

CASE STUDY on Content Strategies



amcinstitute.org



ESPA

- ESPA represents event service professionals from CVBs, hotels and convention centers and advocates for the role and impact event service pros have.

ESPAonline.org



CMA

- More than 30 years in business
- Full-service Association Management Firm and Marketing Agency
- Located in Princeton Junction, NJ

Challenge

- Event Service Professionals Association (ESPA) is the only organization that is solely dedicated to advocating for the role and impact event service professionals have on the success of events. With a 30-plus year track record, the association engaged CMA to deepen membership engagement.

Actions Taken

Step 1 Cultivate media partnerships with target publications

Step 2 Build content library through the initiation of blogs

Step 3 Secure a year-long media partnership with one of the top targeted publications in the industry

Step 4 Develop and promote robust blog program to engage members

Goals

- Be positioned as an industry thought leader
- Enhance member engagement
- Secure feature opportunities for the association

Insights/Learnings

Through blogs and media outreach, CMA's campaign showcased ESPA members as go-to subject matter experts, positioning them as the answer to the issues that meeting planners and venue decision-makers face.

Results

- 1 media placement in Future of Travel & Events USA Today Supplement was leveraged to secure an additional 21,000 impressions
- 25% increase in web traffic as a result of the blog strategy
- 38 media placements secured for a total of 284,824 impressions in target publications:
 - Connect Meetings, CVB Life, Future of Business & Tech, Meetings Today, Prevue Magazine, Successful Meetings, Trade Show News