

Breakthrough member growth through integrated marketing discipline



The Ontario Society of Professional Engineers serves the rich diversity of the entire engineering community

Problem

- Following two years of investing in its value proposition and branding, OSPE was ready to confidently attract new members.
- Acquisition was a key objective for 2021 with an ambitious target of 10% membership growth.
- The challenge was to integrate this direct response program all their owned and paid channels to better reflect the key triggers that motivate joining.

Approach

Halmyre's approach layered key insights about the membership, and creative and cost-effective use of media founded on sound direct-response principles:

- Leveraged high volume of existing outbound email, newsletters and social media to drive a disciplined approach to acquisition marketing;
- Used a drip-marketing method to nurture leads through the decision to join;
- Developed powerful creative, based on audience insights to hit known "triggers";
- Laser-targeting of segments allowed for tailoring the message at different career stages;
- Active campaign management with detailed Google Analytics and AdWords tracking – adjusting and fine-tuning performance.

Outcome

- Membership has a 22% year-over-year increase, exceeding client goal of 10%.
- Increased renewal rate to 96%.
- 14% increase of conversions coming from social media.
- 11% increase of conversions from AdWords.
- Developed a "lead funnel" process with strong analytics, which the client can use for years to come to measure future efforts.

Smart integrated campaigns to drive membership growth

