

Electrical Apparatus Service Association (EASA)

Achieving electrifying marketing results

Electrical Apparatus Service Association (EASA)

www.easa.com



Challenges

- Email marketing system was difficult to use, lacked integration with their association management software and didn't deliver needed analytics
- Disparate systems increased costs and decreased productivity
- New member onboarding sometimes fell through the cracks

Solution

- Implemented ClickDimensions to take advantage of the solution's native integration to Alliance by Protech, powered by Microsoft Dynamics 365
- Utilized ClickDimensions' email marketing and reporting capabilities to analyze and improve performance
- Built an automated new member onboarding campaign

Benefits

- Creation and review of email campaigns went from a days-long process to just a few hours
- Gained valuable insights into member behaviors, which has improved member engagement
- New member onboarding is now timely and streamlined

The Electrical Apparatus Service Association, Inc. (EASA) is an international trade organization of more than 1,800 electromechanical sales and service firms in nearly 80 countries. Through its many engineering and educational programs, EASA provides members with a means of keeping up to date on materials, equipment and state-of-the-art technology.

Two Systems Aren't Better Than One

Dedicated to helping members enhance their performance and achieve greater levels of success, the Electrical Apparatus Service Association (EASA) relies heavily on member communications to help them live their mission. Yet, in early 2018, the association's marketing technology was hindering their ability to communicate with members in a timely and effective fashion.

"The email construction process was time-consuming and frustrating. We communicated with members less electronically because of the hassle of putting together an HTML email. In fact, we utilized a separate email software for instances where emails needed to go out as soon as possible. This meant an additional expense for the association and created a scenario where data was managed in two databases," said Liz Peuster, EASA's Communications Specialist.

In addition, the marketing software lacked integration with EASA's association management software (AMS), Alliance by Protech. The inability for the marketing software to access AMS data, including marketing lists, further slowed the process. Due to the marketing software's limitations, the association was unable to obtain the analytics it needed to improve communications.

"We were not effectively tracking analytics on emails, so we had no idea what was performing well, what wasn't and how we could best deliver our messages," recalled Peuster.

EASA was also struggling with their new member process. With only one membership person on their team and a highly manual process, it was easy for new member onboarding to fall through the cracks, leaving some new members with less than the best first impression of the association.



“ClickDimensions feels like an extension of our association management software, not a separate system. This is a tremendous advantage in terms of our user adoption, productivity and results. We are super happy we made the switch.”

Liz Peuster,
Communications Specialist
EASA

Discovering Native Integration

When EASA decided to make a change to their marketing technology, they only considered two solutions.

“I initially championed another marketing automation platform that I had used in a previous role, but seeing native integration in action was a game changer for me. We selected ClickDimensions primarily because of the integration with our association management software, Alliance by Protech, and the whole range of possibilities that it opened up for us,” said Peuster.

Once they implemented ClickDimensions, the team got started on overhauling their marketing efforts and results. Peuster referred to it as, “Building our marketing up from zero.”

They began by increasing the number of emails they sent to members to communicate important association initiatives, and then utilizing reporting, split testing and email heat maps in ClickDimensions to measure and gather insights about their performance.

EASA also quickly utilized the ClickDimensions campaign automation feature to create an automated new member onboarding process.

Faster and More Engaging

“The biggest impact ClickDimensions has made is the time saved in email creation. With our previous provider, our monthly email newsletter used to take three days, a basic knowledge of HTML manipulation and several bottles of aspirin. Now, we are down to a matter of hours – from start to finish, including testing and approval,” Peuster commented.

Since starting with ClickDimensions, EASA has increased their email open rates from 25 percent to 29 percent. And the team has used A/B testing and heat maps to discover how to push those rates and their engagement metrics higher.

“By using ClickDimensions email heat maps, we have been able to prove some of our hunches and increase conversions. For example, we theorized that more graphics and less words were the way to go with our emails. With heat maps, we were able to prove this theory and make our emails reflect what our members really want,” said Peuster. “The same goes for split testing. We were finally able to see what works and what doesn’t in an easy-to-execute way.”

EASA has also leveraged ClickDimensions to streamline their new member onboarding. Using campaign automation, the association was able to put new members on a particular path based on data, such as join date, pulled directly from Alliance by Protech. The “set it and forget it” functionality enables them to send important information to new members while freeing

up time to address more pressing member needs. Added Peuster, “The first year of membership is imperative for determining value and we are confident that this will help.”

“Our team has already accomplished so much with ClickDimensions in a relatively short amount of time, and it has also helped us reduce costs versus using two different systems for email marketing alone,” Peuster remarked. “We can’t wait to work more magic with the system to better connect with and retain our members.”



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