



Print & Marketing
Solutions Group

ChapterLink™ Marketing Automation Technology

Empower chapters and manage your marketing assets from one powerful and secure portal.



● Your messaging and brand represents your association.

It is essential to provide your chapters with effective tools to communicate while reinforcing your brand positioning. Our solutions provide associations and their chapters with access to sophisticated yet intuitive marketing tools. These tools allow chapters to create high-value, customized marketing collateral and campaigns, personalized mail and email, and access to ordering fulfillment items.

Associations need chapters to help recruit local members and promote the brand. Currently this can overload your marketing staff and/or result in chapters creating marketing materials that are not brand compliant.

● Improve & Simplify Your Chapter Marketing

We offer a robust yet easy to use solution to marketing overload and brand compliance. **ChapterLink™** is an advanced marketing automation technology that enables your marketing team to create fully integrated multi-channel marketing campaigns that chapters can access with the click of a button. Chapters can access and customize campaign templates, brochures, postcards, letters, invoices or other documents with logos, pictures and other specific information related to their chapter and deploy campaigns in just minutes. **Easy for them, easy for you!**

● Centralize Your Marketing Assets

ChapterLink™ is more than a powerful marketing automation solution. **ChapterLink™** also offers a secure online portal in which you can centralize and manage your full catalog of marketing assets, including digital assets (e.g., graphics, content and logos), printed materials, shirts, posters, mugs and more. Save valuable time and significantly reduce costs with unparalleled inventory control.

ChapterLink™ Features & Benefits

- Simple to use, internet based software with sophisticated capabilities
- Centralize your full catalog of marketing assets in our easy-to-use **ChapterLink™** portal
- Reduce headquarters staff time
- Customize association approved marketing templates at the chapter level in just minutes
- Maintain messaging and brand standards
- Logins can be linked to chapter logos and contact information
- Integrate mailing lists into the workflow or upload lists as needed
- On-line proofing and approval
- Budget control and co-op spending features
- Credit card processing or billing integrated with your accounting system
- Ordering, inventory, billing and customized reporting
- **ChapterLink™** reports give you complete visibility into all chapter marketing activities
- Flexibility to meet your needs
- Responsive support

● Gain Efficiencies & Speed to Market

Save time and eliminate errors that occur when chapters plan their own marketing campaigns or material, source their own vendors and coordinate with countless stakeholders in the approval chain. When your **ChapterLink™** marketing material or campaign is ready to roll out, simply alert your chapters with the click of a button. Local campaigns can be launched and start generating leads in just minutes.

Reduce Costs. Once templates are created, costs to create customized materials are minimized due to reduced turnaround times, revisions and proofs.

Always on, anywhere, anytime ordering. Now chapters can order up-to-date marketing material in real time from anywhere over the Internet and have collateral fulfilled in days versus weeks.

● Ensure Brand Integrity

Increase your effectiveness. Empower chapters to create strategic, customized marketing materials effortlessly via the Internet.

Increase control. Collateral templates allow chapters to easily utilize effective marketing materials with consistent brand elements designed and approved by your marketing department.

Secure Infrastructure. Maintains data integrity and privacy through password protected access.

● Improve Marketing Effectiveness

Target your message. Documented studies have shown that customized and personalized full color marketing communications can increase response rates up to 500% over static materials; helping chapters increase membership and improve your marketing ROI.

Create high-value, relevant collateral. Complete versioning and personalization is possible for even your most demanding printed pieces including direct mail, postcards, brochures, sales sheets and newsletters.

End-to-end fulfillment. We can ship materials directly to the chapter or mail directly to the designated members and prospects.