



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:



Liked by kristinariel9 and 23 others

mpisocalchapter Looking to reach one of the largest network of meeting planners in Southern California? Check out our brand new ad portal! <http://bit.ly/2HTf8Ke>
#planners #meeting #eventprof #MPISCC

[View all 2 comments](#)

A social media post from the account 'MPI Southern California Chapter'. The profile picture shows the MPI Southern California logo. The post text says: "Looking to get your brand in front of qualified meeting planners? Advertising with MPISCC is easier than ever! Check out our new portal <http://bit.ly/2HNEzNG>". Below the text is a pie chart showing the audience demographics: CORPORATE (44%), ORGANIZATION (22%), INDEPENDENT (20%), and INSTITUTION (14%). The post has 1 Like and a Comment button. At the bottom, it shows "Organic Impressions 208".

Category	Percentage
Corporate	44%
Organization	22%
Independent	20%
Institution	14%

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!

QUICK LINKS

[Advertising](#)
[About Us](#)
[Calendar of Events](#)

CATALOG

[Catalogs](#) / [Advertising Opportunities](#)

[VIEW CART](#)

  DEDICATED EMAIL BLAST	  HOME PAGE AD BOX	  WEBSITE NEWS ARTICLE
DEDICATED EMAIL BLAST	HOME PAGE AD BOX	WEBSITE NEWS ARTICLE
\$1,000.00	\$930.00	\$900.00
VIEW PRODUCT	VIEW PRODUCT	VIEW PRODUCT
 FULL SOCIAL MEDIA TAKEOVER 3 - 5 POSTS OVER 3 - 5 DAYS	 SOCIAL MEDIA TAKEOVER 1 POST/ 1 PLATFORM	 SOCIAL MEDIA TAKEOVER 1 POST/ 4 PLATFORMS
   	   	   
FULL SOCIAL MEDIA TAKEOVER TAKEOVER: 3 - 5 POSTS OVER 3-5 DAYS	SOCIAL MEDIA TAKEOVER - 1 POST/1 PLATFORM	SOCIAL MEDIA TAKEOVER - 1 POST/4 PLATFORMS
\$1,200.00	\$250.00	\$600.00
VIEW PRODUCT	VIEW PRODUCT	VIEW PRODUCT

CATALOG

[Catalogs](#) / [Advertising Opportunities](#) / [Dedicated Email Blast](#)

[VIEW CART](#)

  DEDICATED EMAIL BLAST	DEDICATED EMAIL BLAST \$1,000.00 <p>Dedicated Emails deliver your message directly into our members' inboxes. MPISCC sends only one dedicated email per month. Availability is limited and space is reserved on a first-come, first-serve basis. HTML: Please submit your dedicated email as a complete HTML file (with separate images and coding). Images should be in JPG or GIF format, approximately 10-15k each in file size. Note that images in emails may be blocked by the recipient's email program. All pertinent information should be listed in the text, not the image.</p> <p>* Quantity: <input type="text" value="1"/></p> <p>ADD TO CART</p>
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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