



MARKETING FOR ASSOCIATIONS

YOUR PARTNERS IN PROGRESS



TRG Marketing has experience working with the audience and outcome considerations that drive marketing for associations. Multiple constituencies, leadership changes and budget constraints require a different approach than that used with traditional businesses.

The people of TRG Marketing have served dozens of trade associations and professional organizations and understand their unique issues. We know how to work with staff, volunteer leaders, and committee leaders to craft marketing and communications programs that are on-strategy and on-budget. We invest the time necessary to understand your association's culture and marketplace.

HOW WE HELP

MEMBERSHIP

Attracting and retaining members

REVENUE GENERATION

Identifying sources of non-dues revenue

OUTREACH

Building awareness for the organization and its members

COMMUNICATIONS

Crafting more effective messages

STRATEGIC PLANNING

Developing appropriate strategies and tactics

WEBSITE DEVELOPMENT

UX-driven design with budget in mind

ASSOCIATION SERVICES

TRG Marketing offers a full spectrum of services, from strategic planning and PR to internet communications and event support.

STRATEGIC PLANNING

- Market Research and Analysis
- Strategic Plan Facilitation
- Brand Planning
- Membership Recruitment and Retention
- Event Planning

PUBLIC RELATIONS

- E-Newsletters
- Publicity
- Marketing Materials

INTERNET COMMUNICATIONS

- Websites
- Search Engine Optimization
- Social Media Strategy

CONTACT US

To learn more about how we can help your organization, please contact Chad Ritterbusch at 262.786.5970. Or visit us online at www.TRG-Marketing.com.