5 Tips to Manage Advertising Operations to Earn More NDR

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CalSAE California Society of Association Executives

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empowers your association to achieve success

2

1 Identify Key Players

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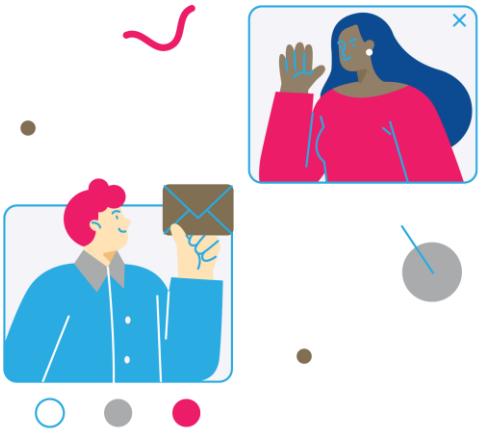
UNDERSTAND YOUR STAFF

Identify your internal team's size, responsibilities, and workload.

Recognize how your team operates and be strategic on how to use your team's talents to drive the success and the outcome of your inventory.



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ROLES, RESPONSIBILITIES AND RESOURCES

Recognize the essential roles within your advertising operations team such as ad operations managers, content creators, sales representatives, and data analysts – to name a few.

Each role comes with specific responsibilities and required expertise.

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PAID MEDIA CAMPAIGNS

Paid media campaigns often play a pivotal role in advertising operations, requiring coordination between ad operations managers, media buyers, and creative teams to execute targeted campaigns effectively.

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2 Manage Your Advertising Inventory

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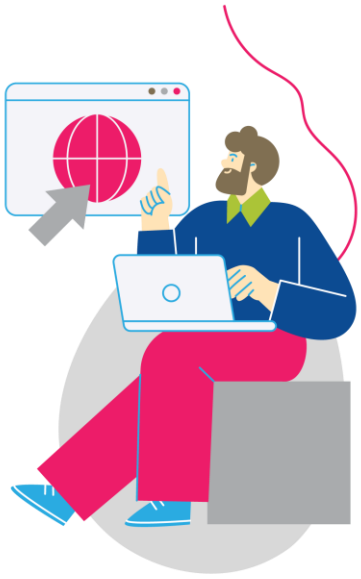
MANAGE YOUR ADVERTISING INVENTORY

Managing advertising inventory is an important step for running effective ad campaigns.

By monitoring performance, optimizing allocation and staying informed about industry trends, you can make informed decisions to maximize the value of you advertising inventory.



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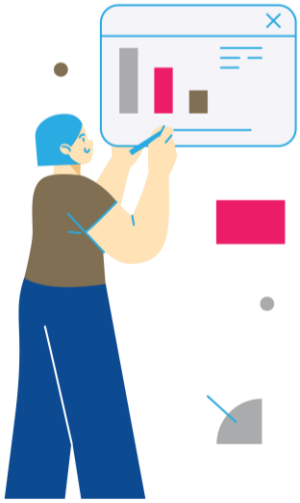

BE FAMILIAR WITH YOUR ANALYTICS

Choose reliable analytics platforms that will provide the metrics and insights you require from your ad inventory.

Use the data from your analytics and strategize engagement, pivot where needed and add member value.

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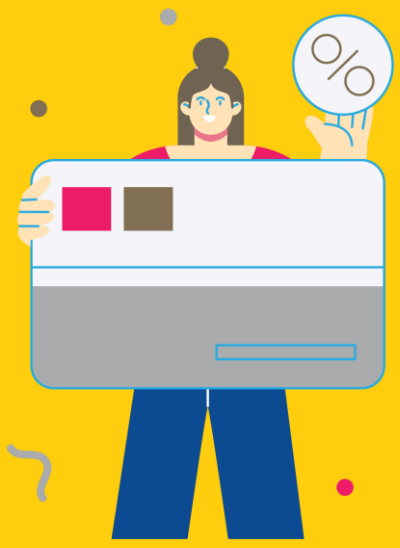
MAXIMIZE THE WORTH OF YOUR AD INVENTORY

Maximize the value of your ad inventory by implementing dynamic pricing strategies, targeted promotions, and package deals tailored to the needs and preferences of advertisers.



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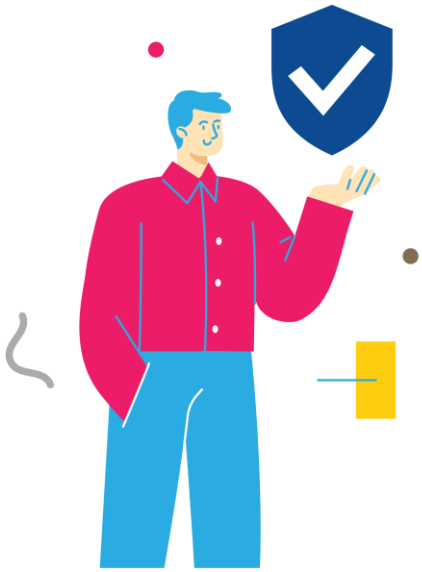
PAID MEDIA CAMPAIGNS

Incorporate paid media campaigns into your advertising inventory management strategy, ensuring that available space is effectively allocated to support these initiatives.



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Show of hands... if you are confident in your advertising inventory knowledge?

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3 Understanding Your Audience

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IDENTIFY YOUR AUDIENCE

Meet your members where they are – by better understanding your audience, you can tailor ad campaigns to specific segments, increasing their relevance and effectiveness.

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ADVERTISERS, SPONSORS AND SUPPORTING MEMBERS

Understand why these groups would be a good fit to advertise – they provide value and solid reasons for their ad spend and bring a consultative approach to build out bundled packages.

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SURVEYS AND GAP ANALYSIS

It is crucial to understand your audience preferences for developing effective ad campaigns.

Surveys and gap analysis provide actionable insights that inform audience targeting, ad performance evaluation, process optimization and strategic decision-making.

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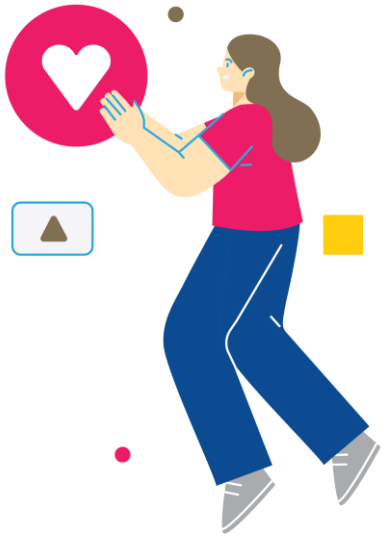
UNDERSTANDING THE INDUSTRY AUDIENCE

Dive deeper into understanding the industry audience by conducting market research, along with analyzing industry-specific trends, challenges, and preferences.



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PAID MEDIA CAMPAIGNS

Leverage data gathered from campaigns to refine audience segmentation, targeting strategies, and messaging tactics, ensuring that your advertising efforts resonate effectively with your target audience across all channels.

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4 Each Channel Has A Unique Audience

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UTILIZE MARKETING AND SOCIAL MEDIA CHANNELS

Different marketing and social media channels offer various ad formats, such as display ads, sponsored posts, videos, carousel ads, or influencer partnerships.

Develop different ad packages that cater to the needs of potential advertisers.

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DON'T BE AFRAID TO USE TECHNOLOGY

Leverage technology to segment your audience based on demographics, interests, or behaviors.

Advanced customer relationship management (CRM) systems or data management platforms (DMPs) allow you to deliver personalized ads that resonate with specific segments and increases revenue potential.

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TAILOR YOUR ADVERTISING CONTENT

By customizing your messaging and creative assets to suit the preferences of each audience segment, you can maximize the effectiveness of your advertising efforts and drive higher engagement and conversion rates.

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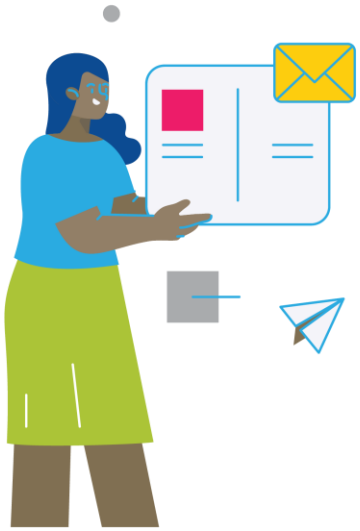
PAID MEDIA CAMPAIGNS

Tailoring your messaging, targeting specific criteria, and implementing ad formats to suit the preferences of each platform's audience will improve the effectiveness of your paid media campaigns and maximize your ROI.



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How are you attracting new members?

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5 Integrated Selling

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NDR – WHAT IS IT?

Non-dues revenue (NDR) plays a vital role in supporting the financial sustainability and growth of associations. Your association should always be trying to find ways to generate NDR.

Some examples of NDR sources include - advertising revenue, exhibitors and sponsorship, webinars and education sessions, events and conferences.

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IN-HOUSE VS. VENDOR

In-House Pro:
Ownership

In-House Con:
Time

Vendor Pro:
Bandwidth

Vendor Con:
Costs

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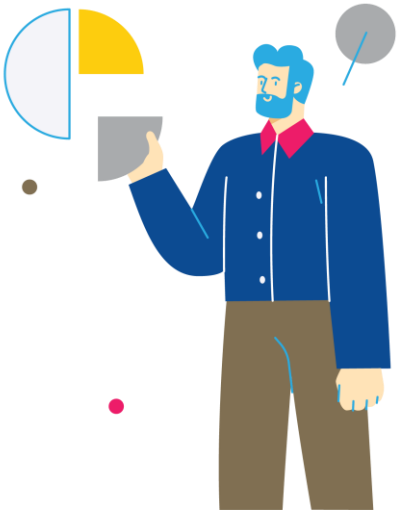

COLLABORATE CLOSELY WITH INTERNAL TEAMS

Collaborate closely with internal teams, such as marketing, sales, and content creation, to develop cohesive advertising packages and cross-promotional opportunities that leverage each team's expertise and resources.

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LEVERAGE ADVERTISING

Leveraging advertising can directly contribute to increasing non-dues revenue.

By increasing brand visibility, attracting new customers and driving conversions, advertising efforts can lead to increased revenue and sales.

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INTEGRATED SELLING

Integrated selling involves aligning and incorporating different sales and marketing efforts, both online and offline, in order to deliver a unified message and drive consistent customer engagement throughout the buyer's journey.

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PAID MEDIA CAMPAIGNS

By aligning paid media campaigns with other marketing and sales initiatives, you can create a seamless and cohesive experience for advertisers maximizing their exposure and driving stronger results.

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TAKEAWAYS AND ACTION ITEMS

- ✓ Prioritize effective techniques for managing your advertising inventory to maximize your non-dues revenue.
- ✓ Gain a comprehensive understanding for your audience and recognize the unique preferences of each advertising channel for effective targeting.
- ✓ Establish achievable goals for internal teams to ensure the success of integrated selling efforts.
- ✓ Be strategic, collaborative, and intentional with your paid media campaigns.

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5 Tips to Manage Advertising Operations to **Earn More NDR**

THANK YOU!

Questions, comments or want to discuss?

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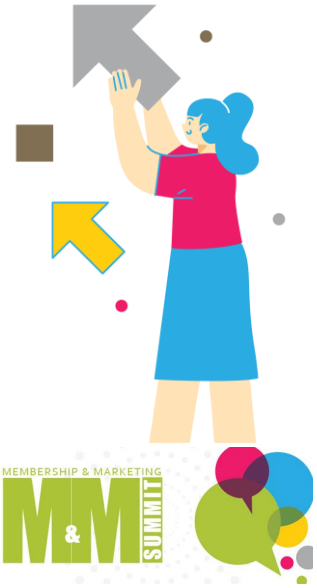

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