



APICS Marketing Resources



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Agenda

- Partner Stimulus Program
- New Marketing Initiatives
- Membership Marketing
- Professional Development Marketing
- Logos and Brand Identity

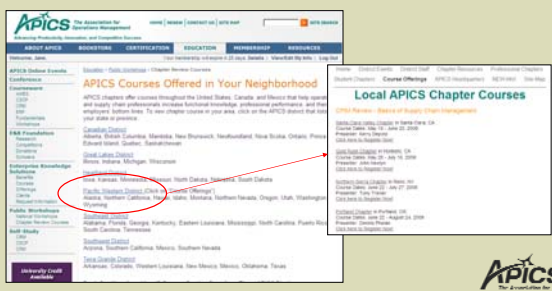



Partner Stimulus Program Update



Online Lead Generation


- Example of local course promotion

Online Lead Generation



- Since mid-June, Google has served APICS Local Chapter Education ads more than 6 million times.

	Clicks	Forms Completed	Conversion Rate (from clicks)
Great Lakes	333	22	6.6%
Heartland	145	9	6.2%
Mid-Atlantic	133	8	6.0%
Northeast	343	38	11.0%
Southeast	917	49	5.3%
Canada	300	14	4.7%
Southwest	226	5	.2%
Terra Grande	915	47	5.1%
Pacific Western	301	18	5.9%
Total	3613	240	6.6%



APICS CPIM Demo

- 580 leads have been collected and shared with partners since July.

New Marketing Initiatives



Webinar Attendee Survey

- E-mail Marketing, 38%
- Social Networking, 34%
- Direct Mail, 9%
- Online Ads, 4%
- Combination, 4%




Q3/Q4 Marketing Strategy

- Past marketing plans have been heavily reliant on direct mail campaigns.
- Analysis of direct mail campaigns in 2007, 2008, and early 2009 revealed
 - Direct mail delivers a smaller ROI
 - e-Mail campaign response rates are much higher
 - Users prefer online methods of information gathering, registration, and purchasing.
- 2009 campaigns have relied primarily on e-mail, but direct mail will continue to be part of the marketing mix.
- Online advertising will be added as a tactic for brand building and revenue generation.




Audience Segmentation

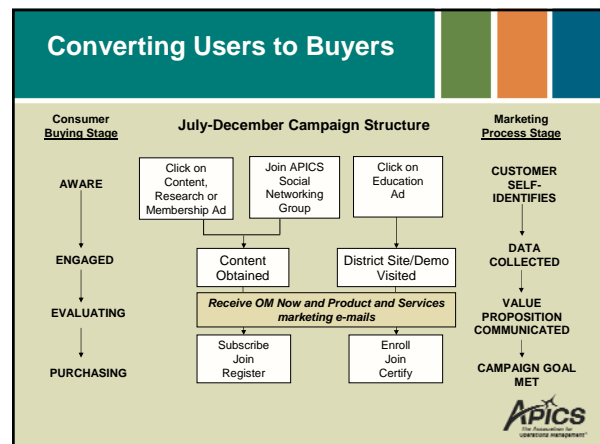
- The recent Membership Segmentation Survey identified three distinct audiences within the APICS memberships.
 - **Starters/Re-Starters segment** – Individuals or companies who have been exposed to APICS for a short period of time and/or those beginning their career in operations management.
 - **Transition segment** – Individuals who have been promoted or promoted due to certification completion, military to civilian reentry, or are underemployed or unemployed.
 - **Manager segment (executives)** – Upper level decision makers who are responsible for cross functional areas and have other managers reporting to them.
- The primary target of this new marketing approach is the **Starters/Re-Starters** segment.



Online Marketing Campaigns

- Online campaigns will engage users who have low awareness of APICS and those seeking career development information.
- The advertised products are easily and immediately accessible
- The focus of the advertising will be on
 - research
 - industry content
 - white papers and articles
 - recorded Webinars
 - near-term, local education opportunities
- Most of the offerings are free and require only a small commitment from the potential customer.
- To access the products, the consumers submit contact information (with the exception of partner class listings).





Data Collection

The screenshot shows the Wufoo website with a form titled "APICS Supply Chain Manager Competency Model". The form includes fields for Name, Email, Company, and Job Title, along with a "Submit" button. The website header features the Wufoo logo and navigation links like "Home", "About", "Clients", and "FAQ".

Membership Marketing Update

The APICS logo is located in the bottom right corner of the slide.

Current Status

- Professional membership counts are decreasing.
 - As of August 31, 2009 the membership total is 34,198. This represents a decrease of 11% from the January 1 baseline.
- Lack of funding (personal and employer) is the primary cause
- Perceived value and ROI are also concerns

The APICS logo is located in the bottom right corner of the slide.

Marketing Direction

- The decline can be addressed in two ways
 - Strengthen renewals
 - Acquire new members
- Today we will cover new member acquisition strategies.

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Marketing Objectives

- Create a pipeline for professional membership acquisition
- Boost professional membership counts
- Build awareness of APICS membership in the operations management community
- Communicate the benefits of membership
- Appeal to a younger audience and women

The APICS logo is located in the bottom right corner of the slide.

Member Acquisition Marketing Strategy

- Position APICS as the place smart, ambitious operations managers go to achieve their career objectives.
- Lower the barrier to entry by making samples of industry content and research available.
- Create a feedback loop through Facebook and LinkedIn as well as polling.
- Focus on engagement before conversion.

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Marketing Tactics

- Use content and free Webinars to pull outsiders in and enable an exchange of content for contact information.

Step 1: Online Ad Campaign, Lead Capture Process

- Incorporate Google Ad campaign to capture leads
- Place ads on the APICS Web page
 - Incentive: Free viewing of the July/Aug issue of APICS magazine

Step 2: E-mail Follow Up Campaign

- Drip campaign offering the benefits and teasing products
- Free subscription to OM Now


Step 3: Tracking New Members to this Campaign

- Report, refresh, re-run




New Messaging Matrix

Professional/ International e-Member	<ul style="list-style-type: none"> APICS Membership provides education, content and network of professionals for you to be more successful. You play an important role in an organization – let your talents shine for upper management to see. When you're confident in your work abilities, you will be happier in your job.
Students/ Young Professional e-Member	<ul style="list-style-type: none"> APICS is your stepping stone to a promising career Enter the workforce more prepared
Women	<ul style="list-style-type: none"> APICS membership and education can help you stand out from your peers (men making more in the workplace). APICS can empower you to achieve career success. You've got the skills, APICS will help you advance further.




New Look and Message


- Images include confident professionals who are fulfilled in their careers
- The focus of the ad is "you the individual"
- Images of professional women



New Look and Message




Google Ad Campaign



Membership Test Campaign Results

- Total campaign impressions – 4.5 million
- Clicks – 4,779
- 113 form completions with 98 opting to receive additional e-mail from APICS
- Highest conversion for a keyword is 18%
- 14% returned to the Web site.
- Top 3 best performing geographic locations: India, USA, and China



Professional Development Marketing Update

Certification and Education Marketing

- The Educational Resources Brochure and a Study Options mailer for the Certification Programs were each mailed to 50,000 names in August
- Chapter catalogs were mailed in July
- CSCP mailer in September
- New APICS folders are in stock
- e-Mail campaigns for fall classes and exams continue

DANTES

- The APICS CSCP exam is now offered at U.S. 100 military testing centers
- Activities to market APICS to military service members and their employers have begun
- Interviews have been conducted with service members who also understand the APICS BOK and hold APICS certification
- Marketing tool kits will be posted this week
- A Webinar, "Sales Strategies for the DOD—Chapter Resources and Tips for Military Engagement," for APICS partners will be held October 27

DANTES Tool Kit

DANTES Tool Kit will be available mid-October

The SCM Competency Model

- The Supply Chain Manager Competency Model launched on August 15.
 - Nearly 2800 downloads thus far
 - 160 from outside advertising campaign
 - Promotions
 - APICS home page
 - Operations Management Now
 - Google ad campaign
 - Media release
 - New audiences: human resource managers and professional trainers
 - Partners can send to corporate clients

The Fresh Connection

Saturday, October 3



**The Fresh Connection
Supply Chain Competition**

Can you use teamwork and supply chain management expertise to turn this virtual fruit juice maker into a successful company?

The Fresh Connection is a supply chain computer simulation game.

Corporations will send teams of 4 individual to compete against each other.

The game is designed to provide additional value to corporations.

There will be an open competition that begins in March.



Social Networking

- Facebook now has 653 Fans






Social Networking


- When setting up your social networking site, please use the local chapter logo.

Example from LinkedIn



The APICS LinkedIn group has nearly doubled this year.

It now has nearly 8,500 members.



Global Sourcing and Lean Enterprise Workshop Series



- PD Marketing staff has supported the new Workshop series through
 - development of customizable marketing tools for channel partners.
 - Newsletter Ads
 - Tri-fold
 - Flier
 - PowerPoint Presentation
 - ongoing direct mail and e-mail support
 - developing a Web presence that includes local class listings






Logo Services

- APICS can create a logo for your chapter.
- Contact your district field staff associate for more information.
- Following the identity guidelines creates a stronger brand for chapters and corporate.



Questions and Answers

Thank You.

