

Case Study – American Marketing Association

Gordon Dymowski

gordon@gordondymowski.com

Challenge

American Marketing Association (AMA) is a professional association seeking to engage new members and re-engage current members. As part of their rebranding initiative, AMA was sought temporary assistance while their social media specialist was on maternal leave.



- Although their regular marketing-based content was promoted heavily on social media, other content focused on academic, e-learning, and event-based materials were rarely integrated.
- Many of the AMA's related activities (like conferences, e-learning, and webinars) were showing little engagement despite a lower cost for members.
- AMA wished to integrate all of their initiatives under one social media strategy.

Breakthrough

Helping AMA with their rebranding efforts meant ensuring a consistency in messaging across all social media.

- Crafting a social media editorial calendar helped ensure that every department received an appropriate amount of coverage.
- Although AMA had internally developed messaging, social media content was developed and written focusing on specific initiatives.
 - For example, content focused around distributing their “Journal Snapshots” focused on how academic content solved very specific business issues.
 - Event and e-learning content focused on their professional development benefits to experienced marketers.
- Coordinating live-tweeting between AMA conference attendees and current employees created a cohesive online experience.
- Developing an Instagram strategy with AMA Human Resources specialists drove a greater awareness of internal culture as well as a “behind-the-scenes” look at their brand.

Results

- Journal-based content saw an average reach of 15,000 – 25,000, tripling the average reach of regular content.
- Event and e-learning based content experienced an increase in reach from 1,200 – 1,500 to 3,000 – 4,000.
- Engagement on Facebook and Twitter tripled with direct engagements and retweets/shares
- New member signups and membership renewals increased by 3 – 4% as a direct result of social media outreach.