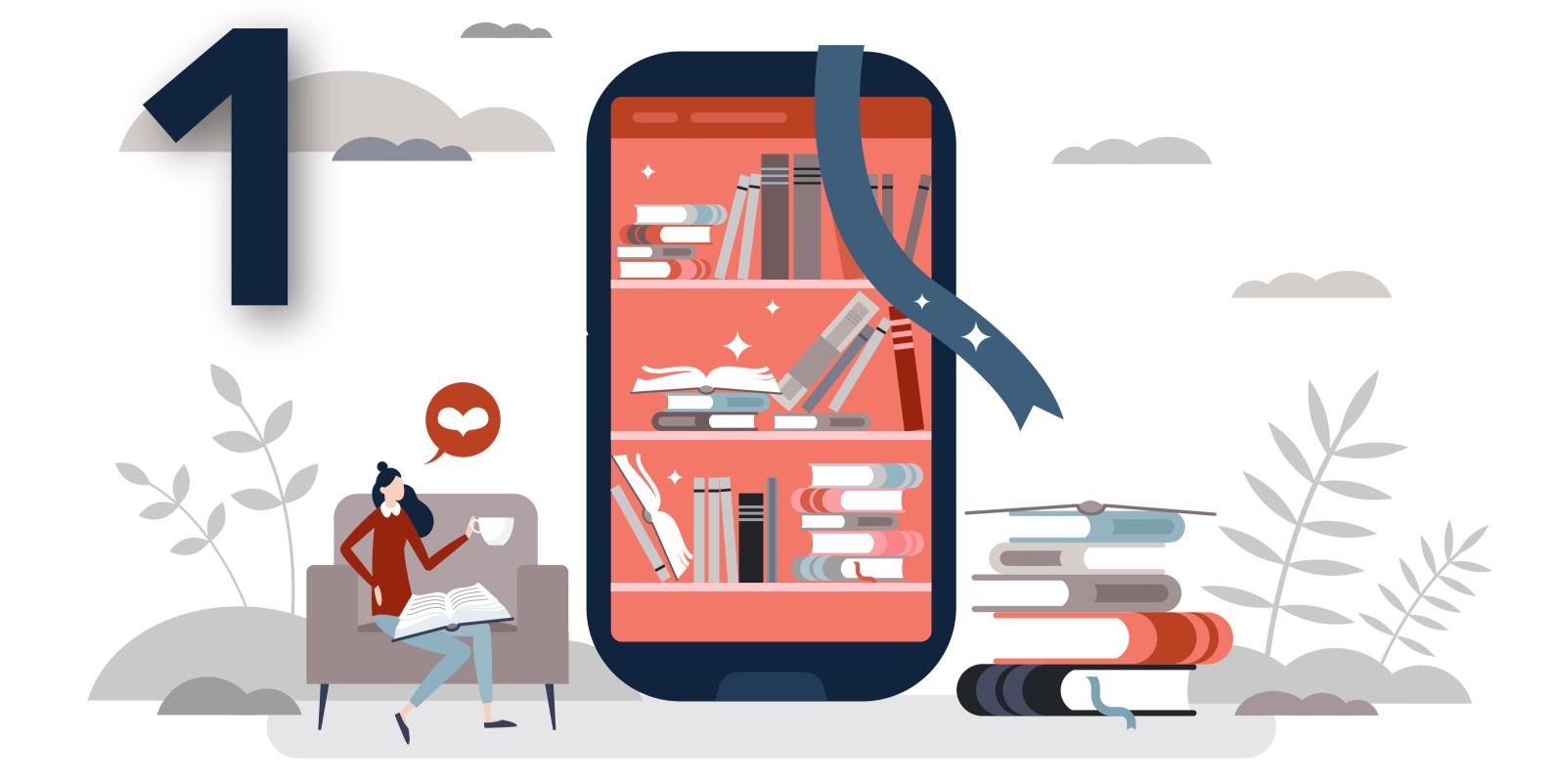
5 REASONS TO

## Launch a Digital Resource Library

- ON YOUR

## Association Website



#### An online resource library allows you to provide a **steady** stream of curated, highly relevant thought-leadership

Enhance Member Value

and vendor-sponsored content to your members, including white papers, how-to guides, ebooks, reports, podcasts, on-demand webinars, and more. The resource library is free to members, and it will keep them coming back to your website regularly for the information they need to accelerate their professional

growth. ~50%

of members state that receiving useful information is a top priority of association

membership.

more time spent with downloadable content vs articles and blogs.



### Supplement these critical live experiences with a digital resource library that provides members with

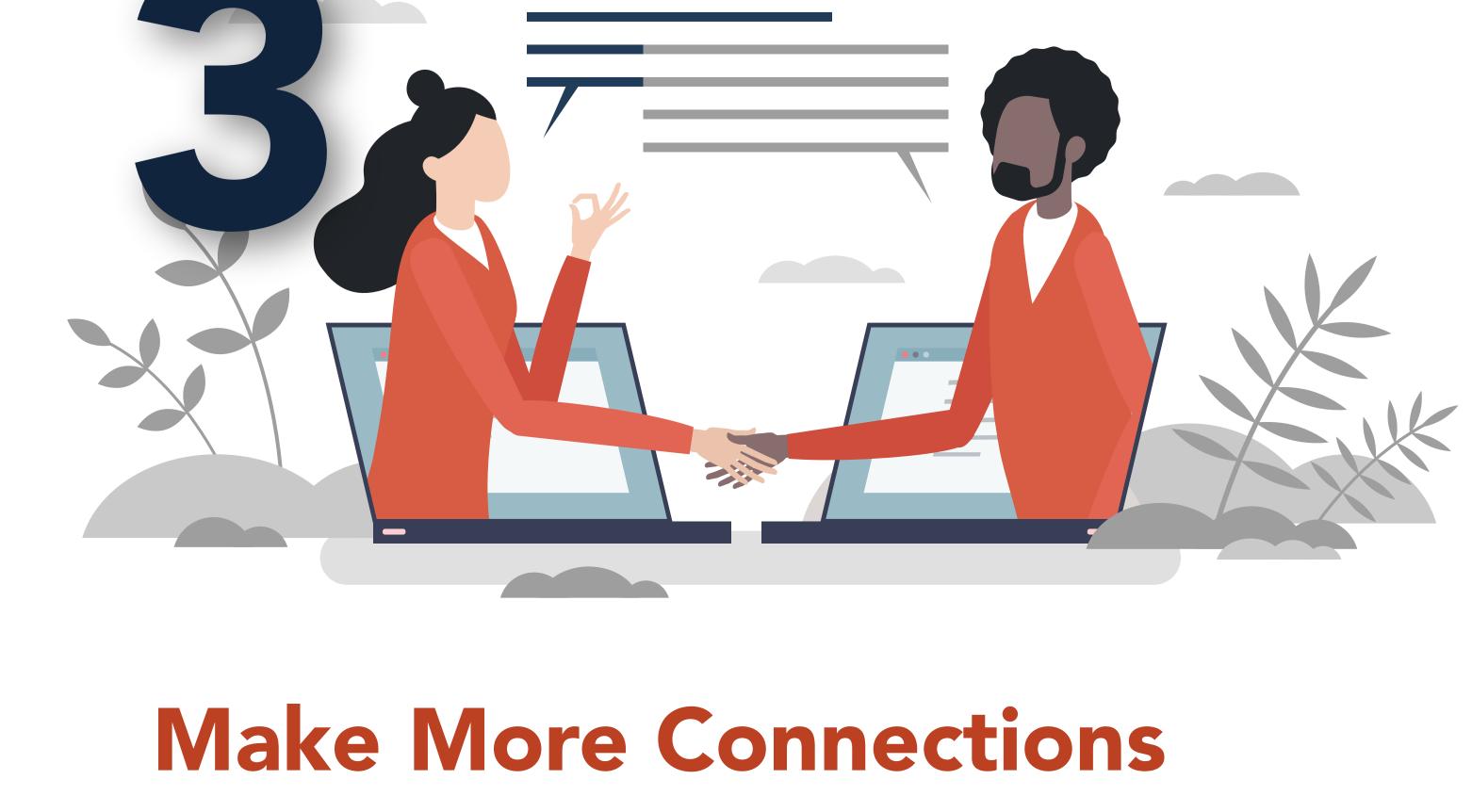
your members, while helping them make valuable

connections with one another and with sponsors.

access to helpful content and resources 24x7x365. And, while only a relatively small percentage of your members will attend your event, your entire membership will have access to your digital resource library through your website, which is pandemic-proof.

Your live events are a primary way to educate and inform

of meeting planners had to cancel at least one event in the past year.



Your corporate sponsors and preferred partners want a

platform that will enable them to demonstrate their

generating business development leads from your

to information about the products and resources

available from vendors and sponsors.

**The #1** 

marketing

priority

of your sponsors is

generating leads, and

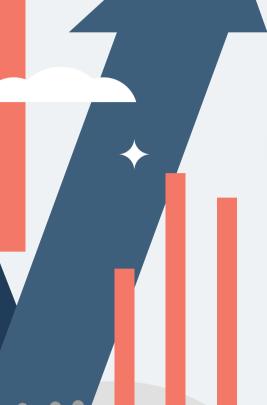
thought leadership, while making more connections and

members. And your members increasingly want access

A digital resource library offers you a way to serve the

# needs of both sponsors and members.





of marketers plan to

increase their content

marketing budget this year.

#### Intuitive association dashboards provide real-time analytics on the topics, content formats, and resources that are resonating most with your members. As you gain an even deeper understanding of your members' informational needs, you'll be better positioned to develop and produce your own content

Nearly half (47%) of

association executives

measure communication

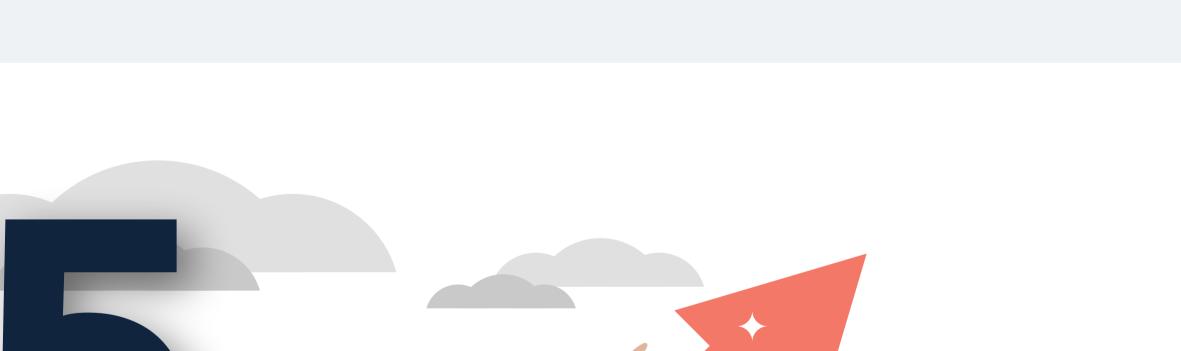
effectiveness is a serious

or significant challenge

say their inability to

Actionable Insights

and programs that will meet member needs.





income streams.

Grow Non-Dues Revenue

your organization without burdening your internal resources. 3 out of 5

Membership dues will continue their steep decline as a

percentage of revenue, and event revenue isn't likely to

return to pre-pandemic levels for some time. Associations

solution that will drive incremental, recurring revenue for

need creative ways to offset revenue losses with new

A fully managed digital resource library is a turnkey



associations expect lower non-dues revenue this year.

a white-labeled resource library for your organization at no cost to you.



leadmarvels

Learn how Lead Marvels can build and manage