



CLINICAL AND
LABORATORY
STANDARDS
INSTITUTE®

Clinical and Laboratory Standards Institute Campaigns

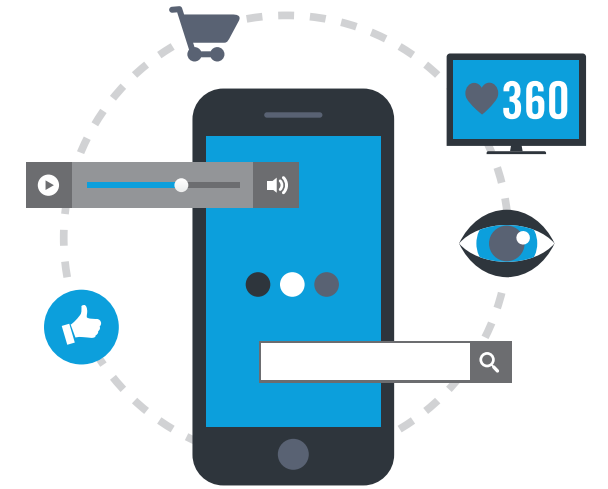
Documents

Membership

Volunteer

Campaign

Overview



Objectives

- Increase brand awareness.
- Grow membership.
- Drive document purchases.
- Promote volunteer opportunities.
- Grow volunteer pool.
- Grow database of known prospects.

Strategy

- Implement a unified and measurable campaign structure.
- Utilize CRM and marketing automation to identify prospects, track engagement, measure performance, and make adjustments.
- Template a content strategy to improve email, ad, and landing page performance.
- Improve communication and customer experience for becoming members or volunteers, and purchasing documents.
- Integrate cross-sell campaigns into all campaign frameworks.

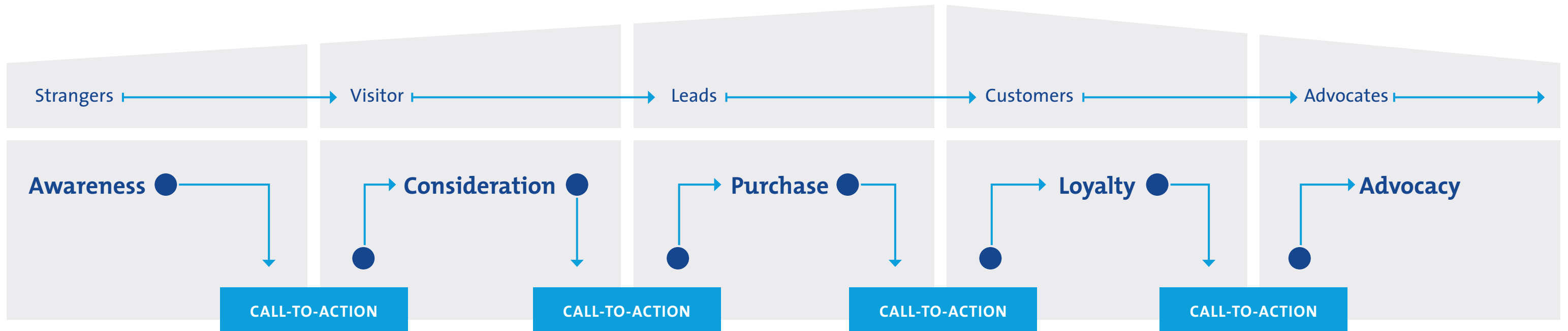
The Role of Content in the Customer Life-Cycle

Whatever content you're crafting, always think from the perspective of the target audience.

WHY ?	HOW ?	WHAT ?	WHAT MORE ?	WHY HELP ?
<ul style="list-style-type: none">• Why should I be interested?• Why do I need what you're offering?• Why should I believe you can help me?• Why should I take action?	<ul style="list-style-type: none">• How can you benefit me?• How do you do it?	<ul style="list-style-type: none">• What is it?• What does it cost?• What do you want me to do next?	<ul style="list-style-type: none">• What should I come back?• What else do you have for me?• How can you help me more?	<ul style="list-style-type: none">• Why should I help?• How can I help?• What should I do?

New Customers

Growing Customers



- Test multiple subject lines.
- Test multiple calls-to-action.
- Test body copy.

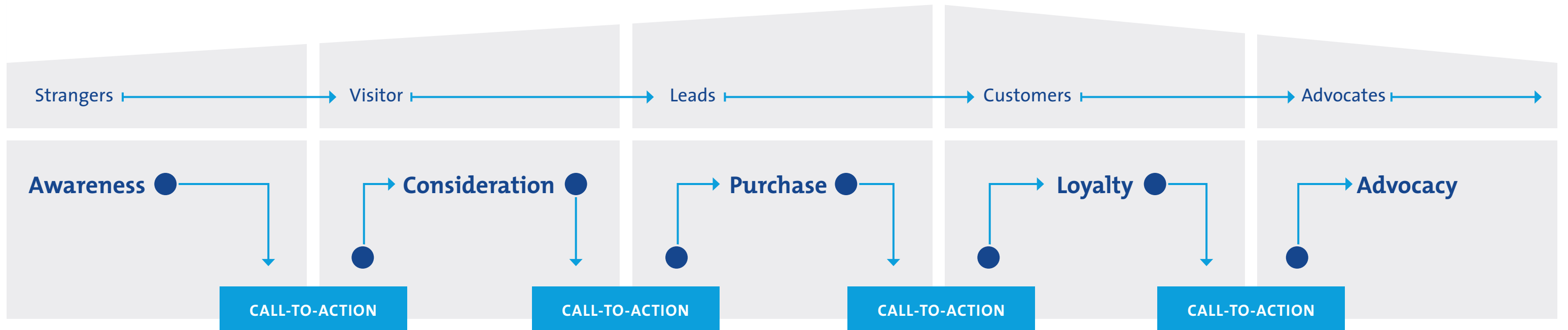
The Role of CRM & Marketing Automation

Whatever you're doing, capture data, track engagement, and make adjustments.

WHO?	WHAT & WHERE?	WHY OR WHY NOT?	WHAT ELSE?	HOW TO HELP?
<ul style="list-style-type: none">• Who do we know?• Who don't we know?	<ul style="list-style-type: none">• What interests them?• Where are they?	<ul style="list-style-type: none">• Why are they purchasing?• Why aren't they purchasing?• Why are they leaving?	<ul style="list-style-type: none">• What else do we have for them?	<ul style="list-style-type: none">• How can they help us?

New Customers

Growing Customers



ANALYTICS

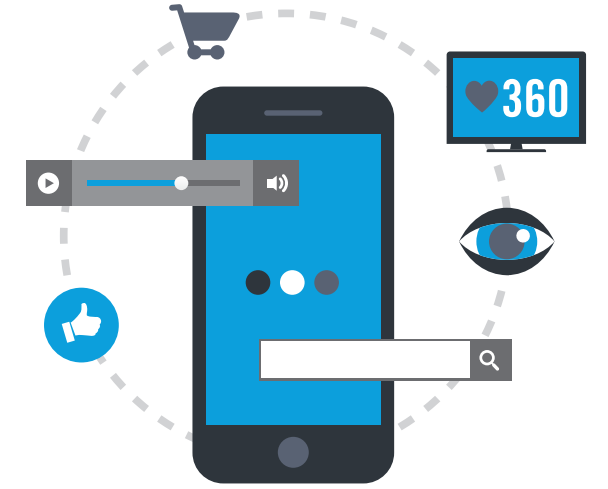
- Track all interactions.
- Identify the anonymous.
- Measure effectiveness and make adjustments.



Campaigns | 3

Documents Campaign

Overview



General Awareness

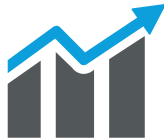
- Outbound Emails (3)
- LinkedIn Post
- Digital Banner Ads
- Targeted LinkedIn Ads
- Standards and Products Landing Page
- Retargeting Ads:
 - Upcoming Tradeshows and Events
 - Membership
 - Volunteer Opportunities

New or Updated

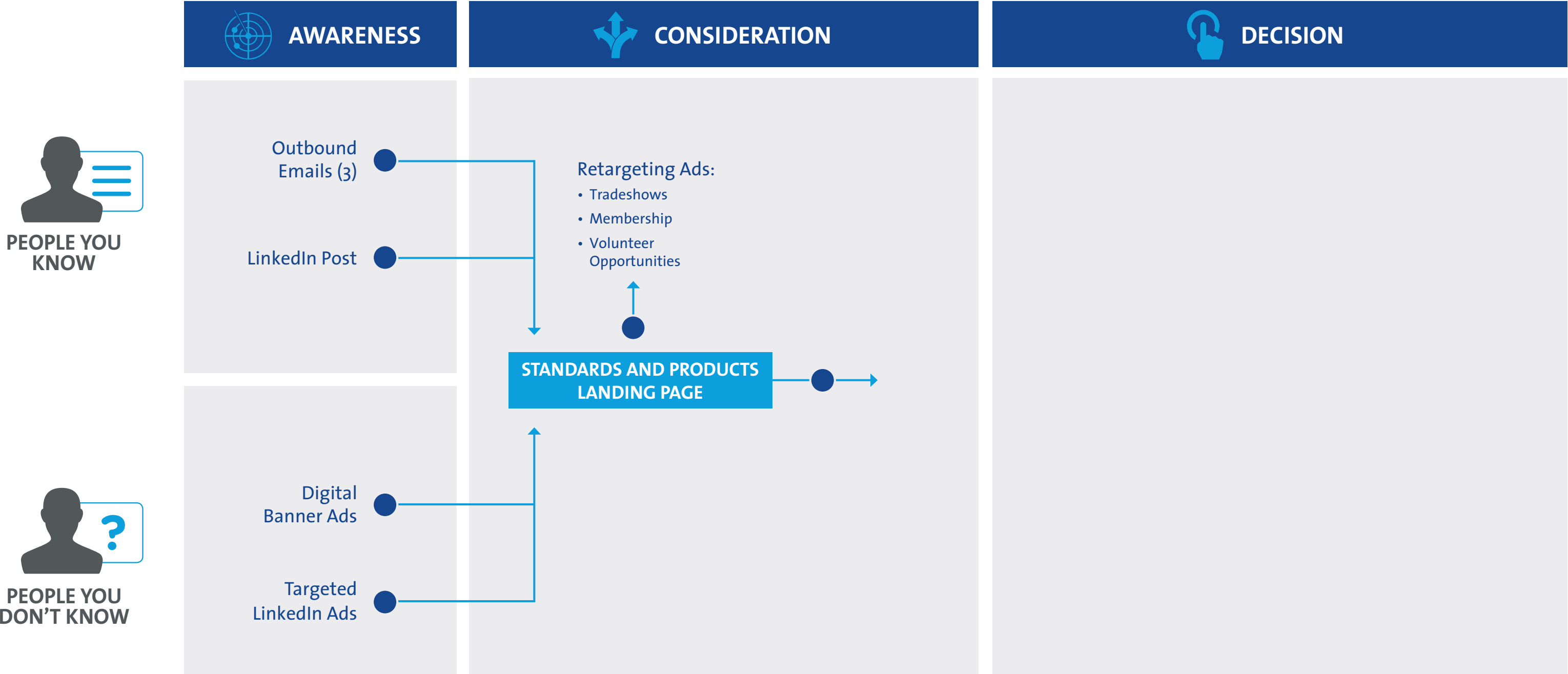
- Outbound Emails (3)
- LinkedIn Post
- Digital Banner Ads
- Targeted LinkedIn Ads
- Document Landing Page
- Retargeting Ads:
 - Upcoming Tradeshows and Events
 - Membership
 - Volunteer Opportunities
- Thank You Email
- Survey Email
- Other Product Offer Email
- Volunteer Opportunities Email

Documents — General

Engagement Map



Strategy: Every document release campaign will set in motion up sell campaigns to emphasize membership benefits, volunteer opportunities, and additional product offerings.



CAPTURE: Using Google Analytics and Tag Manager, visitor tracking, and a CRM and marketing automation platform, capture all interactions for users known and unknown.

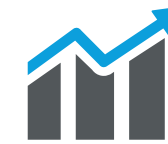
ANALYZE: Gain actionable insight from those who purchased, showed interest but didn't purchase, or are in labs we need to target.

OPTIMIZE: Use captured data to optimize messaging, call to actions, and incentives to facilitate purchasing, re-purchasing, memberships, and volunteer involvement.

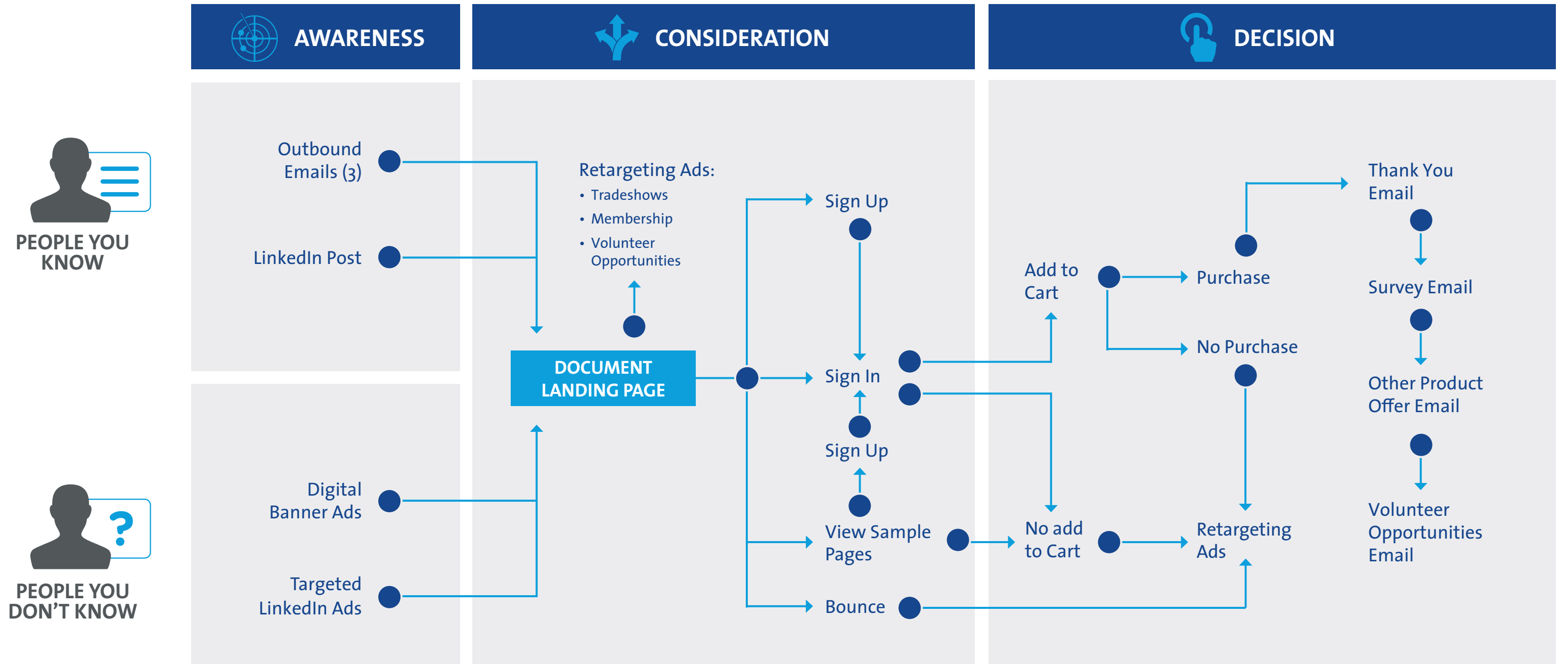


Document Release — New or Updated

Engagement Map



Strategy: Every document release campaign will set in motion up sell campaigns to emphasize membership benefits, volunteer opportunities, and additional product offerings.



CAPTURE: Using Google Analytics and Tag Manager, visitor tracking, and a CRM and marketing automation platform, capture all interactions for users known and unknown.

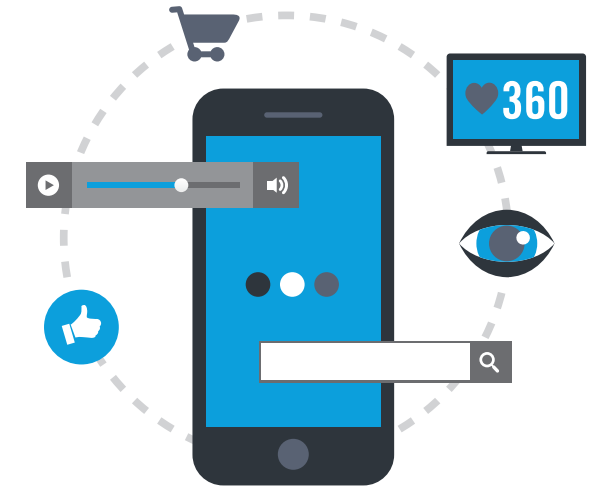
ANALYZE: Gain actionable insight from those who purchased, showed interest but didn't purchase, or are in labs we need to target.

OPTIMIZE: Use captured data to optimize messaging, call to actions, and incentives to facilitate purchasing, re-purchasing, memberships, and volunteer involvement.



Membership Campaign

Overview

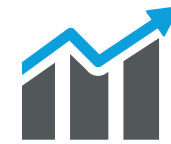


General

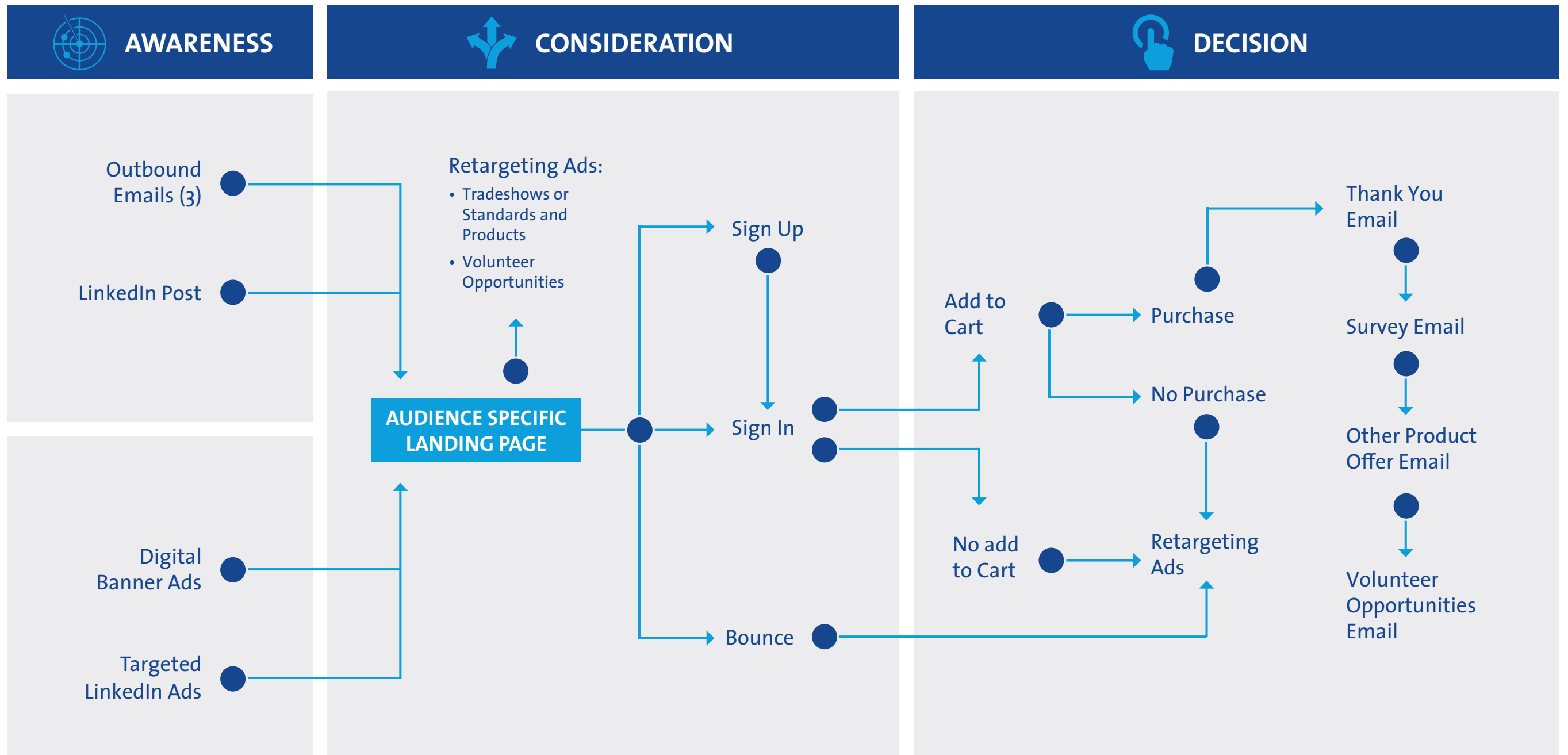
- Outbound Emails (3)
- LinkedIn Post
- Digital Banner Ads
- Targeted LinkedIn Ads
- Main Landing Page
 - Government and Public Health
 - Health Systems
 - Health Care Professionals
 - Industry
- Retargeting Ads:
 - Upcoming Tradeshows and Events or Standards and Products
 - Volunteer Opportunities
- Thank You Email
- Survey Email
- Other Product Offer Email
- Volunteer Opportunities Email

Membership Drive

Engagement Map



Strategy: Every membership campaign will set in motion up sell campaigns for volunteer opportunities, upcoming tradeshow, or product offerings.



CAPTURE: Using Google Analytics and Tag Manager, visitor tracking, and a CRM and marketing automation platform, capture all interactions for users known and unknown.
ANALYZE: Gain actionable insight from those who purchased, showed interest but didn't purchase, or are in labs we need to target.
OPTIMIZE: Use captured data to optimize messaging, call to actions, and incentives to facilitate purchasing, re-purchasing, memberships, and volunteer involvement.

Volunteer Campaign

Overview



General Awareness

- Outbound Emails (3)
- LinkedIn Post
- Digital Banner Ads
- Targeted LinkedIn Ads
- Main Landing Page
- Retargeting Ads:
 - Upcoming Tradeshows and Events
 - Standards and Products
 - Volunteer Opportunities
- Thank You Email
- Survey Email
- Other Product Offer Email
- Volunteer Opportunities Email

Volunteer Opportunities

- Outbound Emails (3)
- LinkedIn Post
- Digital Banner Ads
- Targeted LinkedIn Ads
- Volunteer Opportunities Landing Page
- Retargeting Ads:
 - Upcoming Tradeshows and Events
 - Membership
- Thank You Email
- Survey Email
- Membership Email
- Other Product Offer Email
- Volunteer Opportunities Email

Specific Call

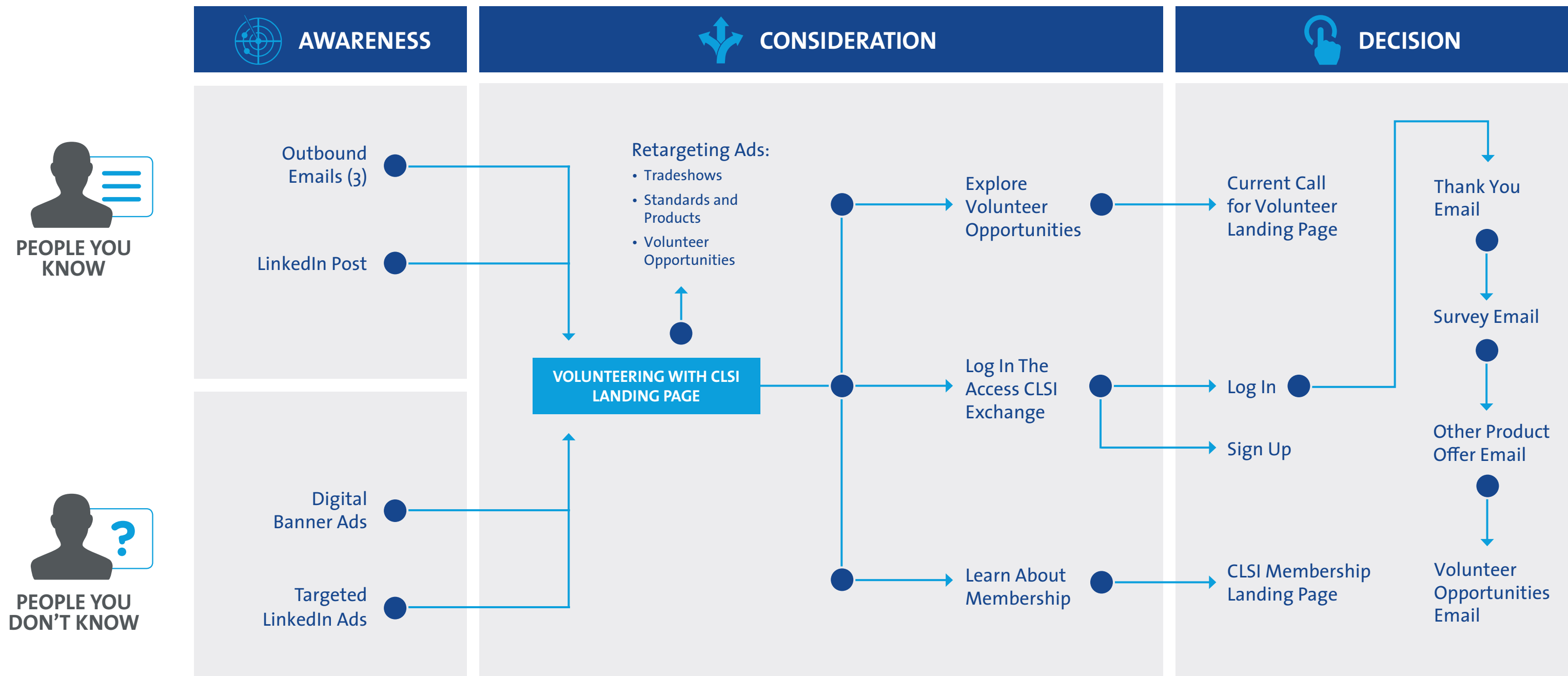
- Outbound Emails (3)
- LinkedIn Post
- Digital Banner Ads
- Targeted LinkedIn Ads
- Specific Volunteer Call Landing Page
- Retargeting Ads:
 - Membership
 - Volunteer Opportunities
- Thank You Email
- Survey Email
- Other Product Offer Email
- Volunteer Opportunities Email

Volunteer — General

Engagement Map



Strategy: Every volunteer campaign will set in motion upsell campaigns to sell additional products.



CAPTURE: Using Google Analytics and Tag Manager, visitor tracking, and a CRM and marketing automation platform, capture all interactions for users known and unknown.

ANALYZE: Gain actionable insight from those who purchased, showed interest but didn't purchase, or are in labs we need to target.

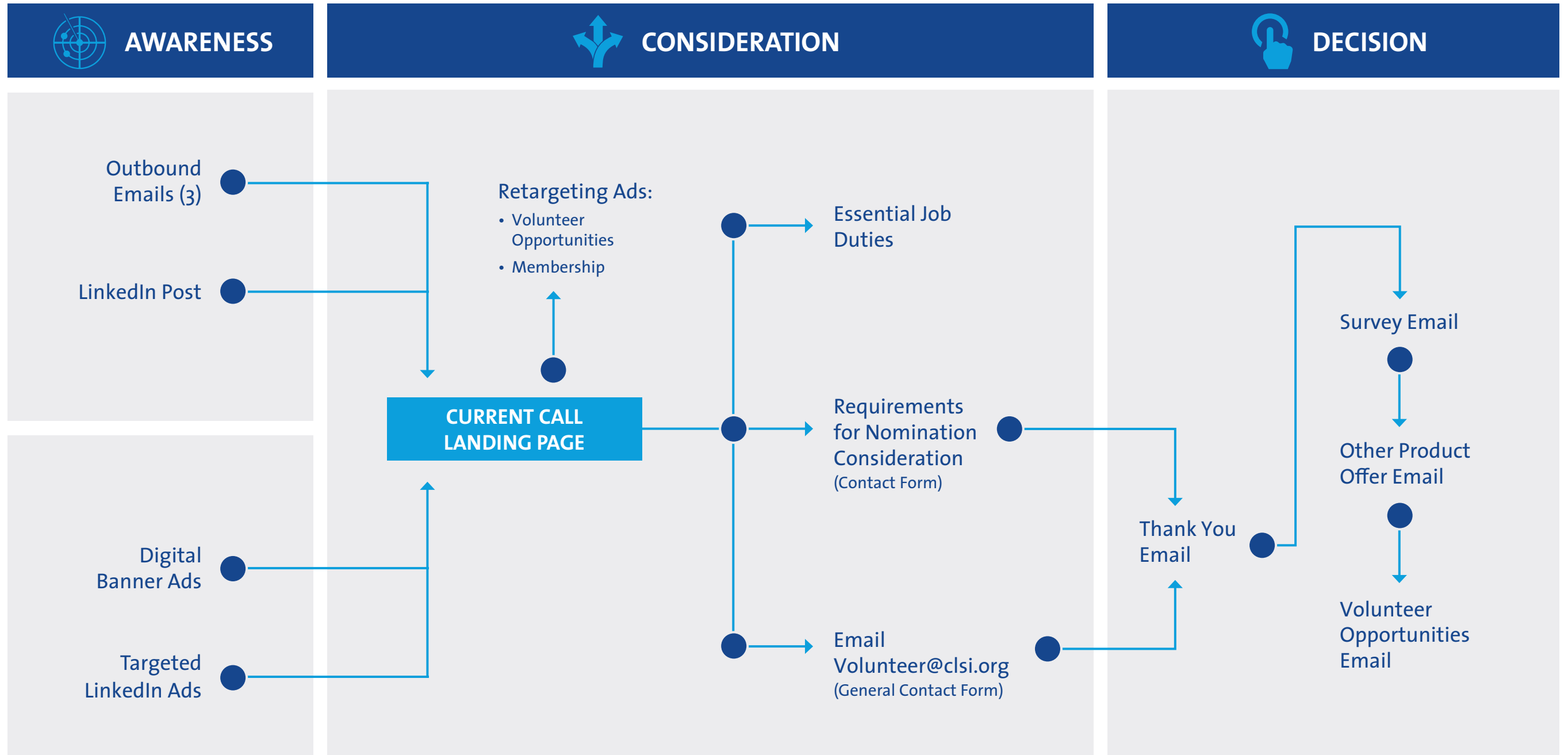
OPTIMIZE: Use captured data to optimize messaging, call to actions, and incentives to facilitate purchasing, re-purchasing, memberships, and volunteer involvement.



Volunteer — Specific Engagement Map



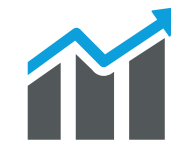
Strategy: Every volunteer campaign will set in motion upsell campaigns to sell additional products.



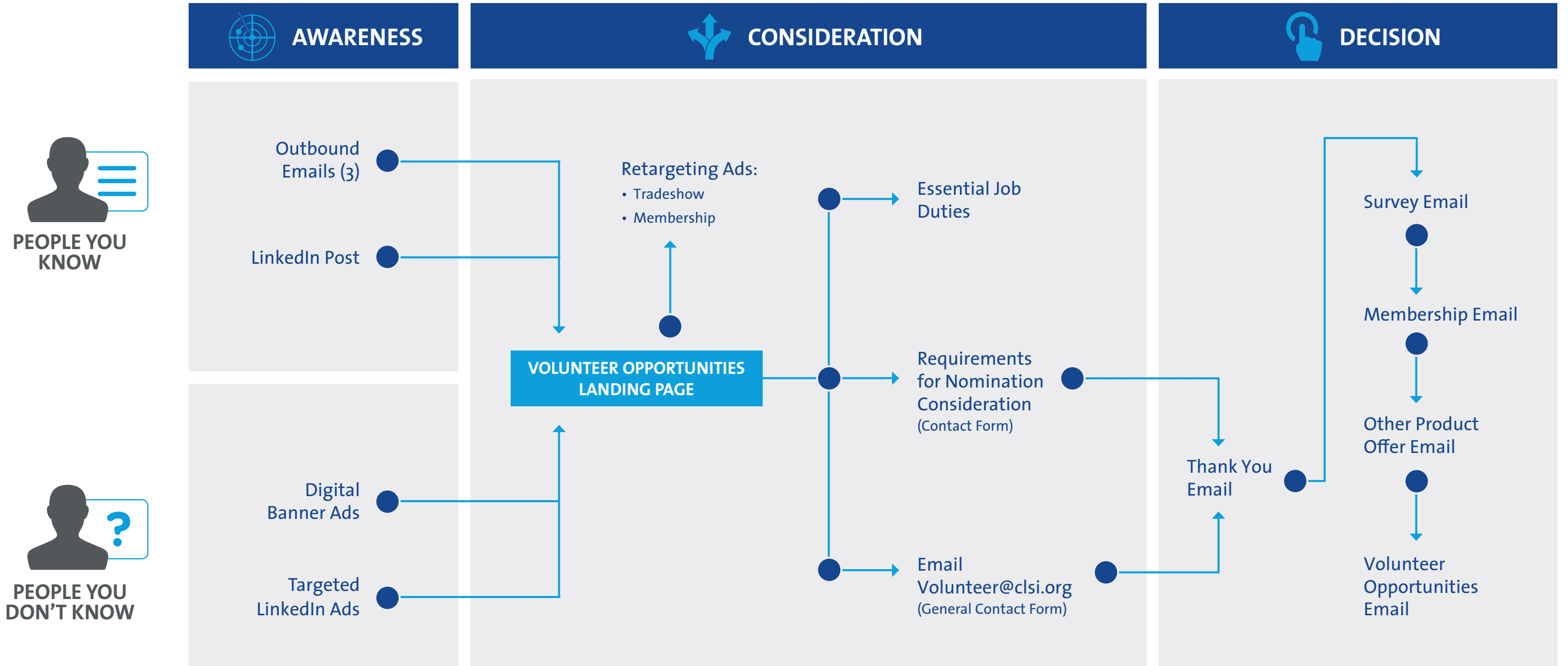
CAPTURE: Using Google Analytics and Tag Manager, visitor tracking, and a CRM and marketing automation platform, capture all interactions for users known and unknown.
ANALYZE: Gain actionable insight from those who purchased, showed interest but didn't purchase, or are in labs we need to target.
OPTIMIZE: Use captured data to optimize messaging, call to actions, and incentives to facilitate purchasing, re-purchasing, memberships, and volunteer involvement.

Volunteer — Opportunities

Engagement Map



Strategy: Every volunteer campaign will set in motion upsell campaigns to sell additional products.



CAPTURE: Using Google Analytics and Tag Manager, visitor tracking, and a CRM and marketing automation platform, capture all interactions for users known and unknown.

ANALYZE: Gain actionable insight from those who purchased, showed interest but didn't purchase, or are in labs we need to target.

OPTIMIZE: Use captured data to optimize messaging, call to actions, and incentives to facilitate purchasing, re-purchasing, memberships, and volunteer involvement.

