Chapter Leader Development

MEMBERSHIP MARKETING
February 28, 2023

Facilitated by: Alma Friedrich, CLP, PP
Founder/President
NALS of North Carolina

Membership Marketing and LinkedIn
WHAT YOU NEED TO KNOW FOR YOUR ROLE IN MEMBERSHIP MARKETING – NUTS & BOLTS

• APPROACH
• FOUR COMPONENTS OF MARKETING
• BRAND versus LOGO

NUTS & BOLTS

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### NUTS & BOLTS

<table>
<thead>
<tr>
<th>Membership Marketing</th>
<th>Business Marketing</th>
</tr>
</thead>
<tbody>
<tr>
<td>Members</td>
<td>Customers</td>
</tr>
<tr>
<td>Prospects – potential members</td>
<td>Prospects – potential customers</td>
</tr>
<tr>
<td>Leads – show interest in membership/certification/CLE</td>
<td>Leads – show interest in products/services</td>
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<tr>
<td>Has an ideal member</td>
<td>Has an ideal customer</td>
</tr>
<tr>
<td>Signup</td>
<td>Sale</td>
</tr>
<tr>
<td>Membership renewal</td>
<td>Customer loyalty</td>
</tr>
</tbody>
</table>
NUTS & BOLTS

- TOUCH POINTS
- BUYER PSYCHOLOGY

FUNDAMENTAL SKILLS IN MARKETING

- Empathy
- Knowledge of Benefits
- Relationship Building
LEVERAGING LINKEDIN – NUTS & BOLTS

On this page
People
Jobs
Posts
More people

People
Legal Assistant at North Carolina Attorney General
Raleigh-Durham-Chapel Hill Area
Past: Legal Assistant at Shapiro & Ingle LLP
is a mutual connection

LEVERAGING LINKEDIN – NUTS & BOLTS

Alma Friedrich, CLP, PP • 6:28 PM
Hi thank you for connecting to my professional network. Have a great weekend.

Hi Alma, thank you for reaching out. Wishing you a great weekend as well! 😊

NATIONAL ASSOCIATION FOR LEGAL SUPPORT PROFESSIONALS

Meetings & Education — NALS of NC - NALS of North Carolina
nals-nc.org • 1 min read

Thank you, Alma! I registered. Have a great rest of your day 😊
LEVERAGING LINKEDIN – NUTS & BOLTS

About

After graduating Summa Cum Laude from the University of North Carolina Wilmington in the fall of 2021, I worked as a long-term substitute in a third-grade classroom, and then was hired to stay as a full-time building substitute to finish out the year. I have contributed my many skills from my elementary education background to my new role of being a legal assistant. Past coworkers of mine have admired my exceptional organizational skills and my ability to be a team player. As someone who has worked in education, I have great experience with written and oral communication, planning and coordinating meetings and conferences, managing multiple projects at once, and problem solving.

Experience

Legal Assistant
The Law Office of Christopher R. Detwiler - Full-time
Aug 2022 - Present · 7 mos.
Raleigh, North Carolina, United States

Building Substitute Teacher
Beulah Elementary School · Full-time
Mar 2022 - Jun 2022 · 4 mos.
Leland, North Carolina, United States
- Had to think on my feet daily as I was placed in a new classroom each day
- Planned daily schedules for the classrooms I attended

Long Term Substitute Teacher
Brunswick County Schools · Full-time
Jan 2022 - Mar 2022 · 3 mos.
Leland, North Carolina, United States
- Traveled amongst different 3rd grade classrooms mid-year during the pandemic
LEVERAGING LINKEDIN – NUTS & BOLTS

How do you know [Enter]

This helps them remember how they know you.

Select one:

- Work Colleagues
- Classmates
- Met at a work-related event
- Other: We don’t know each other

Connect
Create and Curate a LinkedIn Company Page
LEVERAGING LINKEDIN – NUTS & BOLTS

CREATE A BUZZ
OBTAIN & POST SOCIAL PROOF

90% of followers are from my curated LinkedIn connections
WHERE TO ACCESS
MARKETING & MOTIVATION INFO

• YouTube & Internet
  • Simon Sinek (leadership); Brendon Burchard (high performance coach); Evan Carmichael (interviews entrepreneurs)

• Community business network events
  • Google “B2B network events, insert your city and state”

• Secure a guest speaker for an open membership meeting

SOFT SKILLS

• LEADERSHIP – Culture & Clarity
• 60-DAY CHALLENGE BUILDING BUSINESS RELATIONSHIPS
• FINDING BALANCE OF WORK/VOLUNTEERISM
BREAK OUT

Upcoming Chapter Leadership Development Webinars

- March 28: Treasurers
- April 18: Secretaries*
- April 25: All Officers*
- May 30: Education/Certification Officers
- June 27: All Officers*

* Volunteer facilitator needed
THANK YOU!