

MEMBERSHIP RECRUITMENT CAMPAIGN

2018 Winner: American Society of Interior Designers

Entry Title: You BELONG in ASID

Project Overview/Elevator Pitch:

The American Society of Interior Designers (ASID) launched the BELONG recruitment campaign in April 2017. ASID needed a paradigm shift from “join” messaging. Joining is a one-way transaction; belonging is a relationship. Guided by the organizational strategic pillar of “Design Impacts Life,” ASID designed a recruitment campaign that emphasized the community, purpose, and vision that defines the core of its membership; that ASID defends and promotes the interior design profession by highlighting the profound impact design has on the places we live, work, play, learn, and heal. Prospective members needed to understand that this community is passionate, engaged, and evidence-based in their work. They needed to know that they belong in our community.

Project Goals/Objectives:

ASID launched a new strategic plan in 2017 which shifted the focus of the organization. Of the five pillars, “Design Impacts Life” is critical to the future of ASID. We aim to build consensus around a normalized vision of interior design and to demonstrate the impact of design on the human experience. We wanted members who believe in that statement to come in the door. The overall goal for the BELONG campaign was a .75 percent increase in practitioner membership – because of the high dollar amount of dues (\$495.00) our conversion rate can be low but have a major impact. Practitioners represent the core membership as well as the highest membership fee among members. As part of the push for practitioners, architects were singled out as a population of interest as our market penetration was low.

Strategy/Tactics:

The BELONG campaign involved every outreach medium at our disposal. ASID used direct mail, social advertising, retargeting, telemarketing, and email to reach its audiences. Each method was deployed systematically and involved in-depth coordination between the membership and marketing teams.

First, ASID mined former members and non-members from our database and purchased an outside list. That data was separated into two groups by target sectors – interior designers and architects – and then each group was split again for A/B message testing.

Next, four distinct direct mail pieces were developed and sent (A/B message for each population). All messaging directed prospective members to the BELONG page on our website, which included a retargeting code. The retargeting code sent visitors to our site a reinforcing message.

Allowing the postcards a two-week lead time, ASID then sent a series of emails. Each email was A/B tested (message, subject line, send time, etc.) and those results

determined the follow-up messaging. Prospective members were again directed to the BELONG page. The emails were also used for lead qualifying. Repeated opens were directed to our telemarketing company for outreach, while click-throughs were considered priority leads and directed to our internal recruitment manager.

While the emails were deployed, we launched a social media campaign via Facebook and LinkedIn.

The digital campaign allowed us to be selective in outreach, targeting sectors and demographics with precision. Week 1 of the social campaign included a low dollar buy to do A/B testing on different ad content, accounting for only 15-20 percent of the total ad spend per target persona. Once we knew which ad was resonating, we increased the spend for the run of the campaign.

Success Metrics:

- 46 percent (235 new members; \$117k) of all practitioner recruitment from FY2017 is attributed to this campaign.
- 35 percent increase in market penetration of architects.
- From May 1 to December 31, 2017, the Google display network ads shown to the retargeting list (comprised of previous visitors to belong page) generated 187,304 impressions and 233 clicks, with a total ad spend under \$1,000.
- The social media campaign generated almost 25,000 impressions and 2,357 link clicks in a four-week period.
- This campaign was a success in generating members, but also dramatically increased the Society's exposure in the design ecosystem.

Learn More:

www.asid.org/belong

[Architect Postcard Design a Better Tomorrow](#)

[Designer Postcard You Belong Here](#)

[ASID Social Membership Acquisition](#)

[Architect PPC Lockup](#)

[PPC Results](#)

Association Website:

www.asid.org