

{Advertising Sales}

{AI-Powered
eNewsletters}

{Conference Apps}

{Digital Magazines}

{Industry Resource
Guides}

{Online Directories}

{Print Magazines}

{Programmatic
Advertising}

{Show Guides}

{Websites}

MEMBER COMMUNICATIONS

{Achieve **More**}
member engagement
and non-dues revenue
with Naylor by
your side.

NAYLOR 

ASSOCIATION SOLUTIONS

{Achieve **More.**}

MEMBER COMMUNICATIONS

When it comes to how members perceive you, the medium is often as important as the message. A partnership with Naylor delivers unmatched expertise, with the perfect balance of support so you can achieve more.



Communications Gap Analysis

Our staff works with yours to evaluate your current communications strategy and the competitive landscape you're facing. We develop an in-depth clarification of your association's goals and objectives, followed by a comprehensive survey administered to internal association staff first, then to members and stakeholders. Your association develops a clear picture of its strengths as well as a roadmap for improvements to your mix of print, digital, video, mobile and social media communications, all of which contribute to greater membership value.



Content 360°

Naylor's Content 360° provides you with a content strategist to oversee the content strategy, creation, distribution and measurement of your integrated marketing and member communications program. With one centralized person in this role, you can create content that better meets the expectations of your members, readers and advertisers. You'll be in a better position to strategically push content through the appropriate media channels and see an increase in overall market awareness – leading to better member recruitment, retention and engagement.



Social Media

To secure a healthy future and maintain relevance in the eyes of members and prospective members, associations must be adept at communicating via social media. Naylor has the expertise to help you establish a branded association communications presence across the major social media channels. We'll work with you on the right content strategy that will include curation, cross-promotion and integration with all other communication channels. Content development, distribution and measurement are also included in our social media services.



Video

Naylor provides your association with powerful visual media to deliver news, webinars and content to your membership. Brand awareness, education, advocacy and extending the reach of live events are just a few of the ways associations are using video today. Contact us to learn more.



Advertising & Sponsorship Services

Our highly-trained sales force focuses on selling for our association partners – maximizing non-dues revenue (NDR) and allowing your staff to focus on the other important issues affecting your industry and your members. We work with every client's unique needs to ensure that the proper balance between “look and feel” and NDR is achieved. We sell the advertising, but you maintain overall control and final say about what appears throughout your communication vehicles, whether it's your magazine, directory or website. Naylor works in more than 100 industries and has experts in your specific field.



Website Advertising

Now including programmatic/retargeting options

Your website holds tremendous potential for revenue generation. Naylor has the expertise to monetize your web traffic as members and prospects search for information, products and services. Adding this capability to your website advertising sales is as simple as adding a line of code to your site. We take care of everything else, including hosting/serving the ads, tech support, sales and marketing. No additional association staff time is required.



Magazines

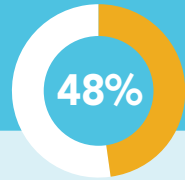
Print and digital magazines are as important as ever and play a key role in the member communications mix. Naylor develops the editorial plan, creates content, provides layout and design services and sells advertising for association magazines. You will enjoy enhanced non-dues revenue and an overall trouble-free process. We work to ensure your magazine positions your association as a thought-leader, making it an invaluable resource to your members and the industry.



eNewsletters

Now offering AI NewsBrief, an AI-powered eNewsletter

Naylor's eNewsletters deliver branding and customization in an easy-to-use template and content management system, while providing your members with the latest news and information in the industry. Get the ability to measure results and engagement while creating non-dues revenue.



With nearly half of associations reporting that they're understaffed, Naylor Association Solutions' unique non-dues revenue and/or fee based communications services can help associations bridge the staffing gap to ensure their communications plans are engaging, robust and effective.

**Source: 2019 Association Communications Benchmarking Survey*





Membership Directories & Industry Resource Guides

Promote your products and services to create member value year-round with an enhanced membership directory and industry resource guide. In addition to traditional components such as information on members, service providers, suppliers and consultants, Naylor works with associations to identify and develop content that makes your directory a true industry resource and keeps members coming back to it all year.



Online Directories and MarketBASE

Naylor's Online Directories are complimentary to our print directories, and offer modern design, robust functionality and rich content delivery. With live dynamic search capability, sponsored content options, custom content feeds and online community, Naylor's MarketBASE takes a traditional buyers' guide to the next level.



Show Guides

Attendees and exhibitors benefit from a conference/show guide that provides valuable information about your convention. From the keynote address and educational sessions to noting key sponsors and special events happening throughout the conference, a show guide will increase the visibility of exhibitors and advertisers while providing you with an additional opportunity to reinforce the association brand image.



Mobile Conference Apps

Conference attendees today expect to have the information they need on the run. If you don't have a conference app yet, chances are it's been cost-prohibitive to develop – until now. Naylor will work with you to develop a custom, conference app suited to your needs and specifications. Not only that, but we will also monetize the app, which will offset the majority of your cost. A conference app is a great complement to a print show guide, and gives your exhibitors another touch point with attendees on and off the show floor.



Conference eShow Dailies

An eShow Daily from Naylor gives you an opportunity to highlight the latest news and activities taking place at your event, while reinforcing your branding and overall marketing message. Depending on your need, we can simply provide editorial support to your on-site staff, or your Naylor editor can develop the content for each daily edition and email it out to all registered attendees and exhibitors.

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MEMBER-COMMUNICATIONS](http://WWW.NAYLOR.COM/MEMBER-COMMUNICATIONS)

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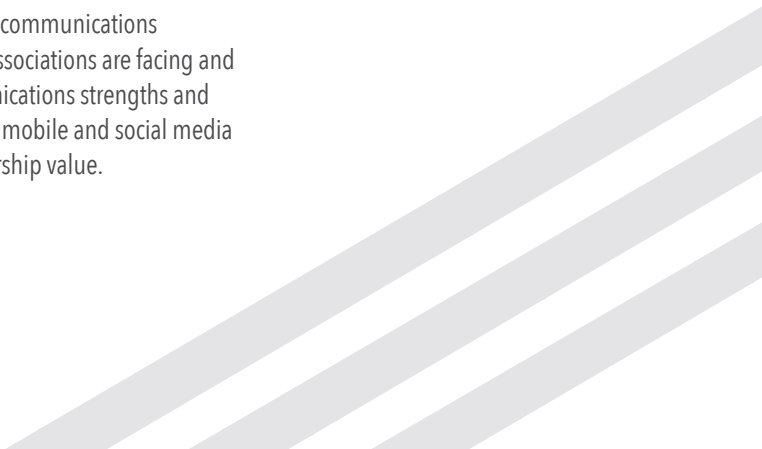
ENGAGE YOUR MEMBERSHIP WHEN, WHERE AND HOW THEY WANT, WHILE INCREASING NON-DUES REVENUE.



By developing a communications strategy that utilizes the most effective combination of print, digital, mobile and video, Naylor makes it possible for you to give members the information they want, delivered how and when they want it, while at the same time increasing your association's non-dues revenue.

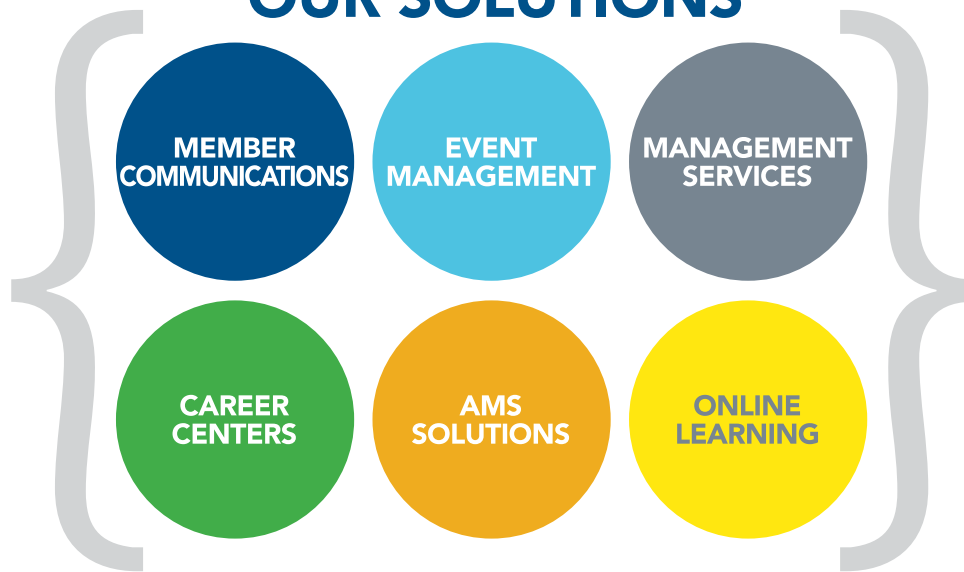


Naylor works with associations to evaluate current communications strategies to identify the competitive landscapes associations are facing and develop a clear picture of an association's communications strengths and opportunities across channels. Print, digital, video, mobile and social media communications, all contribute to greater membership value.



Achieve More with Naylor Association Solutions.

OUR SOLUTIONS



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 naylor.com/member-communications