events. [🔗](#) [🔗](#)
- **Texas Association of Business (TAB):** As a statewide business advocacy organization, TAB hosts various events, including summits, workshops, and legislative updates. [🔗](#)

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- **Focus:** Offers specialized professional development programs and workshops, often in areas like leadership, management, and niche business topics.
- **Website:** Look for their "Executive Education" or "Professional Development" sections:
udallas.edu
- **Good for:** Mid-career to senior professionals seeking to deepen specific skills or earn professional certifications/badges.

4. Dallas Metropolitan SBDC (Small Business Development Center)

- **Focus:** Dedicated to supporting small businesses and entrepreneurs. They provide a

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What Associations Come Up?

What Is Mentioned About Our Association?

What Clarifying Questions Are Being Asked?

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**MORE
MORE
MORE**

Pages

links

Keywords

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Voice search

How do members speak?

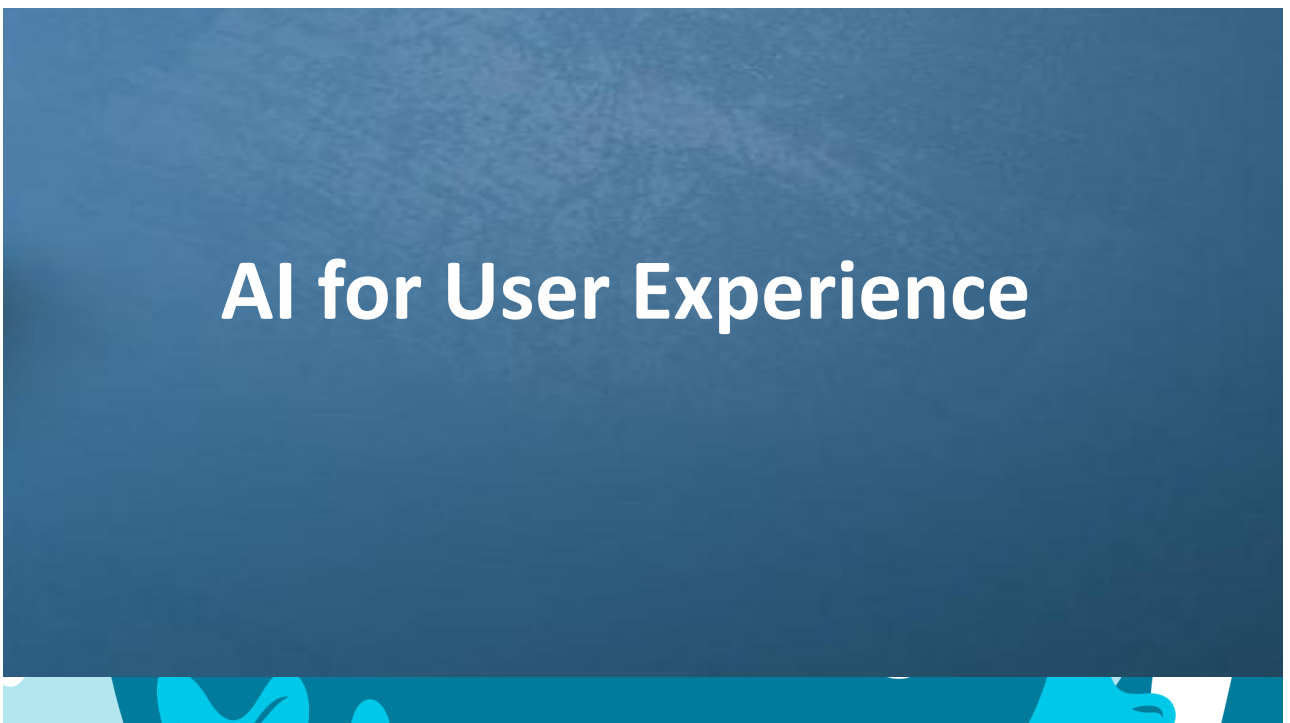
In the U.S., 41% of adults use voice search daily (TechReport).



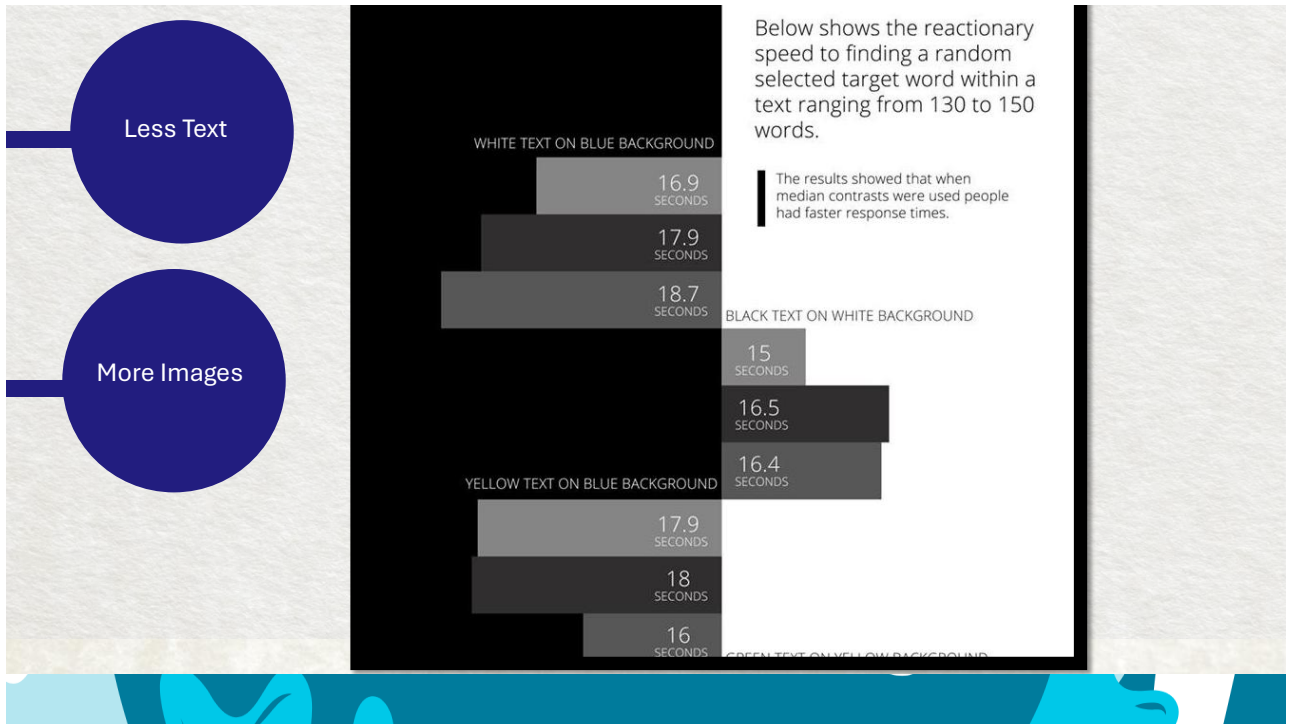
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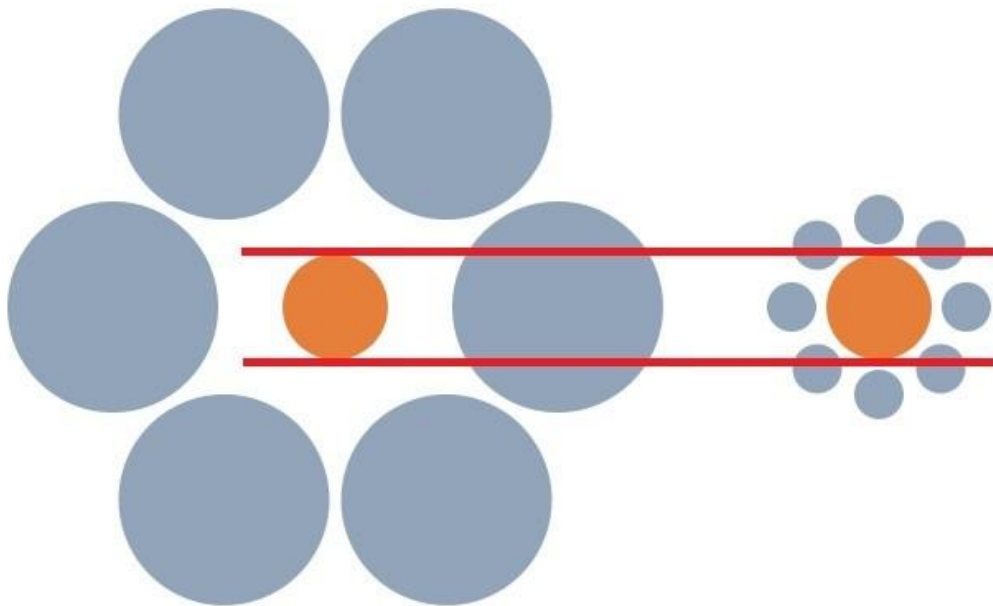
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[JOIN](#)
[CALENDAR](#)
[CAREER CENTER](#)

[Who We Are](#)
[Advocacy](#)
[Join SAAA](#)
[Education](#)
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Are you currently happy with your SAAA Membership? If you need assistance in making the most out of your membership, contact Clemente at 210.692.7797 ext. 1 today!

ACKNOWLEDGE

Thank you Sponsors

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The screenshot shows the SAAA homepage. The header includes the SAAA logo, navigation links (HOME, JOIN, CALENDAR, CAREER CENTER), and a secondary navigation bar (Who We Are, Advocacy, Join SAAA, Education, Events, Resources, Media, Contact Us). A 'Join SAAA' button is visible in the top right. A callout box on the left asks 'how can we make this home page better for membership growth'. A second callout box on the right, titled '2. More Prominent Join CTA', discusses the current issue of the 'Join' button being buried in the top nav and provides suggestions for improvement.

2. More Prominent Join CTA

Current Issue: "Join" is buried in the top nav with no emotional pull.

Suggestions:

- Add a large "Join SAAA Today" button with contrasting color in a sticky header or floating side tab.
- Use action-oriented language: "Become a Member," "Start Growing Your Network," or "Get Member Perks."

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The screenshot shows a research chat interface. On the left, a chat window with Gemini AI shows a conversation about researching membership growth page improvements. The chat includes a 'Start research' button and a list of researched websites. On the right, a sidebar titled 'Membership Growth Page Improvements' shows a list of researched websites. The chat window also displays a 'My Approach' section with a plan to explore the SAAA website, focusing on sections like 'Join SAAA,' 'Who We Are,' 'Advocacy,' and 'Education' to understand member benefits and evaluate the membership joining process.

My Approach

I'm planning to explore the SAAA website, focusing on sections like 'Join SAAA,' 'Who We Are,' 'Advocacy,' and 'Education' to understand their member benefits. I'll also evaluate how clearly these benefits are presented and examine the membership joining process. To ensure my recommendations are robust, I'll research best practices for membership

Membership Growth Page Improvements

Researching 37 websites...

Researching websites

- saaa... Products - San A...
- saaa... Membership Infor...
- saaa... Forms - San Anto...
- saaa... SAAA Updated Cl...
- taa.org SAAA PAC Busine...
- sanant... Membership - Sa...
- springl... How To Attract N...
- blog.tr... The 10 Best Asso...
- nonpr... 4 Tips for Maximi...
- reddit... Is the Post-COVI...
- heresa... San Antonio Apar...
- taa.org SAAA - Texas Ap...
- saaa... Online Learning -...

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what overthinking looks like 🤔



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Chrisnwest.com

**DIGITAL
MARKETING
FOR RESULTS**
HOW TO FOCUS ON WHAT MATTERS

CHRIS N. CHEETHAM-WEST, MBA

Training + Consulting

- Audit
- Advisory
- SEO

LR TRAINING
SOLUTIONS

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The future of marketing is bright—and moving fast. For associations serving members across a wide range of industries, the challenge isn't just about keeping up—it's about choosing the right strategies that cut through the noise and deliver real impact. In this high-energy keynote, you'll explore fresh, actionable marketing ideas that leading associations are using to maximize the value of today's platforms and tools.

You'll discover how to make your organization more visible to your target audiences—boosting member engagement and non-dues revenue in the process. Learn how Artificial Intelligence is transforming the way associations build brand presence, personalize outreach, and grow communities. Gain strategies to reach your members with clear, compelling messages across multiple channels and spark engagement that drives long-term loyalty and demand. You'll also walk away with insights into emerging trends—and how to stay relevant in an increasingly crowded and competitive digital landscape.

Whether you're marketing to members, partners, or prospects, this session will help you lead with clarity, innovation, and confidence into the future of association marketing.

Chris N. Cheetham-West, MBA, Founde