

AFERA 2017-2020	'internal' industry scope	'external' end user scope	'external' education scope
<i>Objectives</i>	<ul style="list-style-type: none"> <li>- Inform and engage current members</li> <li>- Recruit members and potential members to events, especially the Annual Conference</li> <li>- Build audience of prospective members</li> <li>- Facilitate dialogue and knowledge exchange about tape development and tape application/usage</li> </ul>	<ul style="list-style-type: none"> <li>- Build audience of designers and engineers on earned media and owned media</li> <li>- Convert traffic of audience to content on afera.com about tape solutions</li> <li>- Convert traffic of audience towards member directory on afera.com</li> </ul>	<ul style="list-style-type: none"> <li>- Reach out to professors to include tape as bonding/binding method in curriculum</li> <li>- Create visibility of Afera educational material to students</li> <li>- Include students in Afera educational activities</li> </ul>
<i>Audience</i>	<ul style="list-style-type: none"> <li>- Management / Experts of member companies and potential member companies in the entire industry (focus specialty/commodity derived from strategic scope steering committee)</li> </ul>	<ul style="list-style-type: none"> <li>- End users of dedicated SAT solutions</li> <li>- Product designers &amp; engineers</li> <li>- Industries: automotive, construction, electrical appliances, medical appliances</li> </ul>	<ul style="list-style-type: none"> <li>- Educators at universities (e.g. professors)</li> <li>- Students (<i>profile to be detailed</i>)</li> <li>- Educational Industry bodies</li> </ul>
<i>Metrics</i>	<ul style="list-style-type: none"> <li>- Click through rate (CTR) from email campaigns / newsletters (members)</li> <li>- Participation at member events</li> <li>- Member logins</li> <li>- Newsletter subscriber evolution</li> <li>- Contact form / Info request (Afera membership)</li> <li>- Generic Google Analytics metrics <ul style="list-style-type: none"> <li>- Visits / % new visits</li> <li>- Bounce rate</li> <li>- Time on site</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>- # Twitter followers (abs, growth, profiled)</li> <li>- Traffic from Twitter to Afera.com</li> <li>- Page views of Why Tape section</li> <li>- Page views of Member directory</li> </ul>	<ul style="list-style-type: none"> <li>- Goals achieved through clicks on CTAs on educational landing page</li> <li>- Personal relationships with educators</li> <li>- Level of student participation</li> </ul>
<i>Do we know what the audience is searching for and that meets our goal?</i>	<ul style="list-style-type: none"> <li>- Current members can be reached more effectively through email &gt; no effective SEO possibilities/needs</li> <li>- If potential members search for associations Afera is ranked correctly &gt; no effective SEO possibilities/needs</li> <li>- We are unable to define other search profiles for potential members that would help us increase visibility with that audience &gt; no effective SEO possibilities/needs</li> </ul>	<ul style="list-style-type: none"> <li>• The why tape section should 'automatically' (by nature) score successfully for searches about tape.</li> <li>• If we convert the why tape section on the Afera website to various small SlideShare decks (published externally on SlideShare), we can increase our search rankings and visibility with a one-off, low cost exercise that is consistent in its content.</li> <li>• On page optimisation on each of our (existing and future) why tape pages (determine a keyword per page and follow the content guidelines to ensure the page is optimised for that keyword e.g. Problem solving keywords. To be done internally.)</li> <li>• CTA on every Why To page to the member directory</li> </ul>	<p>It would be advisable to launch a test period for 2017 with a limited budget, to develop</p> <ul style="list-style-type: none"> <li>- one landing page with Afera educational resources focussing specifically on search behaviour of teachers and students.</li> </ul> <p>The page should lead to</p> <ul style="list-style-type: none"> <li>- the why tape section</li> <li>- and have an additional CTA to contact us for tailor made educational support.</li> </ul>
<i>Do we know which social media the audience is using actively and that meets our goal?</i>	<ul style="list-style-type: none"> <li>- From our own experiences (events, member companies), LinkedIn is the only potential social channel.</li> <li>- We should continue to develop our internal Afera Twitter channel but with a limited investment as expectations, for the time being, are low</li> </ul>	<ul style="list-style-type: none"> <li>• Twitter has proven to be a successful channel for building our design-engineering audience</li> </ul>	<ul style="list-style-type: none"> <li>• LinkedIn and Twitter are expected to be the most effective channels</li> </ul>

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<i>Additional Channels</i>	<ul style="list-style-type: none"> <li>- Email newsletter</li> <li>- Member database</li> <li>- Prospect database?</li> <li>- Afera Website</li> </ul>		<ul style="list-style-type: none"> <li>• Personal contacts with educators</li> <li>• Direct outreach to students/groups</li> <li>• Afera Website</li> <li>• Trade media, reaching educators</li> </ul>
<p><i>Which Content can (feasibility) we create/produce and is expected to be effective?</i>  <i>For all content:</i></p> <ul style="list-style-type: none"> <li>• Focus on quality over quantity</li> <li>• All news within the association level-playing field scope.</li> <li>• Remember that we want to earn attention, (eyeballs, time, credibility) first with our MarCom and then lead the audience to specific content sections (e.g. Why tape, member section) or encourage specific actions (e.g. subscribe, register etc.)</li> </ul>	<ul style="list-style-type: none"> <li>- News <ul style="list-style-type: none"> <li>- Afera news</li> <li>- Member news</li> <li>- News derived from Afera events</li> <li>- Industry News – (partially manual, partial automated e.g. paper.li)</li> </ul> </li> <li>- Published on afera.com, primarily promoted through Afera newsletter and LinkedIn</li> </ul>	<p>Options:</p> <ul style="list-style-type: none"> <li>- Curated weekly 'Design that Sticks ' update (partially manual, partial automated e.g. paper.li)</li> <li>- One case per member per year. <ul style="list-style-type: none"> <li>- Fixed format/template</li> <li>- Content rich, no sales pitch</li> <li>- Edited at fixed cost base by Afera editor (e.g. € 100.-)</li> <li>- Distribution and promotion (as part of the membership fee) for free on Afera channels</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• TBD</li> <li>• suggestions: <ul style="list-style-type: none"> <li>• Highlights of Tape College</li> <li>• Re-share member content that inspires young students (e.g. VHB demonstrations where the tape is pulling a car.)</li> <li>• Are you an SAT engineer expert quiz</li> <li>• Test: student webinar</li> </ul> </li> </ul>
<i>Organisation</i>	<ul style="list-style-type: none"> <li>- TBD</li> </ul>	<ul style="list-style-type: none"> <li>- Louise: developing Twitter audience, managing the (curated) Twitter timeline, seeding Design that Sticks content</li> </ul>	<ul style="list-style-type: none"> <li>- TBD</li> </ul>
<i>Resources</i>	<p><b>Within approved budget range</b></p> <ul style="list-style-type: none"> <li>- <b>Allocation of resources towards activities after (conditional) approval (Amsterdam 2017)</b></li> </ul>		
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<i>Tools</i>	<ul style="list-style-type: none"> <li>- <b>Cloud based content calendar</b></li> <li>- <b>Paper.li or similar (content curation)</b></li> <li>- <b>Dashboard tool (reporting)</b></li> </ul>		
	<ul style="list-style-type: none"> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Audiense (twitter reach)</li> <li>- Buffer (social media updates)</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>-</li> </ul>
<i>Governance</i>	<ul style="list-style-type: none"> <li>- <b>Content:</b> Style manual 1-2 page max</li> <li>- <b>Finance/resources:</b> As specified in annual budget. All work is done, after approval of work/budget descriptions.</li> </ul>		
<i>Reporting</i>	<ul style="list-style-type: none"> <li>- Activity progress</li> <li>- KPI's</li> <li>- Budget</li> </ul>		