

RISE Winner

Southern California Chapter

Marketplace Excellence – Online Advertising Portal

Southern California Chapter and Online Advertising Portal

Objective: Make partnering with the chapter intuitive, easy and fast. To exceed advertising revenue, generate additional income, and refresh existing process for purchasing advertising/sponsorship opportunities. To create a more intuitive method for partners to potentially increase revenue and make it easier and more appealing to work with the chapter by creating an Online Advertising Portal – a tool on our website where vendors & partners could immediately purchase advertising and sponsorship opportunities. By creating an ecommerce business for the chapter, interested parties could easily review available opportunities and then make a purchase with a few clicks of a button.

Why: It was discovered from research with current sponsors that the existing process for purchasing advertising/sponsorship opportunities was tedious and difficult. People often came to the advertising website page and then left without converting to revenue for the chapter.

When: The MPISCC advertising portal was launched in January 2018.

What:

- Begin by discussing your objectives make sure you have specific, measurable goals. Develop a detailed timeline to ensure the project stays on track.
- Next, examine your existing resources. Is this something you could build using your current event
 registration management tool? If you currently use Cvent or StarChapter, you may be able to use your
 existing tools as a starting point to develop your online catalog. Be sure to do your research to make sure
 your gateway and other security measures are in place and compliant, so that you can protect client data.
- Partner with communications, finance and sponsorship team to ensure your advertising prospectus is up to
 date, and use that as your ecommerce website content. This is a good time to do some market research to
 ensure you are pricing your offerings appropriately by comparing them to other chapters. We noticed that
 we were selling some of our opportunities for much less than our sister chapters, and adjusted accordingly.
- Next comes the build phase. Your chapter administrator, website management company and
 communications team should collaborate together on this. Proofing and testing is involved during this
 phase. We created a sample offerings for under a dollar so we that could experience the site exactly as a
 potential customer would. Once you are almost ready to launch invite some of your clients to experience
 your new site first hand and provide feedback offering a discount is a great way to generate excitement
 and get the revenue flowing. We offered 25% off your first eblast in exchange for constructive feedback on
 the experience.
- Be ready with a marketing plan that includes email and social media. Highlight the benefits of partnering
 with your chapter and promote how easy it is to use your new ecommerce site. Once the site was launched,
 we continued to promote throughout the year, periodically analyzing our actual income against our goals,
 and monitoring page visits.

Supplemental Materials

Email & Social Media Promotion Samples

Sample eblast

Subject: Building your Brand with MPISCC is Easier than Ever! Introducing the SoCal Online Ad Portal!



Building brand awareness with Southern California's leading meeting planners and suppliers just became easier than ever. With a few simple clicks, you can now purchase one of our 4 platforms for connecting with our membership: email blasts, social media, website and our new blog! Gain exposure, showcase your organization and increase your visibility with our membership.

Your message will reach pre-qualified buyers and decision makers looking for your products. Our new online ad portal allows you to purchase these opportunities instantly.

Click the link to learn more about each platform, including who, what, when and how it all works. We will partner with you where needed to make sure you have an effective ad for your target audience.

Click the link to learn more about how you can partner with us today!

Advertise with MPISCC today!

Social Media Post Samples:

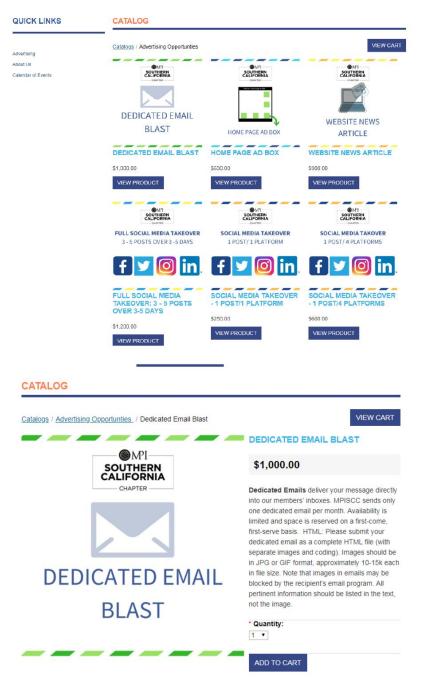
The social media campaign included announcements about the portal and, info on our audience demographics, highlighting the benefit of partnership with MPI Southern California. Posted on Twitter, LinkedIn, Facebook & Instagram. Posts received 5-35 likes, 1-5 shares, and 1,385 engagements/views across the different platforms.





New Online Advertising Portal

The new portal was streamlined, and incredibly easy to use. Payment was received instantly – no follow up required!



Web Statistics for https://mpiscc.starchapter.com

Export Field Reports

January 2018 - March 2018 Page Visits to "Partner With Us Page" /catalog.php			
Filter by Dates	Views		
Dec 2018	14		
Jan 2018	76		
Feb 2018	314		
Mar 2018	325		

January - March 2018 Website Visits by Country of Origin

Country	Page Hits	Bandwidth	Percentage
US	58,039	4.79 GB	76.12%
Other	6,473	300.29 MB	8.49%
UA	3,489	63.25 MB	4.58%
FR	2,386	28.13 MB	3.13%
RU	2,336	44.86 MB	3.06%
CA	1,775	224.21 MB	2.33%
PL	1,747	10.26 MB	2.29%
Totals	76,245	5.44 GB	100%

Advertising Revenue from July 2015-June 2018

2015-2016: \$12,050

2016-2017: \$12,750

2017-2018: \$18,750