

Getting ‘unstuck’ through an objective assessment of marketing issues and opportunities

The New York State Veterinary Medical Society advocates for and enables veterinarians of New York State to achieve fulfilling careers and create a thriving profession.

Problem

- After three years of concerted effort, the New York State Veterinary Medical Society’s (NYSVMS) membership recruitment efforts remained stagnant.
- Despite being a disciplined and analytical organization and using diverse marketing approaches, growth was eluding NYSVMS, and the leadership team was at a loss as to why.
- The organization needed a fresh set of eyes to examine its situation objectively.

Approach

Halmyre conducted a Marketing Audit to identify problems, then recommended a prioritized approach to address them. To do this, Halmyre:

- Conducted an honest, unbiased “outside-in” audit against the unique Halmyre Marketing Ecosystem™ to pinpoint opportunities for improvement;
- Analyzed membership, advocacy, and strategy documents and conducted interviews to look for patterns, issues, and opportunities;
- Made recommendations for improved alignment of messaging, programming, and content with the topics that were important to members; and
- Analyzed the ROI for NYSVMS of investing in new member offerings and marketing approaches and provided executive guidance on how to discuss ROI with the board.

Outcome

- Clarity on what to do next, why, and when, including:
 - Member interviews and personas, plus empathy map exercises with the staff
 - Social media playbook and webinar creation to address member concerns
 - Refined value proposition
 - Communication playbook
 - Improved onboarding and renewal processes
- Confidence in decision-making for investing time and money in areas most likely to result in good ROI.
- A better understanding of member wants and needs and ways to address them empathetically via marketing and communications strategies.



Red Herrings

Some internal beliefs that we wish to challenge – they may be holding you back

1. The students/younger professionals don't want to engage
2. Advocacy is the most important thing to our members and they will pay for it because it makes their business better
3. Emails aren't working b/c we send out too many of them
4. Issues of "burn-out" will be solved with "time efficiency"

Branding

Influencing what they think of you

Growth – success – is unlocked when three elements of your “in market” presentation are tightly aligned.

1. What you do – your value proposition
2. What you look like – your visual presentation, website and your member experience
3. What you say – the words and signals you send to connect and reflect an understanding of what your members care about

THE SPECIAL INTERSECTION OF SUCCESS



Give 'em room to breathe



Summary of Quick-Win Opportunities

Building your Foundation – Know your Audience [first 6-12 months of investments]

MARKETING ECOSYSTEM	OPPORTUNITY	PRIORITY URGENCY
What you do (Value Proposition)	• Conduct more member interviews (up to 15 interviews) to inform the persona work, deepen the insights	High (Red)
	• Conduct a structural survey to validate the insights; align with annual member survey	High (Red)
	• Create member personas (based on wants & needs)	Medium (Yellow)
What you look like (Visual Identity)	• Develop a basic style guide and a library of images – elevate and align	Medium (Yellow)
	• Develop a basic set of sales collateral (no ad., a basic sales sheet (forecast), and some without email templates)	Medium (Yellow)
	• Plus on simplifying the user experience on the website; recommendations for implementation	Medium (Yellow)
What you sound like (Content & Promotions)	• Workshop and develop a tone and voice guide	Medium (Yellow)
	• Consider a social booter program – including a social media playbook to guide and focus internal resources	Low (Green)
	• Strategic channel Playbook – social, email – matters, if you wish to engage all members in a balanced way	Low (Green)