

# A Guide to Digital Advertising for Associations

# Table of Contents

<b>Section 1: Using digital ad strategies for your association ..</b>	<b>3</b>
<b>Section 2: Building member personas .....</b>	<b>12</b>
<b>Section 3: Paid advertising 101 .....</b>	<b>18</b>
Google Search Ads.....	19
Facebook Ads .....	30
LinkedIn Ads.....	37
<b>Section 4: Understanding your audience and their needs.</b>	<b>46</b>
<b>Section 5: Now what? .....</b>	<b>50</b>
<b>About Sidecar .....</b>	<b>51</b>



## Section 1:

# Using digital ad strategies for your association



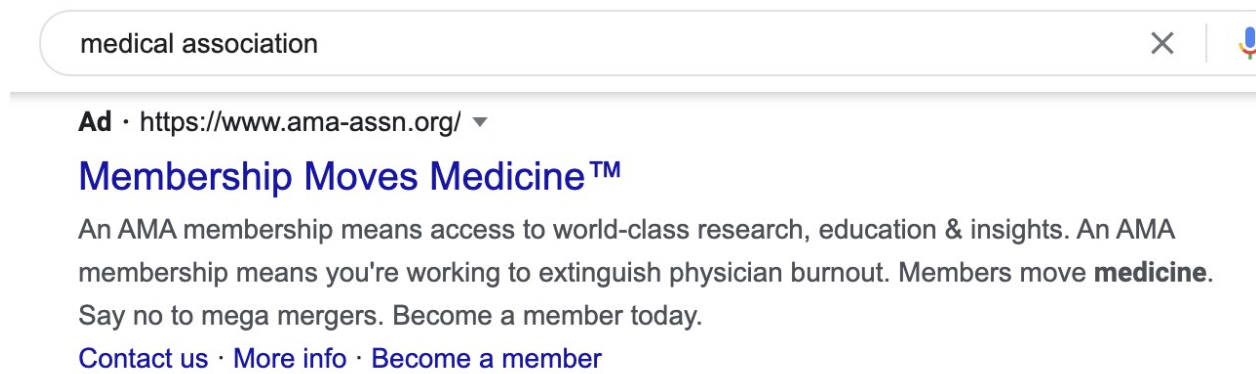
Digital advertising is a highly effective tool for recruiting new members to your association. However, it can be difficult to figure out where to start and how to create a sound marketing strategy that caters to all of the different audience types your association serves.

Three marketing ad spaces that have been used in the association space for recruiting new members include search, display and social media ads.



# Search engine marketing for associations

Search ads are text-based advertisements that appear when someone searches for a particular keyword. See the screenshot below for an example of a search ad:



With search ads, advertisers pay each time their ad is clicked, which is why this form of digital advertising is called pay-per-click (PPC). Advertisers create a list of keywords they want their ad to show up for in the search results and designate a bid (how much they want to pay) for one click of that particular keyword. From there, an auction initiates every time the keyword is searched.

**For recruiting new members with Google search ads, we recommend a few different campaigns to reach audiences at varying stages of the marketing funnel.**



## 1. Branded search campaign

A branded campaign involves bidding on the keywords connected to your brand name. This type of campaign helps ensure your association appears in the first position on the search engine results page when someone looks for you. This is perfect to use if your association shares a name with another organization, or if a competing association is bidding on your brand's keywords, causing their ads to rank above your organic (AKA free) listing.

For example, AMA is the name of an extremely prominent professional association — but which one? When a potential member Googles “AMA,” the search engine results page produces:

- American Medical Association
- American Marketing Association
- American Motorcyclist Association
- Academy of Model Aeronautics
- American Management Association

Imagine if the American Management Association wanted to appear at the top of the page for searches for “AMA.” Because of their powerful competition, they would have an incredibly difficult road ahead of them to rank first organically. However, if they created a branded search campaign and paid for their brand to appear on searches for “AMA,” their ad could be the first listing users see.

With that said, a branded campaign is not essential for every association. If your association ranks No. 1 on Google for your brand name, you can rely on your organic listing and save the ad budget for a different campaign or ad initiative.

Ad copy in branded campaigns should include a call-to-action to join your association and include a sitelink extension that points searchers directly to your membership landing page.



## 2. Non-branded industry association campaign

Another type of search campaign for recruiting new members is an industry association campaign that bids on keywords an industry professional would use to find and join a professional association. For example, here are a few sample keywords that could apply to an association that serves professional nurses:

- Nursing association
- Association for nursing professional development
- Professional association for registered nurses
- Nursing organizations
- Professional nursing organizations

These searches would cater to audiences who already know they're interested in joining an association in their industry, but they're just not familiar with your association yet. Ad copy for this campaign should focus on the specific benefits and features of your organization, emphasizing why yours is the best association to join.

## 3. Professional development campaign

Last on our search engine marketing strategy list is a campaign to target colder audiences. This professional development campaign would cater to audiences who are looking to further their careers but aren't looking for an association specifically — yet, at least. Ad copy here should focus on how joining an association and being a part of a community of other industry professionals can help enrich their careers. Sample keywords here could include:

- Professional development for nurses
- Advance nursing career
- Advancing your nursing career
- Furthering your nursing career

**Note: Though this section focused on Google PPC ads, don't rule out Bing! Many professionals use Bing as their at-work search engine, and it can be effective in reaching professional audiences.**



## Display advertising campaign ideas

Google display ads are banner ads that appear on various websites across the web. These are more passive ads, as they do not appear when a user searches for their content directly. Think of them as digital billboards — they are image-based and appear all over the Internet, on websites like blogs and news sites.

Similar to search ads, advertisers only pay when an ad is clicked. Because display ads are broader and lower-intent in nature than search ads, they tend to be highly economic and tout much lower costs per click than search ads.

See the screenshot below for an idea of what a sample display ad looks like:



## 1. Awareness campaign

A simple awareness display campaign can help introduce your association to your target audience. You can target display ads in multiple ways, including by demographics and interests, or even the websites your ad is placed on.

A targeting technique to test for your first brand awareness display campaign could be to target your ads based on content, using keyword targeting.

Keyword targeting for display ads works differently than search — with display ads, the keywords you enter (like “nursing”) relate to the actual websites your ads are targeted on. In this case, your nursing association’s display ads would appear on websites that include content about nursing.

## 2. Remarketing campaign

Remarketing is a great way to stay top-of-mind with audiences who have already been to your website. By installing a Google Ads remarketing cookie on your website, you can advertise to these warm audiences to remind them to come back and join your association.

**Pro tip: Set up your remarketing campaign to only target visitors of the membership landing page of your website. This way, you’ll avoid showing irrelevant ads to your existing members who are visiting other pages of your site.**





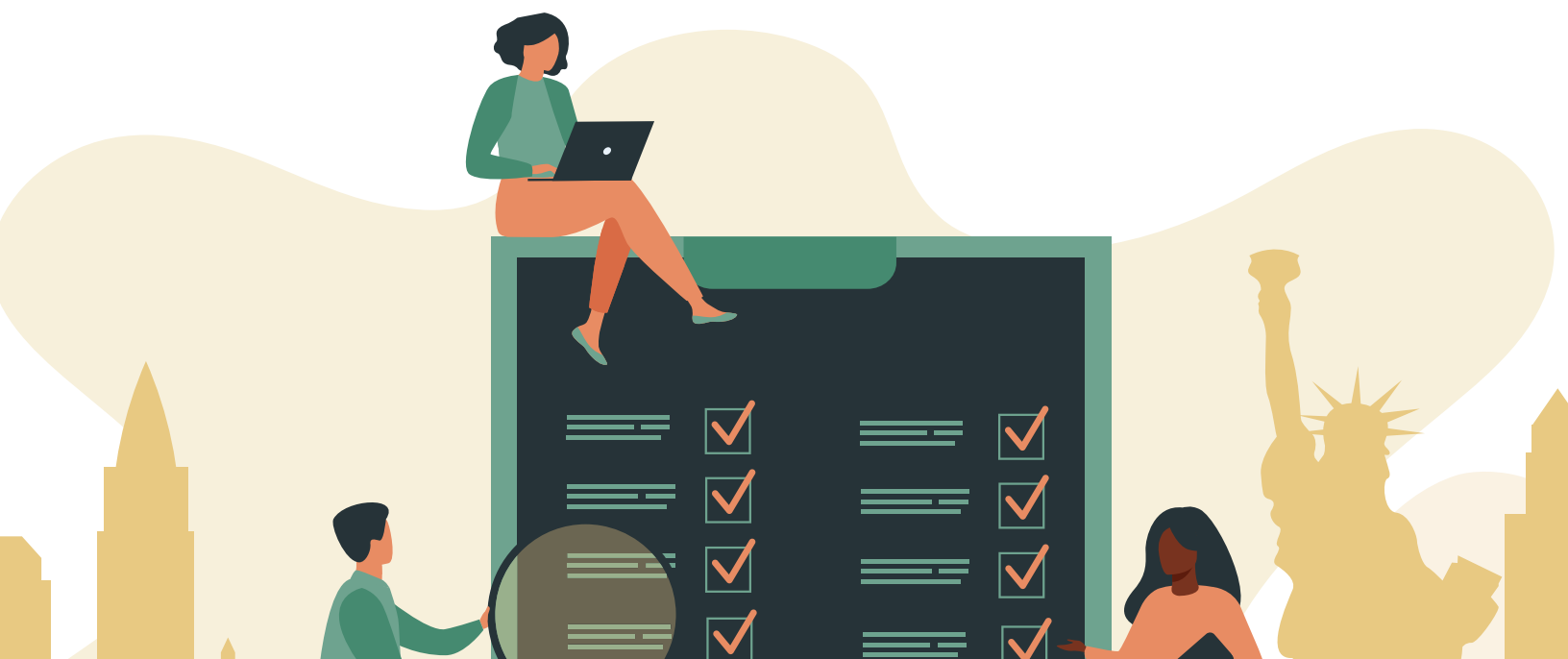
# Social media ad strategies for recruiting new members

The first key to success in recruiting new members with social media ads is to know your audience. You should fully understand your audience's interests, demographics, and communication habits before beginning to advertise because you need to meet them where they are. For example, if your association caters to fashion design professionals, a visual platform like Instagram would make sense. If your association is full of B2B professionals like accountants or tax professionals, LinkedIn would be a better pick. The main point here is this: Don't waste ad spend on networks that your audience doesn't use.

According to data compiled by Sprout Social, these are the largest age groups by platform:

- Facebook: 25-34
- Instagram: 25-34
- Twitter: 30-49
- LinkedIn: 46-55
- Pinterest: 30-49
- TikTok: 18-24
- Snapchat: 13-34
- YouTube: 15-25

Social media ads feature detailed targeting options that allow you to target potential members in a variety of creative ways. These are a few social media ad strategies and campaign ideas you can test for recruiting new members.



## 1. Cold audience brand awareness campaign

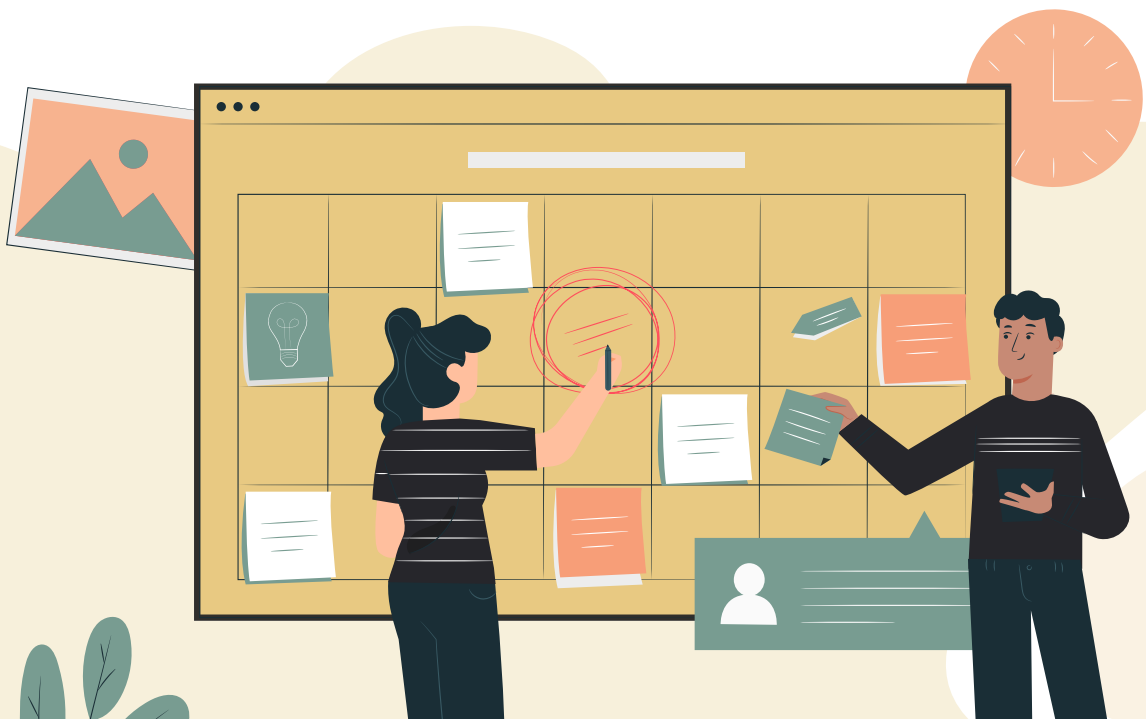
Leverage the powerful interest-based targeting capabilities of social media ads to introduce your association to brand-new audiences and generate awareness. These are some ways you can target your cold audience:

- Demographics
- Job title
- Company name
- Industry
- Industry-specific brands and interests

Pro tip: Upload a list of your existing members list and exclude this audience from your targeting. This way, you won't waste ad spend on an audience that has already converted, and your members won't be shown an ad that isn't relevant to them.

In terms of targeting professionals by job title and company, LinkedIn cannot be beat! These ads are a little on the pricey side with a required minimum daily spend of \$10, but the platform's B2B targeting capabilities are superior.

For your ad copy in this type of campaign, remember that this is a cold audience who is unfamiliar with your brand. Top-of-the-funnel ad copy should address the pain points and problems of your audience, like feeling stagnant in their career or standing out at work. In this campaign, it's a little too soon to use a "join now" call-to-action. "Learn more" is a better fit, as you just want to introduce the potential member's problem with your association as the solution at this stage. Video ads are great for this type of campaign, as they are more attention-grabbing than a still image.



## 2. Middle-of-the-funnel lead generation campaign

A lead generation social media campaign is a great strategy for recruiting new members because it helps you turn interested/familiar prospects into leads. The goal of a lead generation campaign is to collect an email address that you can use to follow up with to urge the conversion. These are some audiences you can consider targeting to recruit new members:

- Previous visitors of your membership landing page
- Fans of your social media page
- People who have engaged with your social media pages

In order to score an email address, you need to provide an offer of value. This could be:

- A content download like a report or case study
- A free webinar invite
- A giveaway

Again, you would want to exclude your list of existing members from this campaign's targeting. You should also exclude your existing leads list so you don't waste money on email addresses you already have.

## 3. Warm leads conversion campaign

Your association likely already has an email list of potential members who haven't made the commitment yet to join. With social media ads, you can create a custom audience to target this group with ads specifically tailored to their situation and position in the marketing funnel — they are already aware of your brand but need a nudge and reassurance before deciding to become a member. Here are some ideas to include in your ad creative:

- Testimonials from existing members
- Reviews
- Limited-time discounts or other incentives to take the plunge
- Free trial membership or refund if not satisfied after a trial

For bottom-of-the-funnel campaigns, you can move potential members to join by showcasing social proof, offering special incentives and freebies, mitigating risk and objections, and creating a sense of urgency.



## Section 2:

# Building member personas



Before you can start, one way to make the most of your content is to make sure it's custom-tailored to your specific audience. Having clearly defined member personas will help you better target and personalize your content so you can best serve your audience every time. Personas help you internalize and understand your ideal members so you can better communicate with them and recruit more members who are represented by that particular persona.



# What are member personas?

A persona is an imaginary representation of your ideal member. Personas contain detailed information on who the member is, along with their goals and challenges. Because your association appeals to many different types of people, you will have more than one persona that represents your ideal member.

For example, a young professional just entering the association space will not be the same as a C-suite-level executive. Each needs to be addressed and marketed to in distinct ways, and having defined personas can help you do so.

Customer personas should include the following information:

- Demographics (gender identity, age, education level, job title, familial status)
- Goals
- Preferences (events they're interested in, communication channels, how they find your association, etc.)
- Frustrations and challenges

# Ways to use your personas

Creating member personas helps you empathize with your members and leads, thereby building better connections. Personas should inform your marketing and communication strategies and can be applied in a number of ways, such as:

- Building a content strategy that speaks to each persona's interests and concerns.
- Segmenting your email marketing lists so you can address your leads and members more specifically and strategically.
- Tailoring recruitment copy to each persona, as you'll have a better grasp of their motivations and objections.
- Using the personas to plan new events and content to create since you understand what your ideal member is looking for.



# How to create a member persona

Creating member personas for your association isn't a guessing game. Instead, it's backed by real data and insights. Follow these steps to learn how to effectively create member personas that reflect your ideal members.

## 1. Analyze the data you have at hand

Dig through your applications and CRM software to glean demographic information and common recurring patterns. In addition to demographic information, review surveys to find out why they said they joined your association.

Ask employees on the member recruiting and engagement teams for details on the type of leads they interact with most, and what insights they have based on their experience.

Don't forget to dig into your digital data, too! Google Analytics, Google Ads, and social media marketing tools are gold mines for unlocking audience insights. You can collect interesting demographic, behavioral, and affinity information from these platforms.

## 2. Interview members

Go straight to the source. Line up interviews with some of your current members to learn about their goals and pain points. Ask them about why they joined, how they found you, where they get their industry resources from, and what they like and don't like about your association. Though it might be a more difficult conversation, be sure to speak with members who are less engaged, recently left, or aren't as happy with your organization as others. This will unlock some valuable insights into their challenges as well as opportunities for your association to improve.



### 3. Break down your data into like categories

Consolidate and categorize the data you've collected, and break them into about 3-5 segments. The different segments you create will become your individual personas. Go ahead and give each persona a name — this helps with both humanization and recall.

### 4. Build your member personas

Create a layout for your personas in a visual tool that's easy to edit and update — slide decks work great for this, as you can have an individual slide for each persona. Your layout should include areas for a name, photo, background information, demographics, motivations, challenges, and a quote.

See this [example member persona from Adobe](#) for inspiration:

**Clark Andrews**

AGE 26  
OCCUPATION Software Developer  
STATUS Single  
LOCATION San Jose, CA  
TIER Experiment Hacker  
ARCHETYPE The Computer Nerd

Friendly Clever Go-Getter

**Motivations**

- Incentive
- Fear
- Achievement
- Growth
- Power
- Social

**Goals**

- To cut down on unhealthy eating and drinking habits
- To measure multiple aspects of life more scientifically
- To set goals and see and make positive impacts on his life

**Frustrations**

- Unfamiliar with wearable technology
- Saturated tracking market
- Manual tracking is too time consuming

**Bio**

Aaron is a systems software developer, a "data junkie" and for the past couple years, has been very interested in tracking aspects of his health and performance. Aaron wants to track his mood, happiness, sleep quality and how his eating and exercise habits affects his well being. Although he only drinks occasionally with friends on the weekend, he would like to cut down on alcohol intake.

**Personality**

Extrovert Introvert  
Sensing Intuition  
Thinking Feeling  
Judging Perceiving

**Technology**

IT & Internet  
Software  
Mobile Apps  
Social Networks

**Brands**

Nike +  
31, Heart, Checkmark

Credit: [Adobe](#)



## 5. Write your persona's story

This is where you flesh out all of the information you learned from your data collection and interviews to create well-rounded personas and define who each of your personas truly is. Here's an example:

Mallory the Young Professional

- **Age:** 26
- **Gender:** Female
- **Education level:** Master's degree
- **Family:** Single, lives with roommates
- **Job title:** Logistics coordinator
- **Income:** \$48,000
- **Location:** Charlotte, NC
- **Background:** Mallory has worked for the same company in the logistics industry for a few years. It's her first "real" job after college. She has been promoted above the entry-level position she started at, but she wants to increase her salary to help her cover her student loans and bills. She enjoys earning and takes pride in her strong work ethic. She invested in her education and is eager to reap the benefits.
- **Goals:**
  - Accumulate more industry knowledge
  - Network with others in the industry
  - Earn a promotion or find a higher-level position at another company
  - Pay off student loans as quickly as possible
  - Move to her own place without roommates
- **Frustrations:**
  - Doesn't feel fulfilled in her current job
  - Doesn't feel like she's using her education to the fullest extent
  - Membership cost is a challenge for her budget
- **Preferences:** Mallory prefers digital communication. She reads texts, emails, and is active on social media. She doesn't like talking on the phone or the waste that comes with paper-based communications.
- **Quote:** "I know I'm still in the early stages of my career, but I'm ready to hustle and advance. I love this industry, but I wish the job I was doing was more impactful and important. I want to expand my knowledge and network with experienced pros so I can move up in my career."





## 6. Strategize how you'll connect with each persona

Mallory the Young Professional and Bob the Business Owner are not the same people, and the way you address each should reflect that. Once you've developed your member personas, write a short elevator pitch for your association that will resonate with each specific persona, speaking to their motivations and pain points.

**Now that you've built your personas, the next thing to do is put them into action. The better you know your audience, the better you can serve and communicate with them. Keep your personas in mind for all of your sales and marketing activities, from content planning to converting new members.**



# Section 3:

# Paid advertising 101



## Paid advertising 101

Google Search Ads.....	19
Facebook Ads .....	30
LinkedIn Ads .....	37



# Google Search Ads



When someone searches for a keyword related to your organization, you want your website to rank at the top of the Google results page every single time. The key to doing so lies in a long-term effort: search engine optimization (SEO). The challenge of SEO, though, is that it can be a slow-moving process that takes time to produce results. Association marketers who want to fast-track their websites to the top of the search engine results page look to Google Search Ads for an immediate solution.

Google Ads are known as PPC (pay-per-click) advertising. This means exactly what it sounds like - you pay when your ads are clicked. As an advertiser, you have control over which keywords trigger your ads. Advertisers bid, or say they will pay a max amount, for one click on a specific keyword. The costs per click (CPC) can vary widely depending on the industry and level of competition.

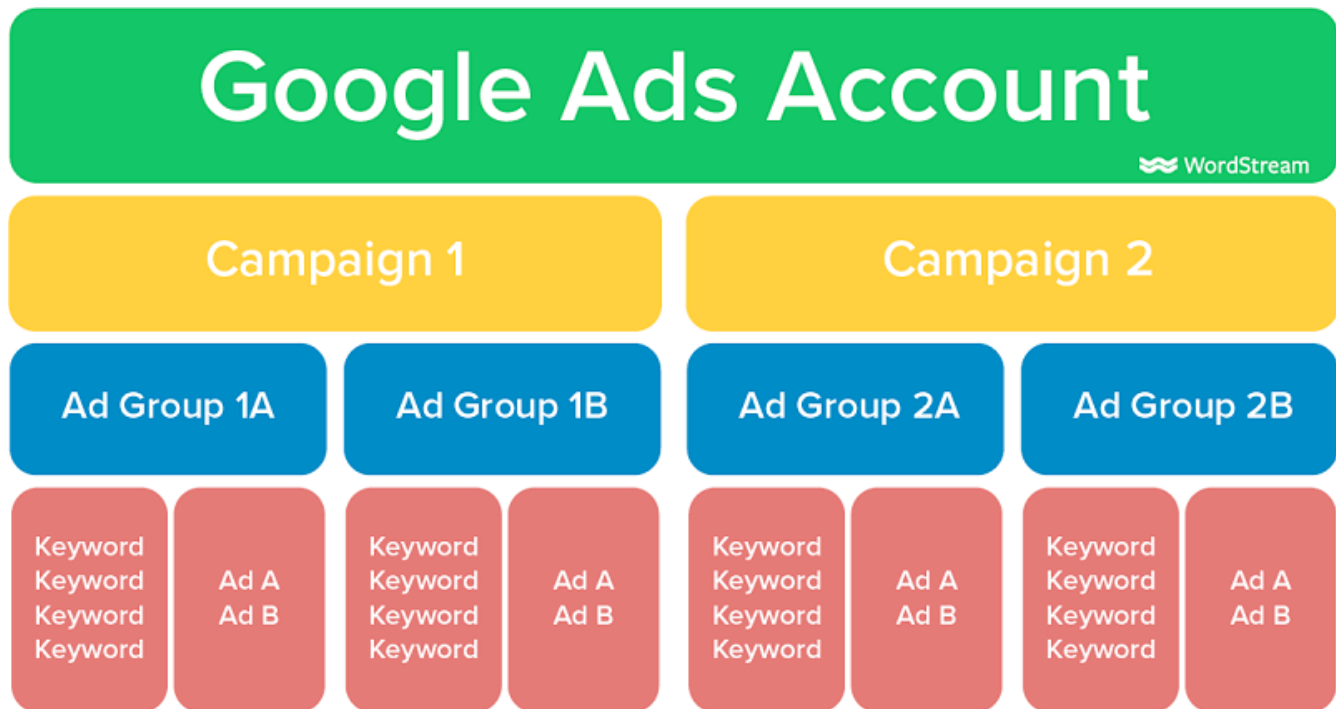
**Pro-tip:** Google Ads offers grants up to \$10,000 per month for nonprofits and charities. Your association or membership-based organization might qualify, do be sure to check out Google Ad Grants to see if you can take advantage of this offer.

If you want to learn how to set up your first Google Ads campaign, use this guide to get started!



## Google Ad Basics

When creating your first campaign, you'll need to first understand the basic account structure:



[Graphic from Wordstream](#)

- 1. Campaigns:** The highest level of organization within an ad account. Your campaign is the primary goal you want your ads to achieve. Within each campaign, you can have multiple ad groups.
- 2. Ad groups:** These are organized groups of keywords that live within campaigns.
- 3. Keywords:** These are the individual phrases your ads will show up for when someone conducts a search. They are organized inside ad groups. You can also have negative keywords that prevent your ads from showing up for certain terms.
- 4. Ads:** This is your actual advertisement, with headlines, descriptions, extensions, and a link to your website. Ads should be written to include the ad group's target keywords.



# How To Create Google Search Ads for Associations

## 1. Create and set up your Google Ads account

[Sign up for Google Ads here](#) using a Gmail address. Make sure you use an email account that is connected to your association. Using a personal account only one person has access to can cause a big administrative headache.

Fill out your business and billing information. If you will be tracking conversions, such as new member registration, phone calls, purchases, or another action, you'll want to set these up before your ads start running.

- Navigate to tools and settings > conversions.
- Create a new conversion action.
- Choose if your conversion will be imported from Google Analytics (you'll need to link both accounts in order to do this), phone calls, or your website.
- When you select website, which is the most common type of conversion to track, you'll answer a few questions and be given a tag to add to your website.
- Add the tag to your website through Google Tag Manager or by adding it to your website code.

## 2. Get organized: plan out your campaigns and ad groups

Start getting organized by breaking down your offerings into groups. (The structure of your website might help with this organization!) Think about what your association's goals are and what you want to promote.

**Ultimately, these categories will turn into your campaigns and ad groups.**

Campaigns for associations might include Membership, Events, Training, Certification, and other core categories. Within each campaign, ad groups would be more targeted. For example, within the certification campaign, your association could have specific ad groups for each type of certification you offer. Within the membership campaign, you may have distinct ad groups that target each stage of the funnel. Read this post for search ad strategy ideas.

## 3. Research keywords

Within each ad group fall relevant keywords. Use the structure you mapped out, along with your website copy, to create a list of seed keywords. This list won't be perfect, but it's good to start with a general idea of which search terms you want your ads to appear for.

**That seed list can then be validated by data found in the keyword research process.**

Google has a free tool called Keyword Planner that's helpful in understanding how competitive your target keywords are, how often they are searched, and how much you can expect to pay for a single click. Keyword Planner can also help you discover related relevant keywords your audience is searching for that you may not have thought of before.

Use this to gather your keyword list sorted by ad group.



#### 4. Write ads

Your ad copy should include the keywords you're bidding on in the copy as much as possible. You'll also want to include multiple ads in each ad group to test the best-performing copy to find out what resonates most with the target audience.

Google search ads are limited in characters:

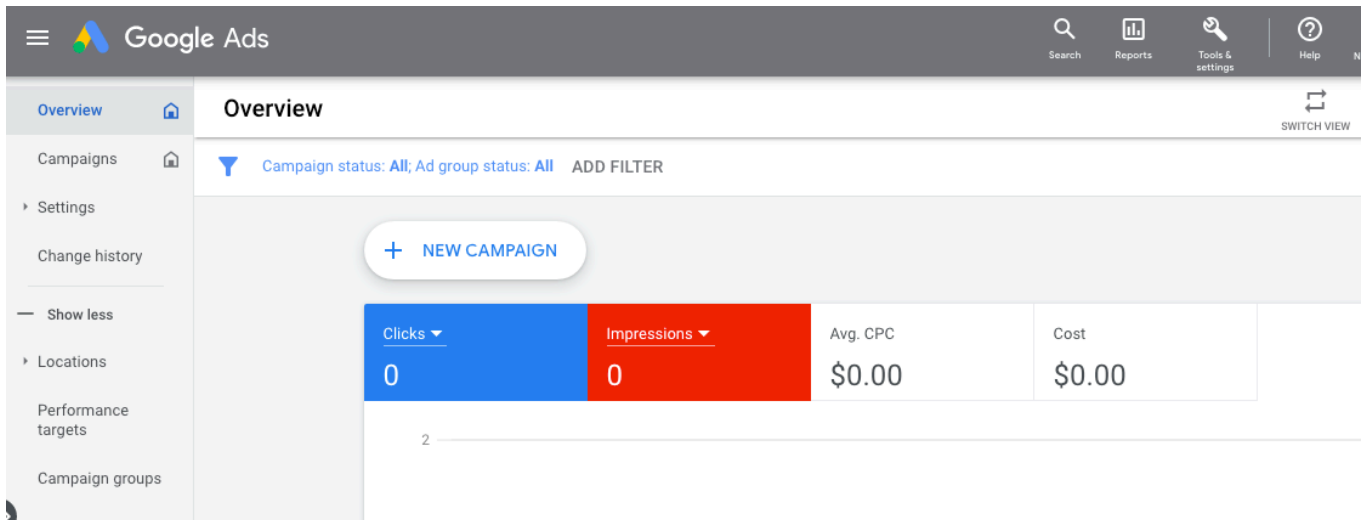
- Each headline can have 30 characters
- Each description can have 90 characters

#### 5. Set up and launch your campaign

Now that you have your foundation laid and strategy planned out, it's time to set up your campaign!

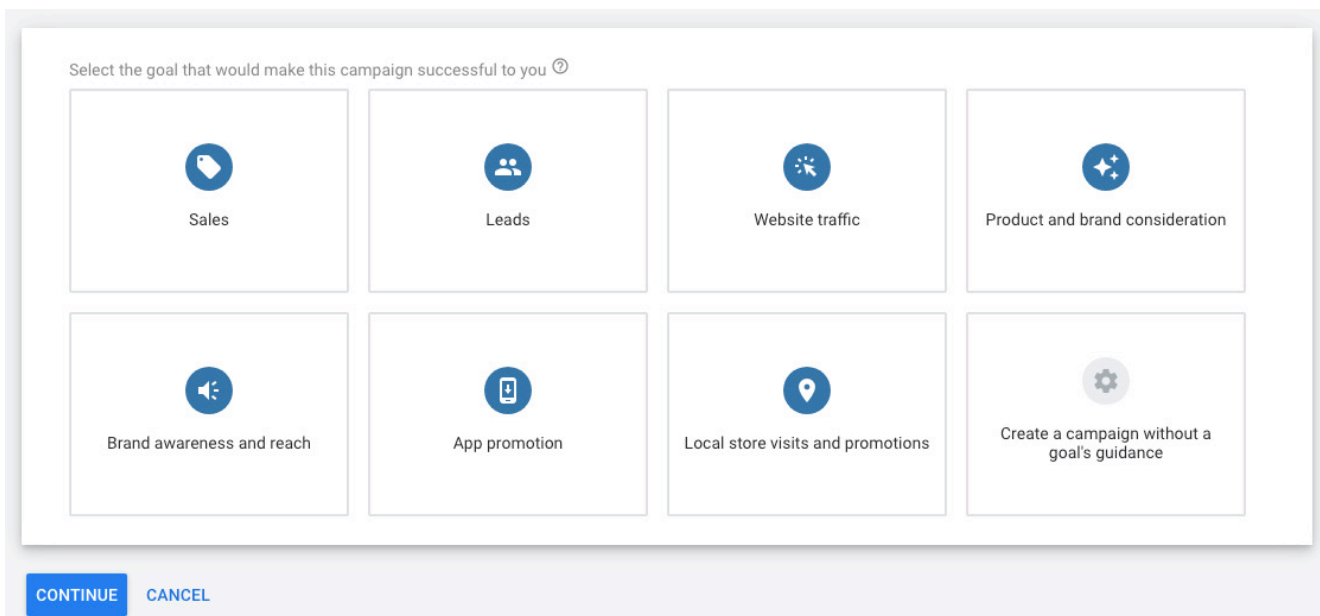
Open Google Ads, click on the tools icon, and select expert mode. This will give you more control over your campaigns and settings.

Press New Campaign.



This will bring you to a guide that walks you through everything you need to do to set up your campaign, starting with goal selection. Choose the goal that best describes what you want your campaign to achieve. Or, if you want to manually choose a bid strategy or manage your account, you can select "Create a campaign without a goal's guidance."





Depending on which goal you select, this will open different campaign types and ways to measure your goal.

Select **search** as your campaign type. (If you plan to create a display or YouTube ad later, do it separately.)

**Note:** Be sure to set up conversion tracking so you can be sure to measure leads, sales, and other conversions acquired through Google Ads.

Next, you'll set a daily budget indicating how much you want to spend per day.



**New campaign** SEARCH REPORTS TOOLS & SETTINGS HELP NOTIFICATIONS

**Budget** ^

Set your average daily budget for this campaign

\$ \_\_\_\_\_

For the month, you won't pay more than your daily budget times the average number of days in a month. Some days you might spend less than your daily budget, and on others you might spend up to twice as much. [Learn more](#)

**Bidding** ^

What do you want to focus on? ?

Clicks ▼

Recommended for your campaign

Set a maximum cost per click bid limit

This campaign will use the **Maximize Clicks** bid strategy to help you get the most clicks for your budget

[Or, select a bid strategy directly \(not recommended\)](#)

**Ad rotation** ^

Optimize: Prefer best performing ads

Do not optimize: Rotate ads indefinitely

Optimize for conversions (Not supported)

Rotate evenly (Not supported)

Show ads that are expected to get more clicks or conversions. Recommended for most advertisers.

Choose the metric you want to optimize your ads for, whether it's clicks, conversions, or something else. This ties directly to the bid strategy your campaign will use.

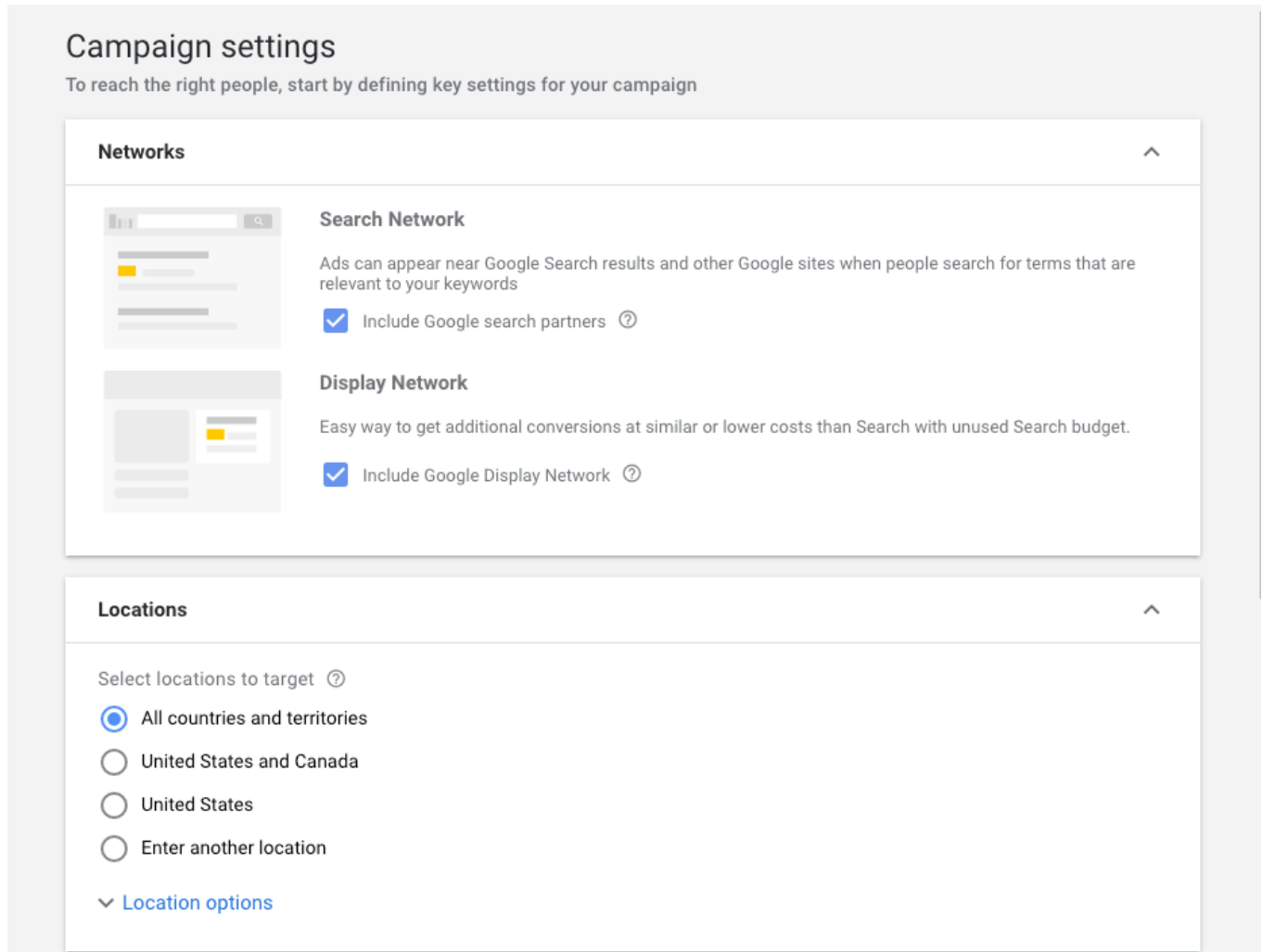
On this page, you have the ability to choose more settings, like ad rotation and selecting which conversion actions to track for the specific campaign. You may have multiple different conversions in your ad account, but not every conversion will be the right fit for each campaign. For example, the conversion goal for a membership campaign could be a new member registration, but a conversion for a training events campaign could be a ticket purchase. Both conversions would live in the same ad account, but you'd select which conversion action is the right fit for your goal at the campaign level.

Ad rotation refers to how you want Google to choose which ads to show — it can rotate them indefinitely or display the top performers. More hands-on advertisers typically prefer to rotate ads indefinitely so they can collect data on their ads and messaging and make revisions manually.





Next up are campaign settings, with networks, locations, language, audiences, and more ad settings.



For networks, uncheck display network, and uncheck “include Google search partners” unless you have a large, generous budget. Including search partners can open your ads up to a wider audience that may be less relevant.

Choose any specific locations you want to target and select your audience’s language.

The next setting is audience targeting. Because your search campaign is based on keywords, you’ll likely want to skip this section. Selecting specific audiences with the “targeting” option will prevent your ads from showing to people who search for your keywords if they don’t meet the criteria of your selected audience. Observation audience targeting provides you with insightful data on who your audience is and how different groups interact with your ads, but it’s not necessary for those just starting out with Google Ads.



**Audiences** ^

Select audiences to add to your campaign. You can create new audiences in [Audience Manager](#). ?

SEARCH    BROWSE	None selected <a href="#">CLEAR ALL</a>
<p>🔍 Try "advanced degree"</p> <p>▼ Show: <b>Recent and ideas</b></p> <p><input type="checkbox"/> Select all (15) <span style="float: right;">^</span></p> <p><input type="checkbox"/> <u>Sports &amp; Fitness</u> Based on advertisers like you</p> <p><input type="checkbox"/> <u>Business Professionals</u> ⓘ Based on advertisers like you</p> <p><input type="checkbox"/> <u>Foodies</u> ⓘ Based on advertisers like you</p> <p><input type="checkbox"/> <u>TV Lovers</u> ⓘ Based on advertisers like you</p> <p><input type="checkbox"/> <u>Social Media Enthusiasts</u> ⓘ Based on advertisers like you</p>	<p>Select one or more audiences to observe.</p>

Audiences targeting setting for this campaign ?

**Targeting**  
Narrow the reach of your campaign to the selected audiences, with the option to adjust the bids

**Observation (recommended)**  
Don't narrow the reach of your campaign, with the option to adjust the bids on the selected audiences

From this screen, you can also set custom start and end dates and an ad schedule indicating what days and times your ads should run. Some associations opt to run ads only on the weekdays to conserve budget, though this could potentially limit showing up for qualified audiences who search over the weekend.



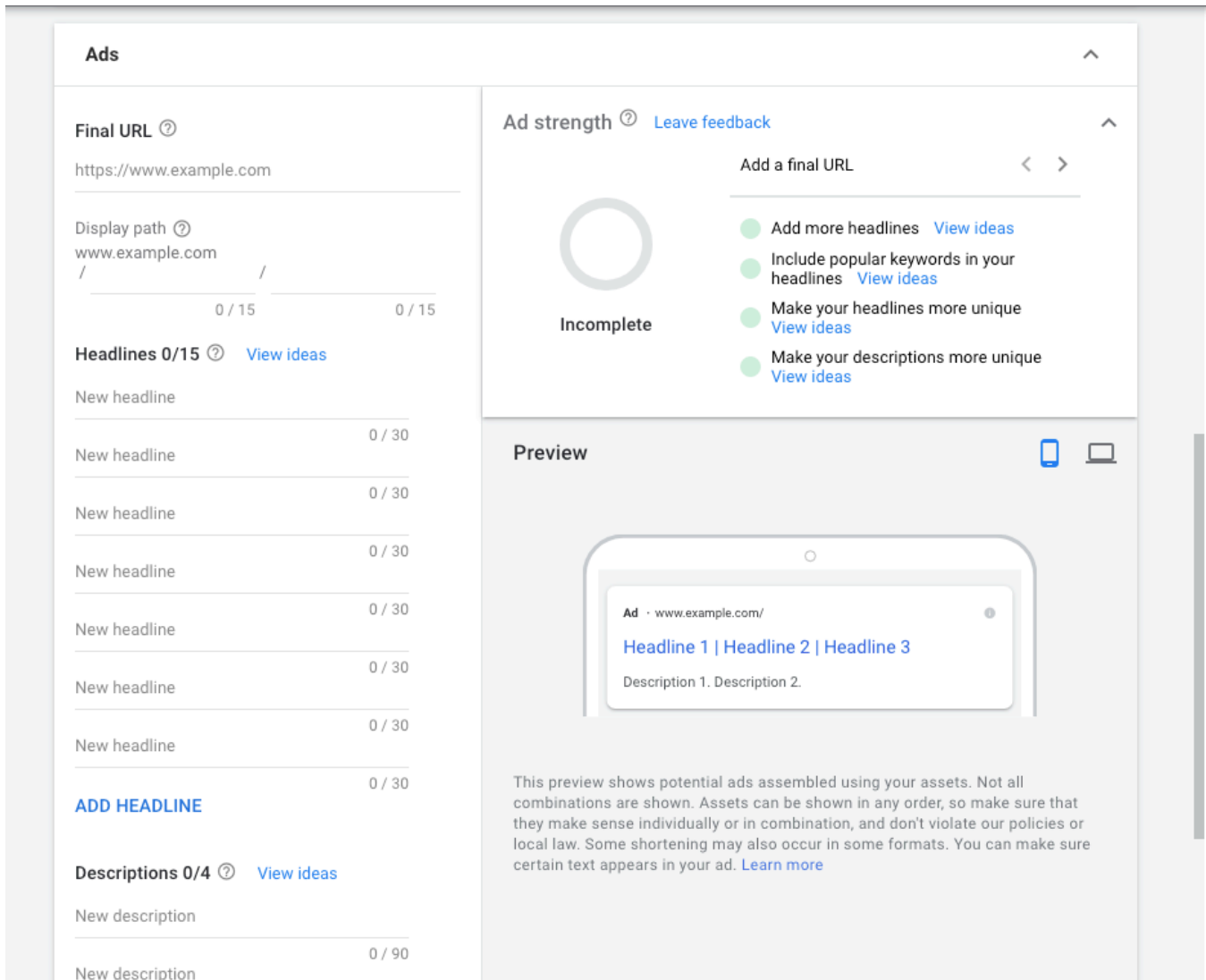
Next up: keywords and ads.

The screenshot shows the 'Keywords and ads' section for 'Ad group 1'. At the top, there's a title 'Keywords and ads' and a subtitle: 'Ad groups help you organize your ads around a common theme. For the best results, focus your ads and keywords on one product or service.' Below this, the 'Ad group 1' header includes an edit icon and a trash icon. The main content area is titled 'Keywords' and contains a 'Get keyword suggestions' section with two input fields: 'Enter related web page URL' (with a link icon) and 'Enter products or services' (with a storefront icon). A 'GET KEYWORDS' button is positioned below these fields. The 'Enter keywords' section follows, with a subtitle: 'Keywords are words or phrases that are used to match your ads with the terms people are searching for'. It features a large text area with the placeholder text 'Enter or paste your keywords, one word or phrase per line'. At the bottom of the interface, a note states: 'Match types help control which searches can trigger your ads'.

Here, name your first ad group and input the relevant keywords. Remember to keep your keywords tailored to that specific theme or topic — you don't want your entire account's keywords in a single ad group. There are different types of keyword match types — read this to familiarize yourself with the different types and when to use them.

On the same screen, you'll create your first responsive ad that matches the ad group. Make sure your landing page matches the keywords to improve your quality score and reduce your cost per click. For example, if this ad group targets non-branded membership-related keywords, don't enter your home page as the final URL. Instead, use your membership landing page as the final URL. This provides a better user experience for your audience.





Add up to 15 30-character headlines and four 90-character descriptions. If there are any specific headlines or descriptions you want to appear every time your ad is shown, you can hover your mouse over the right side of the field and pin them to a certain position.

If your campaign will contain more than one ad group, press “Create another ad group” and repeat the process.

After you create your ad group, Google will guide you to create extensions to go with your ad. These provide more information and help your ad take up more real estate on the search engine results page. Sitelinks, which provide navigational links to other pages of your website, and callouts, which provide 25 more characters for you to highlight your benefits, are two great options for associations.



You can also consider other types of ad extensions, like:

- Call
- Structured snippet
- Lead form
- Price
- Promotion

This is an example of an ad with call, callout, and sitelink extensions:

**Ad** · <https://www.ama.org/> ▾ (877) 968-4551

## American Marketing Association - AMA Annual Membership

You'll Gain Access To Exclusive **Marketing** Content That Will Boost Your Knowledge & Career. Become Part Of the AMA Community and Connect With Other Dedicated **Marketing** Professionals. **Marketer's** Toolkits. Exclusive Content. Live & On-Demand Webinars.

### About AMA

Leader in  
Marketing Knowledge

### Training

Marketing Analytics,  
SEO and More

### Certifications

Digital, Content  
and Sales Courses

### My AMA Daily

Get Original Content from the  
American Marketing Association

Because of the extensions, it takes up more than twice the amount of space on Google a regular ad would!

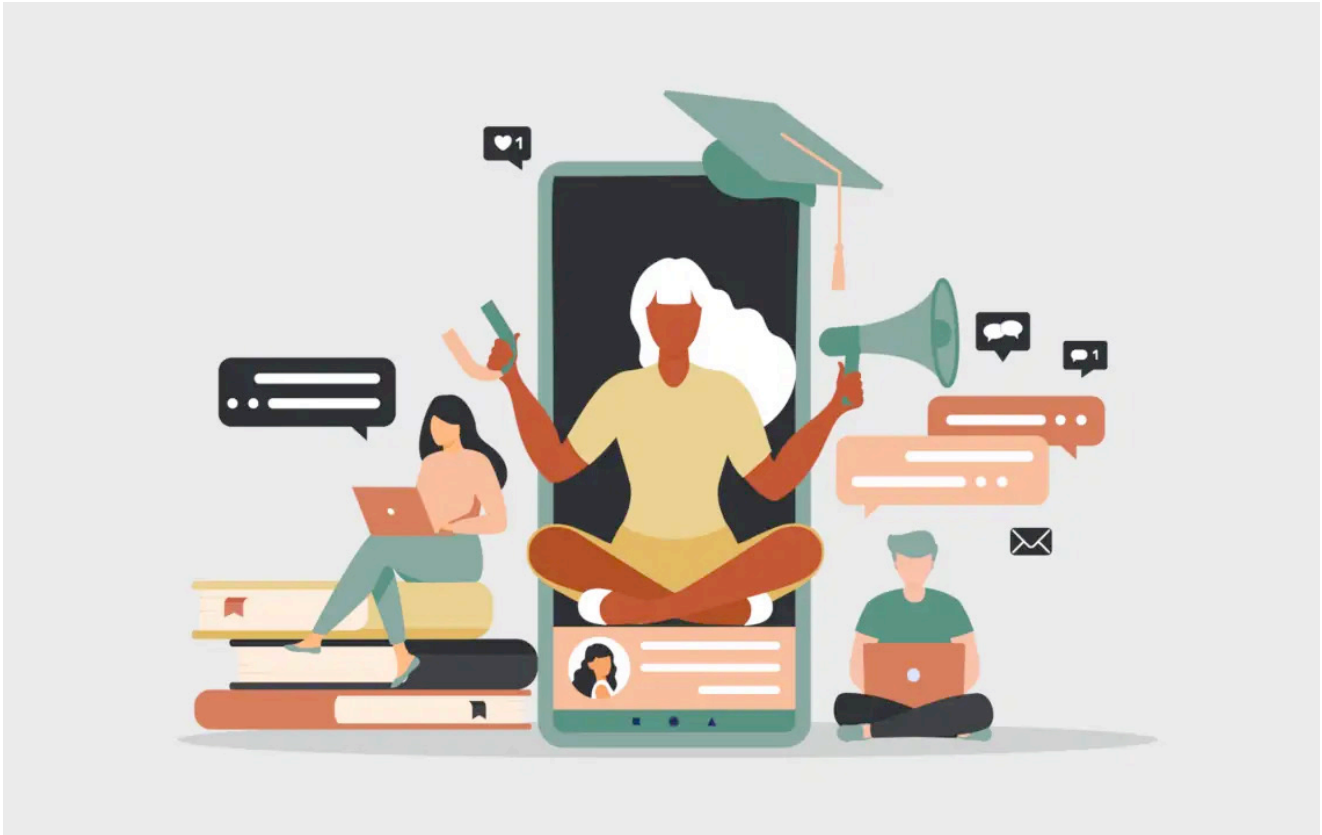
After you've added extensions, you have the chance to review your campaign before it goes live. Triple-check your budget, make sure your ad groups are organized, your ads have no typos, landing pages work, and all of the settings are correct.

If everything looks good, it's launch time! After your campaign is live, be sure to monitor your performance to see how it's doing. Check your click-through rate, cost per click, conversions and conversion rates, as well as your search terms report. Your search terms report shows you the exact phrases people entered in Google to trigger your ad and is a goldmine of new keyword ideas and negative keywords to add to your list.

To learn more about Google Ads before spending any of your budget, Google offers an excellent free resource: training and certifications through [Google Skillshop](#). This is a great way to familiarize yourself with the essential Google Ads concepts and how it works.



# Facebook Ads



Do you want to take your association's Facebook Ads game a step above boosted posts? For social media ads that reach your target audience and achieve your goals, Facebook Ads may be the way to go. Association marketers are likely familiar with Facebook's throttling of organic reach, so many organizations may need to rely on ads to boost engagement and awareness within their target audience.

If you want to learn how to set up and run Facebook Ads for your association, here's the ultimate guide to getting your Facebook Ads campaigns started.

**Let's get started.**



# How to create a Facebook Ads campaign

## 1. Create a Facebook Ads account

If your association does not have one already, you should be conducting your official page activities within a Business Manager account. The ad account should be created within the association's [Business Manager](#) — not under an employee's personal account.

Once you have created your Facebook Business Manager account, you will need to head over to Facebook's [Ad Manager](#) and create an account, which will allow you to see an overview of all existing ads and campaigns.

To access your Ads Manager account:

- Visit <https://www.facebook.com/business/tools/ads-manager>.
- Click 'Go to Ads Manager'
- Confirm the information for your business page on the ad account setup page and add a payment method.
- Save your changes.

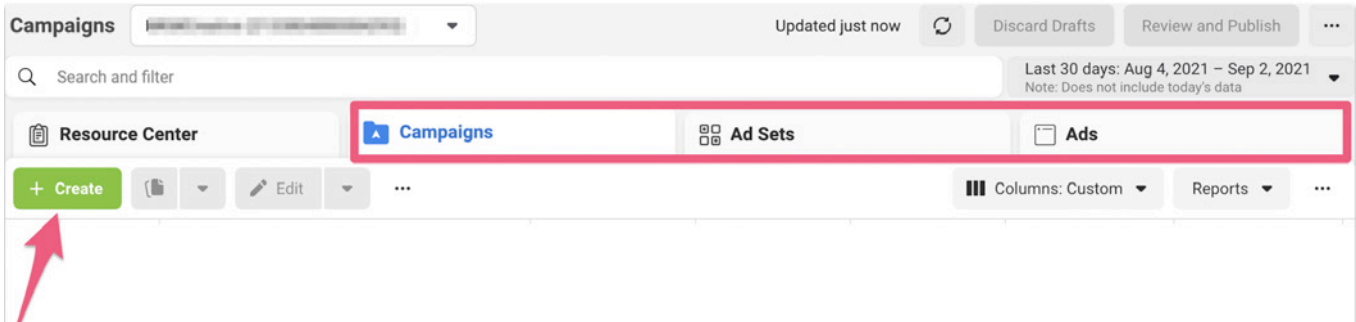
After your ads account is set up, you can use this page to find any and all information on your current, past, and upcoming ad campaigns on Facebook. As you begin to navigate through your dashboard, keep in mind that Facebook ads are broken down into three elements:

- 1. Campaigns** house all of your existing ads and assets. They have a single, overarching goal. (We'll get to that in the next section!)
- 2. Ad sets** separate your consumers into separate audiences if you are marketing to groups with different characteristics and control your targeting.
- 3. Ads** live within ad sets. They contain the creative, which includes the images and text you want to advertise to the audiences within your ad sets.

Each campaign can have multiple ad sets, or target audiences. Within each ad set, you can have multiple ads. You should have multiple distinct ad sets and A/B versions of your ad creative so you can test which are most effective.



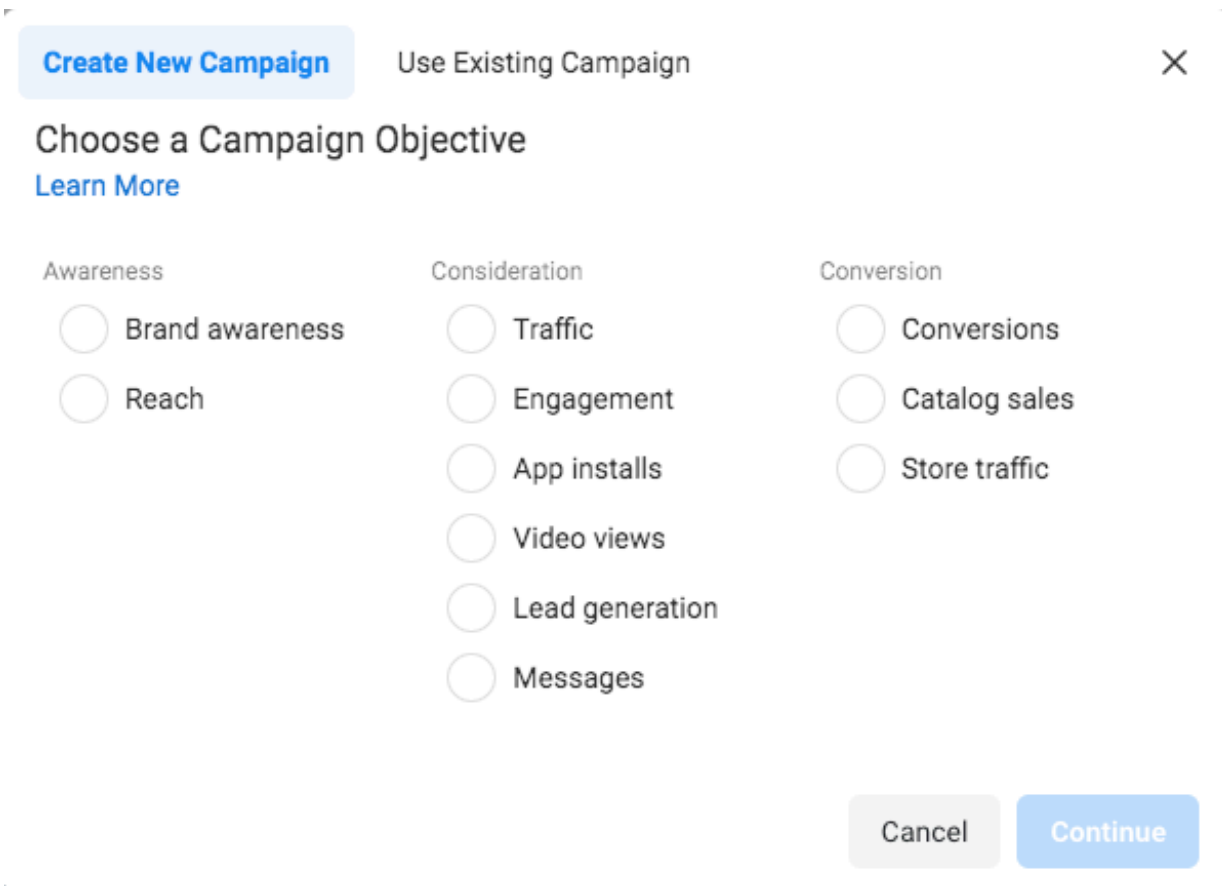
Once you are logged into your Facebook Ads Manager, you will see tabs at the top where you can filter between your campaigns, ad sets, and ads.



Now that you've dug through the Facebook Ad Manager platform, you're ready to create your first campaign! Click the green 'Create' button on the top left of your dashboard to get started.

## 2. Choose a campaign goal

When you click 'Create' within the Facebook Ads Manager, the first box that pops up will ask you to choose your campaign objective, as seen below. This is the primary goal you want to accomplish. The campaign objective will determine how your ads operate.





As seen above, Facebook provides three main objectives for ads that mirror the marketing funnel: awareness, consideration, and conversion. These are then divided into more specific goals. Depending on your association's target audience and business development over time, objectives may vary from campaign to campaign, so be sure to pick carefully each time!

During this step, you can also name your campaign, ad set, and ad. Be sure to create a specific and memorable name to easily keep track of your campaigns! I like to include the objective at the beginning of my campaign names because it's easy to tell which campaign is which.

### When to choose which Facebook campaign goal

Not all campaign goals are an appropriate fit for associations. The three campaign types that are likely the best fit for associations are **traffic, lead generation, and conversions**.

- **Traffic:** Choose traffic when you want to send people to a specific web page. Traffic
- **Lead generation:** These ads include a lead form that allow you to capture information about your audience. For this campaign type to be successful, you must offer something of value.
- **Conversions:** Run a conversions campaign when you want to push bottom-of-the-funnel leads to join, buy a resource, register for an event, or take another conversion action.

### 3. Build your target audience

Choosing your audience is critical for the success of your Facebook Ads. In the Ads Manager, you can configure a specific target audience for each ad set you create. You should experiment with multiple targeting options to find the ideal audience for your association's goals — especially if you are new to Facebook Ads.

When deciding on the type of audience that would work best for your ads, always default back to your main objective. For example, a narrow, highly-targeted audience will work best for a bottom-of-the-funnel conversion campaign. But you may want to opt for a broader audience if you are aiming for general brand awareness or advertising an offer that appeals to the majority of individuals.

There are many different targeting lists offered by Facebook. You can target your audience by:

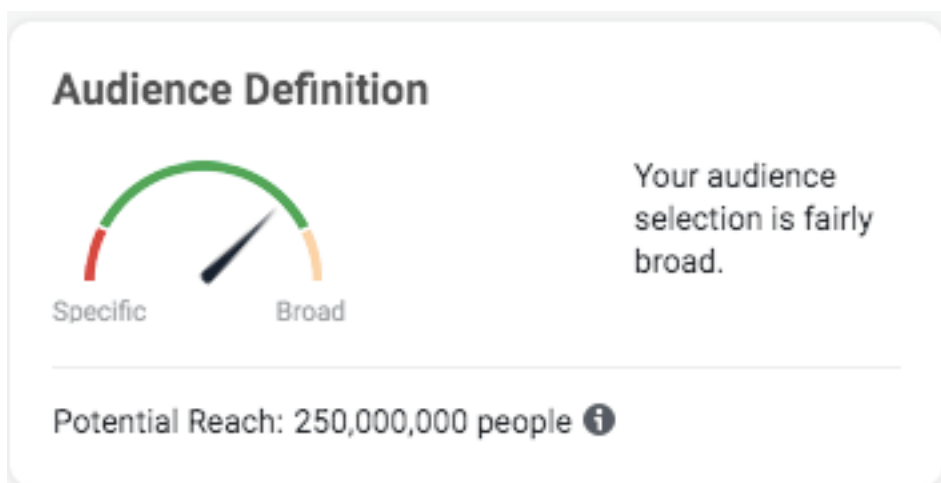
- Demographics
- Location
- Stage of life
- Interests
- Behaviors
- Email address
- Lookalikes of people similar to your email list
- People who visited your website
- People who have watched your videos
- People who are connected to certain pages, apps, or Facebook events



Spend some time browsing these lists to find the ones that fit your target audience most closely. It's a little scary how many options there are!

Keep in mind when you are creating audiences that you can exclude certain people as well. For conversion campaigns, you would want to exclude people who have already signed up, purchased, or accepted your offer to ensure you don't waste any of your ad budget on those who have already converted.

When creating your audience, Facebook will let you know if your potential reach (how many people can see your ad) is too small, too large or right on the money. Just be sure to check out the meter (pictured below) as you are creating your ad sets!



#### 4. Set a budget

When setting a budget for your Facebook Ad(s), it is important to understand the two approaches that Facebook allows: Daily Budgets and Lifetime Budgets.

**Daily budgets** run continuously throughout the day, with Facebook pacing spending based on a per day basis. To use daily budgets, you must spend at least \$1 per day on each ad set.

**Lifetime budgets** run for a specific length of time, with Facebook pacing spending over the time period that you want the ad to run. Keep in mind that the minimum spend 'per day' is still \$1 in this case (i.e., if you run an ad for 10 days, your budget must be at least \$10).



## 5. Upload ad creative

When choosing the type of ad you'd like to run, the two most popular options are single image ads and carousels. Links display one image, while carousels display three to five scrolling images. Generally, carousel ads are most effective when you want to highlight multiple products, services, or benefits in a single ad.

### Ad Setup

Create Ad 

### Format

Choose how you'd like to structure your ad.

- Single Image or Video**  
One image or video, or a slideshow with multiple images
- Carousel**  
2 or more scrollable images or videos
- Collection**  
Group of items that opens into a fullscreen mobile experience

### Fullscreen Mobile Experience

- Add an Instant Experience**

**Note** that depending on your initial campaign objective, there may be more or fewer ad type options recommended by Facebook. Find out more about other Facebook ad types [here](#). You can also customize your ad design based on the placement of your ad — e.g., creating a custom design specifically for ads that run on stories. This is a little more advanced, though, and not required for setting up a basic campaign!



When working on creative for Facebook Ads, keep these tips in mind:

- Keep text on images minimal.
- Keep headlines to 25 characters and
- Use videos and incorporate movement when possible.
- Customize ad copy to the specific audience in your ad set.
- Make sure your landing page content matches your ad copy.
- Use high-quality images.
- A square 1080x1080 image will work in most placements.

The biggest piece of advice for creating effective Facebook campaigns is to test, test, test! “Best practices” may tell you that short ad copy performs best, but you might find that your audience engages more with ads that have long-form copy. Test different images, text variations, emoji usage, calls-to-action, and more! Your top-performing ads may surprise you.

## 6. Launch your campaign

Once your creative is finalized and uploaded, you are ready to run your Facebook ad! Click ‘Publish’ on the bottom left of your Ad Manager to launch your campaign.

After the campaign has launched, you can log into Facebook Ad Manager to see how it’s performing. Pay attention to impressions, clicks, frequency, engagement, click-through, rate, and more. From there, you can use these insights to build knowledge on your target audience and continue creating successful ads in the future!



## LinkedIn Ads



For many professional associations, LinkedIn is the social media network where their members and potential members spend the most time. That’s why advertising on this powerful platform is a no-brainer for reaching professional audiences.

LinkedIn’s advertising platform is able to fill gaps left open by other platforms like Facebook and Instagram. For example, while Facebook’s job title targeting capabilities are limited, LinkedIn is able to go into deep detail, allowing users to target ads to audiences by their job titles, seniority levels, functions, and even company name or size.



Another benefit of LinkedIn advertising that many association marketers struggle with on other platforms is contact list matching. It's common for associations' email lists to consist of their members' and leads' work email addresses. This often presents challenges when creating custom audiences or lookalike audiences on Facebook and Instagram because those platforms are usually connected to the users' personal email address, which the association may not have. LinkedIn, on the other hand, is more likely to have its users' work emails, making matched audiences for professionals more effective.

If LinkedIn Ads sounds like the right fit for your association, follow this guide to set up your ads account and kick off your first campaign!

## 9 Steps to create a LinkedIn Ads campaign

### 1. Create a LinkedIn Ads account

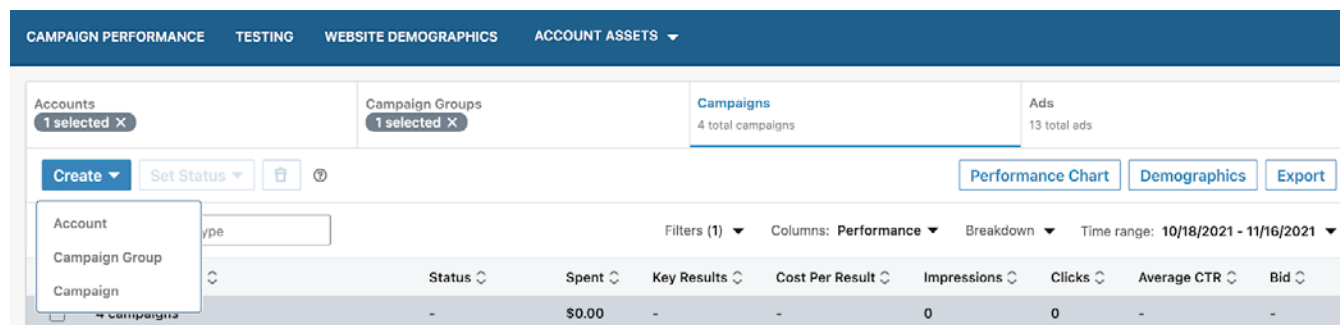
In order to advertise on LinkedIn, your association needs a pre-existing LinkedIn company page.

Next, head over to the Campaign Manager to set up an ad account. It's an easy, painless process. Follow the guide to name your ad account, connect it to your company page, add billing information, and add other users who will need access to the ad account.

After your ad account is set up, the Campaign Manager is where you can go to find reporting data on your past and current ad campaigns.

### 2. Create a campaign group

A campaign group is a way to organize multiple campaigns and manage their statuses, schedules, and budgets. In most cases, associations will likely need only one campaign group and can manage multiple campaigns within a single group. But if you are planning to manage and run multiple different campaigns with different goals at the same time, it may be beneficial to set up different campaign groups.



The screenshot displays the LinkedIn Campaign Manager interface. At the top, there are navigation tabs: CAMPAIGN PERFORMANCE, TESTING, WEBSITE DEMOGRAPHICS, and ACCOUNT ASSETS. Below this, there are four main sections: Accounts (1 selected), Campaign Groups (1 selected), Campaigns (4 total campaigns), and Ads (13 total ads). A 'Create' dropdown menu is open, showing options for Account, Campaign Group, and Campaign. The main content area shows a table with columns for Status, Spent, Key Results, Cost Per Result, Impressions, Clicks, Average CTR, and Bid. The table currently shows one row with values: Status: -, Spent: \$0.00, Key Results: -, Cost Per Result: -, Impressions: 0, Clicks: 0, Average CTR: -, Bid: -. There are also buttons for Performance Chart, Demographics, and Export.



### 3. Choose a campaign objective

Next, after you've created a campaign group, it's time to set up your first campaign. In the dropdown that falls when you select the blue "Create" button, choose "campaign." Confirm the campaign group you'll be using, and you'll then be prompted to choose a campaign objective. LinkedIn optimizes your campaign based on the objective you select.

#### Objective ?

Let's get started! Select the objective that best fits your goals below.

#### Awareness

Brand awareness

#### Consideration

Website visits

Engagement

Video views

#### Conversions

Lead generation

Website conversions

Job applicants

LinkedIn's campaign objectives are sorted by the three stages of the marketing funnel: awareness, consideration, and conversions. These are then divided into more specific goals, which we'll dive into below.

#### Choosing between LinkedIn campaign objectives

You can use LinkedIn ads to accomplish several different goals for your association, from new member recruitment to hiring, increasing brand awareness, and more. Here's a glimpse at the different campaign objectives you can choose between:

- **Brand awareness:** These ads help introduce your association to a wider audience and are optimized for generating impressions.
- **Website visits:** Choose this objective when you want to drive clicks to your website.
- **Engagement:** Engagement campaigns help brands grow their followings on LinkedIn and encourage post interactions.
- **Video views:** Campaigns with the video views objective are optimized to help advertisers reach users who are the most likely to watch their videos.
- **Lead generation:** Lead generation campaigns utilize on-LinkedIn lead forms using pre-filled data to help capture contact information.
- **Website conversions:** Choose a conversion campaign when you want to track a specific action on your website, like making a purchase or registering to become a member.
- **Job applicants:** This campaign objective is useful for promoting open positions at your association.




## 4. Build your target audience

Choosing the right audience is essential for generating the results you want to see on LinkedIn. Fortunately, there are endless useful targeting options and combinations you can use to reach your ideal audience.


Once you've selected your campaign objective, you'll be presented with a few different ways to reach people. First, you'll need to choose certain geographic areas to include or exclude.

### Where is your target audience?

**Locations (Recent or Permanent)** 

United States

**Exclude** people in other locations



Your audience has their Profile Language set to English 

Your audience size will vary depending on the language selected here. English may be selected as the default language, even in areas where a local language is available, to reach all users in the region.

### Who is your target audience?

Start building your audience by searching for attributes of professionals you want to reach Close

Learn more about matched audiences

 <b>Audiences</b> Use your data to retarget website visitors or reach known contacts and accounts	List upload
	Lookalike
	Retargeting
	Third party
 <b>Audience attributes</b> Add targeting criteria like job title, industry, or skills	Other

**Exclude** people by audience attributes and Matched Audiences

Moving on, you'll see a few different targeting approaches based on saved audiences and lists or audience attributes. Similar to [Facebook Ads](#), there are ways you can use your own data to reach your audience. For example, you can upload a list of existing members and target them for a renewal campaign. Or, you could run a brand awareness campaign to introduce your brand to a lookalike audience full of people who are similar to your members and contacts.





### **Always consider your campaign goal when selecting your target audience.**

The next type of targeting is based on audience attributes. This is where you can really see the power of LinkedIn's advertising. Some of the audience attributes you can choose between include:

- Company name, size, growth rate, or industry
- Age and gender
- Degree, school, or field of study
- Job function, seniority, title, or years of experience
- General and product interests
- Traits, like whether they have recently moved or switched jobs, among others

And the list goes on!

These attributes are extremely helpful when creating awareness and consideration campaigns where you're targeting new, cold audiences. You can essentially target your ideal member persona right here on LinkedIn!

**Remember to exclude audiences as well.** This is essential for campaigns like lead generation or conversions where you wouldn't want to show ads to people who have already opted in or joined as a member.

Unlike other advertising platforms, there are no ad groups or ad sets on LinkedIn. You can only target one audience at a time per campaign.



## 5. Choose an ad format

### Ad format

Choose your ad format

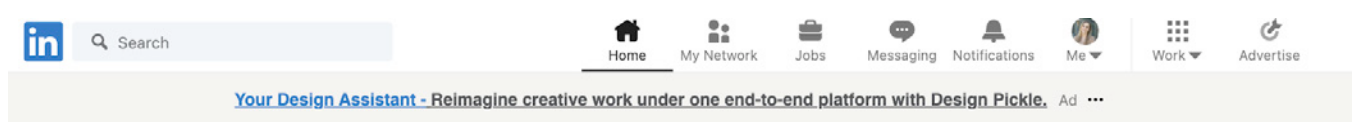


LinkedIn has a variety of ad formats, from single image and video ads to text and message ads. Single image, carousel, and video ads are the most traditional formats, appearing in your target audience's news feed as **sponsored content**. Here's an example of a sponsored content ad:

The screenshot shows a sponsored content ad for Google Ads. At the top, it features the Google Ads logo, the text "519,522 followers", and "Promoted". Below this is the headline: "See how Google's Premier Partner Awards are recognizing leading agencies and their impact in digital marketing." The main content of the ad includes the "Google Partners" logo, the DAC logo (with icons for a diamond, a plus sign, a lightbulb, and an infinity symbol), and the text "PREMIER PARTNER OF THE YEAR". A red heart icon is next to the text "Brand Awareness". At the bottom of the ad is a blue button that says "Meet the winners". Below the ad, there is a footer with the text "Meet the agency winners" and the URL "premierpartnerawards.withgoogle.com", along with a "Learn more" button.



**Text ads** are simple text-based promotions that are seen on the right column or on top of the feed. These can be more affordable since they are pay-per-click. See a screenshot below of what a text ad looks like:



Another type of LinkedIn ad is **sponsored messaging**. With the message and conversation ad formats, these ads go directly to a user's inbox. These types of ads are great for sending personalized invitations to events, creating better connections, and communicating more information than you're able to with a sponsored content ad.

Keep in mind that on LinkedIn, **you can only have one ad format per campaign**. This is different from other platforms where you can A/B test formats like single image ads vs. video ads to see which performs better.

## 6. Set a budget, schedule and bid type

One key thing to know about LinkedIn Ads is there is a minimum daily budget of \$10/day. This is considerably higher than other platforms like Facebook and [Google Ads](#).

You can choose to set a daily budget, lifetime budget, or both.

**Daily budgets** run continuously throughout the day. This can work for an ongoing campaign, or you can set start and end dates to control the length of your campaign.

**Lifetime budgets** are set for campaigns with a specific timeline, and LinkedIn paces the budget spend accordingly. It won't always spend the same amount each day, but the campaign will never exceed the total lifetime budget you designate.

**Setting both a daily and lifetime budget** means you'll choose how much to spend every day, as well as how much to spend overall in your campaign. For example, if you have a \$1,000 lifetime budget and plan to spend \$10/day, your campaign will keep running until you've depleted the \$1,000 lifetime budget. This is a helpful budgeting tool to ensure campaigns with a daily budget aren't forgotten about or overspend.

After you choose a budget, you can set a schedule with start and end dates, though selecting end dates is not required.

Next, you'll be asked about bidding and your optimization goal. Your optimization goal is connected to your campaign objective, and LinkedIn automatically recommends the best option for your campaign. For example, in a traffic campaign, your optimization options are landing page clicks or impressions. LinkedIn recommends landing page clicks, which is the better goal. After all, if your campaign goal is website traffic, you'd want your campaign optimized to bring clicks — not just show your ad as many times as possible.

Bidding strategy is the last option in this section of the ad setup process. This is related to how your budget is spent. The primary options are manual, target cost, and maximum delivery.



With manual bids, you choose the maximum amount you're willing to pay for a single click, message send, video view, or for 1000 impressions. With target cost bidding, you can choose the ideal cost for your desired result, and LinkedIn will manage your bids with that target in mind. Lastly, maximum delivery is an automated strategy that automatically sets your bids and helps you get the most results possible out of your campaign.

I recommend starting out with an automated strategy, and then later considering target cost or manual once you've collected some data on how much you can expect to pay for a click or result.

## 7. Set up conversion tracking

This is an optional step but essential for conversion campaigns. You'll want to install the LinkedIn Insight Tag on your website so you can track conversions that happen on your website driven by LinkedIn. This tag is also essential for retargeting past website visitors. You can work with your developer or a tag manager to easily install it.

## 8. Upload ad creative

Next up is ad setup! You can create a new ad or make one out of existing LinkedIn content you've posted before. For sponsored content ads, you'll need the following:

- Introductory text
- URL
- Image
- Headline
- Description
- Call to action

These requirements will vary depending on your format, and LinkedIn provides a mockup so you can see what your ad will look like as you create it.

You can create multiple ads within a single campaign to test what kind of copy or image works best.

The screenshot shows a portion of the LinkedIn ad setup interface. It includes the following elements:

- Introductory text**: A text input field with a placeholder "This is your introductory text" and a character count of "0/600". A note below states "URLs in this field are automatically shortened."
- Destination URL**: A text input field with a placeholder "http://www.example.com" and a "Scrape" button. A note below explains that scraping transfers image and text from the URL and that using an AMP URL can improve loading time.
- Article share**: A section with a warning icon and text: "You must have a valid destination URL to add a headline, description, and CTA to your ad". It contains:
  - Ad image**: A field with a placeholder "Image must be JPG or PNG; up to 5MB" and an "Upload" button.
  - Headline**: A text input field with a placeholder "This is your ad headline." and a character count of "0/200".
  - Description**: A text input field with a placeholder "This is your ad description."



## 9. Launch your campaign!

After you've created your ads, it's time to finally review and launch your campaign! LinkedIn will give you an opportunity to review everything you've selected and created before launching. Be sure to double-check your budget to make sure it's correct.

After that, press the blue button, and your campaign is ready to go live! LinkedIn will review your campaign, and before long, your ads will start running.

Once your campaign is live, you'll want to regularly monitor the Campaign Manager to check performance. Impressions, clicks, cost per click, engagement, click-through rate, conversions, and cost per conversion are all metrics to pay attention to, plus or minus some others depending on your ad format.

### **Best of luck launching your first LinkedIn campaign!**



## Section 4:

# Understanding your audience and their needs



As an association, focusing on the value you provide to your members is the first step to prioritizing an ad strategy. However, even with the best ads running online, associations still need to provide value with their content. This is where the concept of churn will quickly affect the conversion rate of your ads.

According to a recent study from Chartbeat, [45% of your readers will be gone 15 seconds](#) after landing on your website. And of that group, more than 60% of them will never return. So what can you do to stop users from leaving your site as soon as they arrive? It all starts with the purpose of your content.



## Prioritize Your Audience and Their Journey

To avoid churn, knowing your audience and how they're getting to your content is key. In most cases, this is simple, since members join associations to get pertinent information based on their industry. However, understanding your audience's journey goes deeper than that.

For example, someone who has landed on your content via organic search is going to look for in-depth information on a specific topic. This is where having long-form guides, tutorials and well-researched content can play in your favor. Using tools like Google Search Console can give associations an idea of what their members are looking for, and then craft specific content for that search referral audience.

**Of course, you're also using existing channels like social media and email to reach your members as well. Based on research in Navigating the New Reader Journey, "data has found that mobile audiences are now more loyal than their desktop counterparts." This audience is also looking for the emotional side of stories, so creating content with first-person accounts keeps them engaged.**



# Audit Your Content

The journey for your content does not end when you hit publish. One important way to start combating churn is to complete a content audit. This will give you an idea of what content you already have and opportunities for new content creation. Of course, there are other factors to consider.

After a scroll depth experiment by Neue Zürcher Zeitung, Switzerland's newspaper of record, they found some important content audit takeaways including:

- **Experiment with content lengths:** As mentioned above, your audience changes based on their platform and interests, among other factors. So, create a range of content for all your members. Whether that be long-form pillar content, a quick blog on industry news or even an infographic for your social channels.
- **Consider structure:** If the battle is for attention span, giving your members long-form content with no visual breaks is a problem. Using elements like images, headings and lists can promote your audience to read further. Also, avoid things like unrelated imagery or info boxes that can take your reader away from the main topic of your content.
- **Revamp old content:** Chances are there is some well-written content on your site that is still engaging members new and old. After your audit, target a few of those evergreen pieces and revamp them. Include new data, images and information and re-publish it. Be sure to make a note for your audience to ensure transparency.
- **Test with headlines:** Headlines make all the difference between someone clicking your article or moving on - so make sure it's engaging. According to data in Chartbeat's data, after 100,000 headline tests, the original one only wins 38% of the time. So, be sure to create alternatives and see what engages your members more. Alternate what headline you post on different platforms and see what gets more clicks.





## Eliminate Any Dead Ends

The last strategy to stop churn is to make a reader's visit as long as possible. How? By eliminating and avoiding any dead ends. As mentioned before, mobile readership is on the rise, so ensuring your association's website, blog or educational platform is mobile-friendly is an easy way to start.

Another way to remove dead ends from your content is to improve your linking strategy. While most platforms have tools that include relevant content at the bottom of the page, taking a more personalized approach is valuable.

According to Korey Lee, Head of Data Analytics for the South China Morning Post "We've also found that testing different links on high-performing stories can reveal relevancy and user interests more quickly."

Embedding curated valuable links, guides and even videos can show off the range of your content while also giving members a more valuable experience online. This is also a simple way to get more eyes on content you're trying to promote.

**Content is always going to be one of the biggest assets for associations. Creating a journey for your reader that goes from valuable content to valuable content not only keeps them engaged but also improves the chance that they share your content too - a win-win for everyone.**



## Section 5: Now what?



The world of online ads and marketing can be challenging, especially when many of these methods require a financial investment. The way we suggest using this ebook is to use it to understand the different methodologies before choosing the one that works best for your organizational goals.

If most of your members are on social media, having a thorough understanding of each platform and how to reach your audience with it is key. Similarly, if your strategy for the year is to increase search reach and find people as they look for associations to join, then Google Search Ads will likely be your best friend.

The other important thing to remember with digital ads is that you can always turn them off. While you should be ready to make at least a 90-day commitment to quantify whether a campaign is working or not, if your organization sees zero growth, you still have the ability to try something else. Don't be afraid to try something, tweak it and then try again in a new direction, if you need to. Experimentation is crucial!

**The bottom line is your members and potential members live, participate and thrive in different online spaces, and finding the right one is key to the success of your marketing efforts.**



# About Sidecar

At Sidecar, we create the professional development tools a leader needs to grow their career and their purpose-driven membership organization. From interactive workshops to step-by-step courses, being a part of our community drives innovation and empowers you to be a change-maker wherever your career takes you.

## Join Sidecar!

Sidecar members have access to educational and inspirational resources that'll help you grow yourself and your organization, with step-by-step courses on topics like leadership, content development, AI, business analytics and marketing, plus more than 100 videos featuring expert interviews, panel discussions and session replays from our unparalleled membership-focused events, like SURGE and digitalNow. Membership benefits are being added all the time, so don't wait.

Join Sidecar



*If you want to go, go.  
But if you want to go far,  
go with Sidecar.*