



## TIP # 1: Exposure



Brand recognition is central to the decision-making process. Audiences tend to connect more with familiar and respected brands. As you build your branding strategy think of possible opportunities to increase brand exposure with water professionals.

### TRY THESE:

1. Sponsor an event or conference
2. Create a promotional video

## TIP # 2: Engage



An engaged audience can be a powerful asset in building brand awareness. Rather than viewing your members as receivers of your message, think of them as ambassadors of your message. Audiences that are engaged with brands often speak about their participation and involvement which can help to push your member association to the fore-front.

### TRY THESE:

1. Develop contests to promote interaction and deepen member and audience connections with your brand.
2. Create videos to highlight useful career tips and educate your audience on product benefits.



## TIP # 3: Influence



Be the resource your audience looks to for trending information within the water sector. Position your member association as a thought leader by developing content and resources that meet audience needs and support their goals.

### TRY THESE:

1. Create and distribute a monthly newsletter or publication. Include surveys or polls to gauge audience interests.
2. Provide resources and tools on your website and other communications that support and speak to interests.

## TIP # 4: Connect



Connect with your audience on a personal level. Remember who they are and speak directly to them. Include language and topics that are familiar to water professionals in your content. Make your audience's uniqueness a priority in all your marketing campaigns. Think about segmenting your marketing messages to speak specifically to different segments of your audience.

### TRY THESE:

1. Use filters and tags to separate marketing messages for each audience segment
2. Use Google's keyword tool to look up effective and relevant water sector terms (language) to add to your website and marketing messages. This will help to attract new prospects as they search for information online.