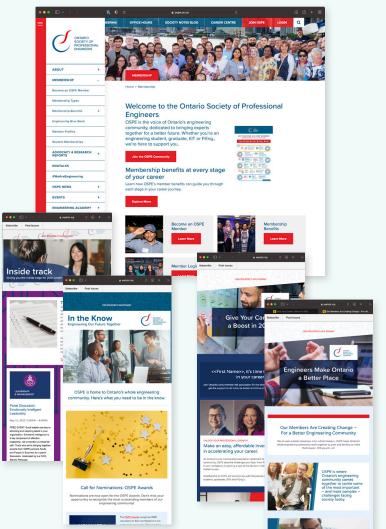
# Breakthrough member growth through integrated marketing discipline



## 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 nuture 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 performace.

#### Outcome

- Membership has a 22% year-over-year increase, exceeding cleint 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

