

INSIGHTS TO DRIVE YOUR 2020 PLANNING:

Halmyre's Membership Insights Action Plan



YOUR DATA QUARTERBACK

Google Analytics may be free but the truth is most organizations don't invest what's needed to make it the data quarterback it should be.

- Do you see patterns and trends in digital engagement?
- How clear are you on what content is working and why?
- Can you track the financial value of your marketing efforts?

3 REASONS TO TAKE ACTION NOW

1. Better data brings better insights.
2. Using data that's right there increases efficiency.
3. Better insights will reveal the integrated story of your membership engagement.

GET TO THE NEXT LEVEL OF INSIGHTS

Build a roadmap for getting better data about your members' engagement by:

- Updating and maintaining your Google Marketing Platform technology
- Tying all of your digital marketing together for holistic insights
- Discovering the next 5 questions Google should answer for your business

Our report will deliver a one-year action plan with best practices, budgets, and a roadmap to keep you on track.

Get Your One-Year Insights Action Plan

Halmyre's unique business report combines:

1. **Technology know-how** for your digital channels
2. **Our operational expertise** of the Google Marketing Platform
3. **Your corporate strategy**

The result is a business-driven plan to get the actionable insights you need to drive engagement.

A focused engagement to inform your 2020 planning, just for associations and non-profits:

- 3 weeks
- \$6,000



"If it's true that you can only manage what you measure, do you have a complete picture of your digital membership engagement patterns?"

Ursula Green, Customer Experience Officer

Improve your membership intelligence today

ugreen@halmyre.com | halmyre.com | 647-298-5013

halmyre™