



National Pest Management Association

Our Mission is Your Protection

Marketing Committee Meeting

October 22, 2013

8:00 a.m. – 10:00 a.m.

MINUTES

Cindy Mannes welcomed the group to the meeting and Janay Rickwalder provided the group with a reminder of NPMA's anti-trust policy.

Rickwalder provided the committee members with an overview of the association's membership recruitment and retention metrics. She informed the participants that the leap in new members in 2012-2013 can be attributed to the BASF membership sponsorship.

The group established goals for 2013-2014, to include:

1. Grow U.S. membership by five percent (275 companies)
2. Increase retention rate to 88% (currently at 80%)
3. Strengthen states where we are weak

The team identified key tactics to accomplish these goals.

Grow U.S. Membership by Five Percent

- Include automated opportunities to sign up for membership on all registration forms
- Use distributors as possible communications channel – distributor campaign – buy XX of our product and we'll pay your membership.
- Focus on the BASF sponsorship
- Identify opportunities to educate/touch non-members at NPMA events (e.g., lunch, coffee, meet and greet)
- Market to licensed applicators in each state

Increase Retention Rate to 88%

- Establish 5-8 touch points throughout the year
- Create an aggressive onboarding campaign to 2012-2013 BASF members
- Appoint a staff person as "New Member Chair"

- User prioritized benefits list as fodder for communication
- Create special events for new members (Zoecon to potentially sponsor)
- Add a sticker (gold star) to new members' badges
- Begin implementing exit interviews for those who did not renew
- Create value proposition for each market demographic
- Develop a new member webinar
- Implement ways to recognize members – plaques, member since XX
- Implement auto-payments for dues (\$xx/month)
- Consider offering a multi-year discount
- Establish discussion forums and listserves to offer members an opportunity to communicate
- Create a “Keep in Touch” file, that NPMA staff can utilize to ensure contact is made with every member, every year.
- Develop a new member portal on the NPMA Web site

Strengthen States Where We Are Weak

- Identify if there is a state association in the state – is it active?
- Consider creating a member-get-a-member campaign – “Scouting Eagle”
- Locate an NPMA ambassador in the state
 - Develop scripts and talking points for NPMA ambassadors
- Utilize the NPMA regional directors
- Utilize local distributors

Other Ideas – Potential Membership Benefits

- Create a customizable brochure that is available as both print and download on demand (free for first year?)
- Explore marketing sponsorship opportunities with manufacturing community
- Develop business operations material (use as a teaser for QualityPro membership)
- Develop customer-facing materials
- Offer content/infographics for members' social media outlets
- Create NPMA uniform patches
- Create a QualityPro “lite” / trial membership to encourage NPMA members to join QP and elevate the profession
- Enter all new members into a drawing for a free PestWorld registration