Arizona REALTORS®
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ARIZONA REALTORS®

Challenges
- Existing marketing technology wasn't user-friendly and didn't include all the features they needed
- Disparate systems made it difficult to segment audiences and analyze results
- Onboarding new members was a highly manual and time-consuming process

Solution
- Implemented ClickDimensions to take advantage of the solution's native integration to RAMCO, powered by Microsoft Dynamics 365
- Created segmented audiences for more targeted email campaigns and better performance analysis
- Developed an automated new member onboarding campaign

Benefits
- Email campaign creation and review went from a days-long process to just a few hours
- Increased insight into member behaviors has improved member engagement
- New member onboarding is now smooth and streamlined

Arizona REALTORS® is the largest trade association in Arizona, representing more than 50,000 of the state's real estate professionals. The association is dedicated to the protection of private property rights and the best interests of Arizona REALTORS® in legislation and strives to provide the most current legal information and education available.

A Need for New Technology

With more than 50,000 members, Arizona REALTORS® is the largest professional association in their home state. Having such a large membership, the association needs to be able to segment their audiences and communicate with everyone efficiently and effectively.

To achieve their marketing and communication goals, they turned to one marketing technology and then another, but neither could deliver the functionality and results they needed. Both systems were difficult to use and provided only basic marketing features.

In addition, neither system integrated with their association management software, RAMCO. Disparate systems made it difficult for the association to segment their audiences and analyze results, without a good deal of importing and exporting – and sometimes not even then.

Adding to the inefficiencies and frustrations of their general email campaigns, Arizona REALTORS®' new member onboarding process was time-consuming, highly manual and provided no performance data.

"We didn't feel in control of our lists, audiences or metrics," recalled Nick Catanesi, the association's VP of Business Services and Technology. "Without control, our team simply couldn't drive the results we were striving for. And without any campaign performance insights, we had no indication of which direction to go and which steps to take to better engage our members."

Integration is Essential

In 2016, Arizona REALTORS® decided it was time to make a change in their marketing technology. The association had moved to RAMCO for their association management software the previous year and ClickDimensions was brought to Catanesi's attention at one of the user group meetings.

"I was intrigued by the fact that ClickDimensions was natively integrated with RAMCO, allowing data from campaigns to come back to RAMCO at a granular level. It would also allow us to take advantage of dynamic marketing lists, helping us to avoid time-consuming list updates," he remarked. "We looked at

other solutions, but there were none that were natively integrated with Microsoft Dynamics 365 and RAMCO so that was an immediate disqualification."

Following a quick implementation thanks to ClickDimensions' native integration, the Arizona REALTORS® team was able to get started making over their marketing processes. First on their list was to start segmenting their audiences to create more customized mailings for their members. Alongside these efforts, they began analyzing their campaign results to gather insights to improve future mailings. The association also quickly leveraged their new marketing technology to revamp their new member onboarding into an automated process.

"It spoils us!"

One of the biggest benefits of using ClickDimensions for Arizona REALTORS® has been an increase in efficiency. It once took their team days to create even simple email campaigns. Now, they can complete the process, including testing and review, in just a matter of hours.

"Creation time for email is incredibly fast. We can whip them together in no time. The approval team can review in minutes and corrections are easy to submit. It spoils us! The expectation throughout the association now is that email is fast, and that was not always the case. If an unexpected need for an email arises, ClickDimensions allows us to turn on a dime and meet that need," said Catanesi.

ClickDimensions has also helped the association gain greater insight into member behaviors, which has helped improve engagement. Catanesi commented, "We know all kinds of surprising things about our members now, like how long they wait to open our emails and how many of our weekly newsletters they read in one month. Insights like these have changed how we communicate with our members and have deepened our connections with them."

Saving time and gaining insights also applies to the association's new member onboarding campaign, which communicates business-critical member benefits and how to access them. Using campaign automation in ClickDimensions, new Arizona REALTORS® members are nurtured through an automated campaign that doesn't require constant manual intervention from the association's team. Reporting from the automated campaign has also provided data around when campaign participants are most engaged, allowing the association to change their content to improve their results.

"When I talk to other companies or associations about our campaign capabilities, they are amazed," Catanesi commented. "We can't wait to see what else ClickDimensions can help us achieve as we explore other features and use cases."

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