# Marketing and Communications

## The ACM Brand

What is the ACM brand?  What does it mean?  What does it stand for?  What does it bring to mind?

It identifies us as computing professionals and engineers. It represents our ideals and aspirations as an organization.  It defines who we are and how we want the world to perceive us.

Organizations are more than their products and services.  They convey an idea to the larger world in which they operate.  Branding communicates that idea through symbols that create an emotional connection to the company.  Effective branding differentiates companies and builds trust and loyalty in their products and services

Our branding goals are to:
- Create top of mind awareness throughout the computing community
- Position ACM as a key resource for industry, academia and government
- Promote ACM as a partner among IT associations

ACM Brand Strengths:
- Legacy of quality, credibility and content
- Internationally recognized brand profile
- Committed and proactive leadership
- World-class publications and programs
- Extensive digital library providing online access to all ACM publications
- High profile Special Interest Groups (SIGs) with worldwide reputations for expertise in information technology

## ACM Style Guide

Located at: http://identitystandards.acm.org/ or www.acm.org/styleguide
- ACM logos in various incarnations with instructions for their proper use
- SIG logos – wide variety of treatments, sizes, etc – If you cannot find the format that you need, please contact us and we will do our best to provide you with exactly what you need.
- ACM's Boiler plate "About ACM" in various lengths
- Targeted messages
- Templates for ACM publications:  Journals, Transactions & Proceedings
- Templates for ACM SIGs/conferences
  - Newsletters
  - Conference Proceedings
  - Calls for Papers
  - CD/DVD Media
  - Conference Program/Advance Covers
- Online banner artwork: skyscrapers, box buttons & leaderboards

# Recruitment and Retention

The key to membership growth is consistent, continuous emphasis on recruiting new members.

Effective member recruitment starts with a few questions:
- *What are the purpose, vision, and mission of our organization?*
- *Who and where are our potential new members?*
- *When and how do we come into contact with potential new members?*
- *What is the best way to promote membership in our organization?*
- *What have we tried to recruit new members? What worked?*
- *What can we afford to spend on new member recruitment?*

**Direct Mail**
ACM conducts multiple direct mail campaigns to recruit new members. Traditionally these focused mailings assured the greatest success recruiting new members.  But the times are changing.  Response rates have declined and the main sources of list prospects (magazine subscription lists) no longer exist or have moved online.  We at headquarters are grappling with this and have engaged a brand innovation firm to help us develop a new membership campaign to promote ACM membership to prospective members where they live today, online.

Direct mail is hugely expensive.  If you are planning to use direct mail to acquire new members, we are happy to help you plan your mailing, and lend expertise with list selection, reviewing mailing text, obtaining design and printing quotes, assigning tracking codes, etc.

**SIG Applications**
Applications for individual SIGs are available for member recruitment. PDFs are at:
http://www.acm.org/joinsigs

SIG applications can be included in your SIG newsletter, conference programs, conference proceedings, workshops, conference registration areas, and conference registration bags, to name a few.

**Word of Mouth**
Many ACM members learn of ACM from colleagues, professors and other members.  SIG members should be encouraged to invite colleagues to join your SIG. You may want to reward those members who successfully recruit new members.

**Announcements in *MemberNet***
*MemberNet*, ACM's monthly online newsletter, offers opportunities to announce SIG news, programs, and events. Notify your SIG Program Director/Coordinator if you have a submission for an upcoming issue, or send email directly to mn-editor@acm.org.

**SIG Quick Join Form and SIG websites**
ACM has a standalone Quick Join form at http://www.acm.org/joinsigs.  Link to this site from your SIG homepage for easy access to SIG membership join form.

**ACM Marketing Materials**
Many ACM marketing materials reference the SIGs. These include:

SIG Guide – PDF brochure, with information on each SIG, including prices, newsletters, homepage URLs, conferences, awards and grants, areas of special interest, and Member Plus Packages.

SIG Applications – PDF forms, each providing a brief description of the SIG, and relevant pricing information.

Large Publications Catalog – PDF catalog of ACM's transactions and journals listing individual and institutional subscription prices. It also includes a brief description of each SIG and a listing of SIG newsletters with pricing information.

ACM Renewal Guide – concise list of SIGs and their prices (sent with the 2nd print renewal notice). Online renewal forms also offer links to more information on joining.

Subscriber Guide – ACM SIG list with pricing and ordering information, sent to non-ACM member subscribers to an ACM publication or SIG.

ACM Membership Application – includes listing of SIGs and their prices, used widely at ACM Headquarters.  PDFs available from the Memberships webpages on acm.org.

ACM Website – access to SIG descriptions and links.  Pages include online SIG Quick Join Form, SIG Reference Guide, SIG Conference Calendar and SIG Information Director Toolkit. "What's New" on www.acm.org home page available for selected posting of  SIG programs/benefits.

*MemberNet* – ACM's monthly newsletter provides opportunities for SIG news. Forward SIG request for consideration to mn-editor@acm.org.

**SIG Marketing at Conferences**
ACM and SIG-sponsored conferences provide excellent promotional venues to insert marketing materials, applications, and links.  For example:
- Insert brochures in registration packets
- Insert applications in conference proceedings and programs
- Include links to join page on conference registration pages
- Place applications and signage promoting reduced rates at registration areas
- Place applications, brochures and flyers at ACM booths, where available
- Include SIG membership fees in conference registration fees

**ACM Awareness at SIG Conferences Program**
We promote ACM membership and SIG membership at many SIG conferences each year by providing custom applications and a premium into conference registration bags.  We send these materials to many of the larger conferences and as well as to new conferences, including: CHI, DAC, FCRC & ECRC, SIGMOD/PODS, SIGGRAPH, KDD, and SC.

**Keeping SIG Members**
One of the challenges we face as membership organizations is retaining existing members. Activities which increase the likelihood that members will renew include:

**Lapsed Member E-mail**
Your SIG should invite members who have lapsed to rejoin.

# Engagement and Relevancy

**Membership Surveys**

Surveying members helps gauge satisfaction with products, services and initiatives. It also offers detailed information on members' knowledge of and interest in the programs and resources offered and to collect demographic data. This information helps create more targeted and efficient programs and services.

Web and e-mail based survey companies can be found on the Internet. Since 2001, ACM has conducted e-mail and web-based membership surveys.

If you would to survey your members, keep the survey simple and short.  To focus your survey questions, always ask "What will I do with the responses from this question? What actions will the answers prompt?" Some questions you might ask include:
1. Where did you first learn about our SIG?
2. What prompted you to join?
3. What is your satisfaction level with current offerings?
4. How aware are you of current offerings?
5. How interested are you in these products?
6. How would you improve the SIG?

    _If surveying Lapsed Members:_
7. Why have you decided not to renew your membership?
8. What could the SIG do to convince you to rejoin?

Surveys and discussions with ACM professional and student members indicate that SIG membership is highly valued. SIG members say they appreciate the quality of SIG conferences, tutorials and workshops.


# Communications

**Communication with Members**

Communication ensures that members are aware of benefits, know about upcoming activities, and feel connected and involved.

**New Member Welcome E-mail**

ACM welcomes all new members sending an information packet.  And we promote SIG membership in our onboarding materials. Your SIG can welcome new members via e-mail to orient them to your SIG, officers, agenda, volunteer opportunities, upcoming events, and provide contact information.

**TIP Alerts**

ACM's Technical Interest Alert emails promote SIG conferences and papers that we published in SIG proceedings.  Every month, ACM sends an email to members about a group of products or resources.  One month features ebooks, another online courses, or research papers, conferences, etc.  The resources, papers, books, etc are matched to each recipient's interests based on the technical interest profile submitted.  Members can change their TIP profiles at any time.

# Social media

ACM's current social media strategy consists of posting to a variety of social media platforms information about ACM, its members, products and services, and also about interesting articles published in TechNews, CACM, XRDS, and other publications.  We post about all the types of things that would trigger a press release or bulletin announcement to members, but also about the members' achievements and awards of members and members who are in the press, or delivering DSP lectures.

ACM maintains accounts or channels on a variety of platforms including Twitter, Facebook, Google+, and YouTube.

ACM follows and likes all the ACM SIG accounts that we are aware of, and try to repost interesting posts made by our SIGs to our followers.  So if there is something that you would like us to tweet or post, please contact us and request the repost. And if you start an new account, please contact us so that we can follow you.

Going forward, we plan to promote more journal and proceeding research papers than we have in the past.  We plan to develop a social media strategy around promoting the important research and authors that is published in ACM, journals and proceedings and presented at the SIG conferences.

# In summary
- Goals:
    - Grow membership
    - Increase membership among emerging and established professionals
    - Maintain academic and researcher members
    - Ensure ACM is perceived to be relevant to future computing professionals
- Reimagine how we promote ACM membership and attract new members
- Make members aware of products and services
- Match resources to interests
- Continue social media strategy around promoting ACM, it's SIGs and members
- Augment social strategy to include more content marketing, promoting research papers and authors
- Many promotional resources available online
    - ACM Style Guide: http://identitystandards.acm.org/
    - Including SIG logos – wide variety of treatments, sizes, etc – If you cannot find the format that you need, please contact us and we will do our best to provide you with exactly what you need.
    - ACM's Boiler plate "About ACM" in various lengths
    - SIG Membership Applications, Quick Join & PDFs:  http://www.acm.org/joinsigs
- Announcements for MemberNet:  mn-editor@acm.org.
- Contact us if you'd like your conference considered for the ACM Conference Awareness Program