Massachusetts Association of Realtors

Automating member engagement saves time

Massachusetts Association of Realtors
www.marealtor.com

Challenges
- Member communications were time-consuming for the association
- Manual processes made it difficult to efficiently create and send specialized campaigns to certain member segments
- The check in process at MAR's annual conference was slow for members and staff

Solution
- Integrating ClickDimensions with the association's existing Microsoft Dynamics CRM system
- Creating automated nurture campaigns aimed at specialized segments of MAR's more than 22,000 members
- Streamlining check in at the association's annual conference with email personalization

Benefits
- Reduced the time spent on individual campaigns by 50 percent
- Allowed the association to schedule an entire year's worth of member emails in mere minutes
- Improved the member experience

The Massachusetts Association of Realtors (MAR) is a professional association for licensed real estate practitioners. MAR currently has more than 22,000 members throughout Massachusetts, including residential and commercial real estate agents and brokers.

A Need to Streamline Outreach

The Massachusetts Association of Realtors (MAR) has more than 22,000 members and works in partnership with their state's 13 local Realtor® associations. Like many organizations, they count on Microsoft Dynamics CRM to help them manage their relationships with these individuals.

While CRM is an effective solution for their relationship-management needs, MAR also needed to streamline their communications with their members. Their process at the time was very manual and involved spending a great deal of time on list maintenance, importing and exporting due to a lack of integration with Dynamics CRM. According to Jeremey Bingham, the association's IT Director, "When it comes to email marketing and nurture campaigns, many people think of list maintenance, import, export and fixing as a quick and simple process, but it can often take longer than drafting emails."

The team at MAR knew that they needed to implement a marketing automation and email marketing system, and sought a solution that could eliminate their list management frustrations and make their marketing efforts more efficient.

Easy Installation and Native Integration

Having worked with ClickDimensions in a previous role at another association, Bingham was already familiar with the solution and its advantages over other email marketing and marketing automation systems.

One of the primary advantages of ClickDimensions for the Massachusetts Association of Realtors® is that the solution is natively built inside Microsoft Dynamics CRM. This level of integration gives MAR users a seamless experience, with data updated in real-time, and allows for users to be quickly trained on ClickDimensions thanks to their existing familiarity with CRM. In addition, native integration means simple and fast deployment; in MAR's case, they were able to deploy ClickDimensions in under an hour.

"We have found plenty of uses for ClickDimensions in our organization. The possibilities are really only limited by your use case and the data you have available for marketing or segmenting."

Jeremey Bingham,
IT Director, Massachusetts
Association of Realtors

Bingham also knew that the ability to build automated nurture campaigns within ClickDimensions and the system's advanced reporting capabilities would be a tremendous benefit to the association, in addition to the solution's many other features.

"We use ClickDimensions for almost all our bulk email to our 22,000 members, and also to generate campaigns to specialized segments of our membership such as attendees for specific events, members of committees, really anything you can define with an advanced find in CRM," remarks Bingham.

Saving Time, Adding Convenience

According to Bingham, MAR's use of ClickDimensions has been a resounding success, and has helped the association achieve their goals of streamlining their marketing efforts and moving away from more manual processes.

"We estimate that overall our time savings for a given campaign are probably in the 50 percent range," says Bingham. "For some initiatives, like our new member mentor program, an entire year's worth of monthly emails can be scheduled and sent to hundreds of new Realtors® each month in about five minutes. Before we started using ClickDimensions, this process took an average of two to three hours every month."

ClickDimensions has also helped MAR improve the member experience at the association's annual conference and expo.

"Our campaigns related to our annual conference and expo were significantly streamlined by using ClickDimensions. We were able to send participants customized tickets with barcodes that corresponded to their event registration – an innovation that saved significant time during check-in at the event itself," explains Bingham. "Long lines that used to form were mostly eliminated, and underneath that progress and convenience was ClickDimensions."

 Visit www.clickdimensions.com to learn more about how our solutions can help your organization.