



**IFMA**™

International Facility Management Association

**Empowering Facility Professionals Worldwide**

IFMA™

**IFMA FACILITY FUSION**  
Conference & Expo //////////////// **2016**



# Marketing Tips and Tricks

# Agenda

- What is Race to Indy?
- Who is the IFMA Marketing team and how can we assist in this campaign?
- Email Marketing—How to make the most of your email marketing campaign (Do's and Dont's)
- Embracing the IFMA Look and Feel
- Accessing IFMA's Marketing tools for the campaign



## What is Race to Indy?

The Race to Indy member recruitment contest is a healthy competition amongst chapters and councils to recruit new members to IFMA. The contest will include “Pit Stops” in the form of webinars and other tools hosted by IFMA HQ departments to assist in participant efforts. The Race to Indy will begin October 1, 2015 and conclude at Facility Fusion Indianapolis 2016. For more details, please visit: <https://www.ifma.org/know-base/chapter-leader-tools/race-to-indy>

Introducing the



# Marketing Team



**Stewart Dallas**  
Director of Marketing



**Amanda Day**  
Marketing Assistant



**Houston Dupre**  
Creative Design Lead



**Chablis Lindquist**  
Marketing Writer Manager



**Anna Iriemi**  
Marketing Product Manager



**Yonas Woldestsadik**  
Graphic Designer, Video Specialist



# Email Marketing (Making the most of your email campaign)



# Utilizing a professional “IFMA” email header

Make IFMA your go-to source for networking, education and events

Email not displaying correctly?  
[View it in your browser](#)



Do you or your team need a basic knowledge of facility management? Are you a service provider that works with or sells products to FMs? Do you work in one facet of FM and need to get a broader overview of all the competencies of FM? This [Essentials of Facility Management Program](#) is for you!

The [Essentials of FM](#) is a series of training workshops focusing on basic concepts that describe the field of facility management and how it can be of value to an organization. Entry-level FMs will learn:

- ? The facility manager's role including the skill sets, knowledge and abilities required to effectively perform their work.
- ? Basic operation and maintenance concepts and practices.
- ? Tactical planning for scheduling and accomplishing daily FM tasks that support the operation of a facility.

We invite you to attend an informational webinar, which outlines the program, defines the target audience, and explains the necessity and benefits of taking the [Essentials of FM](#) program - either for yourself or your team.

**Date:** October 29, 2015  
**Time:** 12:00 – 12:45 PM CDT  
**Speaker:** Chris Hodges, P.E., CFM, LEED AP, FRICS, IFMA Fellow



**Register Now!**



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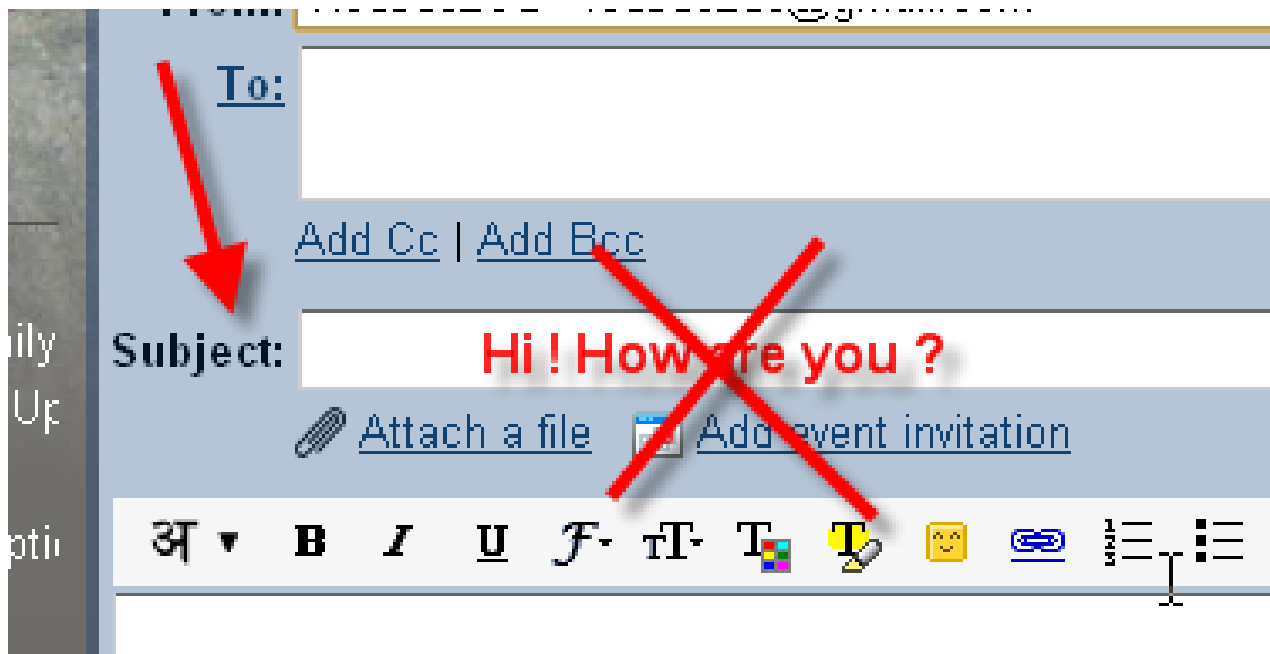
Representing IFMA through various email templates will increase your click through rates and let potential customers know the email is legitimate

# What is in a name?





# A lot! Catchy Subject Lines to Draw in Readers



# Email Subject Line Statistics

- **69%** of email recipients report email as Spam based solely on the subject line
- **35%** of email recipients open email based on the subject line alone

(convinveandconvert.com, 2014)

- The highest click rates were experienced by emails with **28 to 39 characters** in the subject line

(*Informz "2013 Association Email Marketing Benchmark Report, Part I: Key Metrics"* (2013))

# Spice up subject lines by utilizing the “Voice of Customer”

## What is VOC (Voice of Customer)?

VOC is a conversational method/tone used to encourage a dialogue between senders and recipients through the following:

- Creating a familial tone through words such as “you and we”
- Employing informal language as opposed to formal jargon
- Asking a question in a subject line to encourage ongoing dialogue
- Utilizing images in email template (Beyond the Subject Line)

# VOC in Action

## Effective Subject Line

**“Give your career a boost-Join IFMA today.”**

From: **Lauren Huber** <[lauren.huber@ifma.org](mailto:lauren.huber@ifma.org)>  
Date: Wed, May 20, 2015 at 8:49 AM  
Subject: HTML Proof - Give your career a boost - Join IFMA today.  
To: [hayd3447@gmail.com](mailto:hayd3447@gmail.com)



## Ineffective Subject Line

**“Sign up for IFMA Membership”**

From: **Lauren Huber** <[lauren.huber@ifma.org](mailto:lauren.huber@ifma.org)>  
Date: Wed, May 20, 2015 at 8:49 AM  
Subject: HTML Proof – Sign up for IFMA Membership  
To: [hayd3447@gmail.com](mailto:hayd3447@gmail.com)



# Embracing the Look and Feel



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## Understanding IFMA products and marketing campaigns



# Make my IFMA, Your IFMA

- “My and Your”- You and I sub-theme continued.
- “My IFMA”- double entendre for name of IFMA account membership
- Establishing trust- I trust IFMA, you should too.
- Voice of customer
- Overarching theme of collaboration



# What does IFMA have to offer?

Referring to IFMA products as a  
selling point




**IFMA's Fall Symposium**  
**Oct. 3-9, 2015**  
 Hyatt Regency Denver  
 @ Colorado Convention Center

 Facility Management Professional™  
 Sustainability Facility Professional™  
 Certified Facility Manager® Exam Prep  
 Entry-level workshops for emerging FMs



**IFMA™**

**Your facilities.**  
**Your career.**  
**Always our focus.**

**We get what you do.**  
**We give you the tools to do it.**

**Your facilities.**

- ▶ In-depth education focused on your unique FM needs.
- ▶ Practical solutions to address every FM challenge.

**Your career.**

- ▶ Essential leadership development.
- ▶ Guaranteed professional connections.

**Always our focus.**

- ▶ IFMA's focus is on enhancing FM careers worldwide.
- ▶ IFMA has been the leader in advancing the FM practice for 35 years.



**WORLD FM DAY**  
*Celebrating 35 Years of Inspiring the World's Facility Managers*



**INTRODUCING**

**IFMA Knowledge Library**

**Never stop learning**

Industry-leading facility management information








YOU NEED  
MARKETING TOOLS

## How do you access IFMA's marketing resources?

- 1) Access IFMA's Race to Indy site (<https://www.ifma.org/knowledge/chapter-leader-tools/race-to-indy>)
- 2) Access:  
**New Member Recruiting Resources and Guides**  
**Get Started – Essential tools to get you started**  
[Templates and resources for component leaders »](#)

For individual questions regarding marketing resources for the Race to Indy contest, please reach out to  
Anna Iriemi  
Marketing Product Manager  
**[anna.iriemi@ifma.org](mailto:anna.iriemi@ifma.org)**

# Questions?

**Don't forget to join us next week on Wednesday,  
November 4<sup>th</sup> at 11 AM CST  
for our next Pit Stop:  
“Public Relations & Media Mavens”**

For more information:

[www.ifma.org/race-to-indy](http://www.ifma.org/race-to-indy)