



MEMBER MARKETING SERVICES

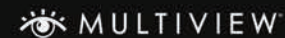


READY TO GET STARTED?

Let us put together a digital marketing plan specifically for your business, while supporting YOUR association at the same time.



SEE HOW WE KEEP **YOUR**
BRAND SAFE ON THE WEB.



972.402.7070 | memberservices@multiview.com



PROGRAMMATIC & PPC

SITE RETARGETING

Display ads across the web that target buyers who have already visited your website.

PERSONA TARGETING

Display ads to people with characteristics that match your ideal buyer.

BEHAVIORAL TARGETING

Display ads to potential customers based on their online behaviors, such as content they've consumed or competitors they've researched.

SECTOR TARGETING

Display your ads on industry sites and blogs that your ideal customer is already browsing.

FACEBOOK TARGETING

Using Facebook's highly-targeted audience techniques, put your message directly on your ideal customer's social feed.

GEO TARGETING

Display your ads within a certain radius of an event or storefront.

PPC

Reach more searchers across multiple search engines by having your ad at the top of search results.



MEMBER DIGITAL MARKETING SERVICES



From site retargeting and Facebook advertising to content creation and distribution, successful digital campaigns utilize a combination of tactics. **How many strategies can you check off your list?**

None? Too many to manage? Either way, PIOGA's member marketing program can help your business stay ahead of the competition. MultiView can provide customizable strategies for every business, whether you are an established brand or trying to break into the market.

Data and market knowledge are the foundation of all good digital campaigns. And with 17+ years of digital innovation in the association space, including five years with PIOGA, MultiView has that foundation set. Without this expertise, companies struggle to target the right B2B customers at the moment they're ready to buy. For PIOGA members, our member marketing services provide end-to-end account management and unmatched data monitoring, guaranteeing your message is getting to the right person at the right time, in a digital environment that's safe for your brand.



WEB ANALYTICS & INSIGHTS

Our advanced platform, known as VisitorView, tells WHO is visiting your website - providing advanced firmographics about your visitors, like company name, size, location, and industry. Get access to a unique portal that delivers enhanced marketing metrics and campaign results in real-time.



CONTENT

CONTENT CREATION

Content is king! Let our experts write your blogs, articles, case studies and whitepapers.

E-NEWSLETTERS

Distribute content to your customers in a customized e-newsletter. We handle the design, deployment and list management.

SOCIAL MEDIA MANAGEMENT

Our social media experts will post and engage with your social channels' followers.

INFOGRAPHICS

Display important data and information about your company in a visually compelling format.

VIDEO

From storyboarding and on-site filming to post-production editing, our video production experts have your video needs covered.

EMAIL BLASTS

Reach potential buyers beyond your customer base. List rentals + email design and distribution.

CRM UPLOADS

Show ads and content to your top leads and customers in your CRM.