

# Marketing And PR Committee Report, Fall, 2017

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As older board members know, the MKT & PR Committee has been the source of many projects in AIS. The Encyclopedia, The Online Library, are two of my pet projects and I devote a huge amount of time working on these. Indeed members of our committee are always looking for more volunteers to work on projects we cannot fully staff even though we have one of the largest committees in AIS. For example, it has been suggested that we have press releases. Actually we do, but at present no one person has this responsibility, and to do it right requires a very large effort. If there are any volunteers I would be happy to guide you through the details of what is needed. We have spawned a number of subcommittees that now submit reports of their own. The Encyclopedia, The Online Library, The Social Media, The Display, Test, and National Collections Gardens, and of course News & Notes all came from our committee. We instituted The Membership Contest, and the Voucher program and brought the booklet 'Basic Iris Culture' up to its present form. Yes, we are assigned publications also. Essentially wherever there has been a need that was not being met we have tried to fulfill it.

## **Landing Pads:**

With the eminent redesign of our website I would like to point out another need. Actually it could be accomplished immediately. In marketing the term "Landing Pad" is referred to a page on the website that is not really part of the website but serves a specific purpose for a designated audience that need not view all of the website but just that page. It provides a page that is exactly what that person is looking for without confusing them with having to navigate the website.

The Landing Pad I am proposing is for a potential new member. Often people receive a flyer or an invitation to join but when they take the action to do so they must navigate a website. They may not notice the JOIN Button or if they get to the area for joining they are confused by all the possibilities. The impulse to join is suddenly confronted with too many different decisions. This is great for established members but for the person just impulsively wanting to try out AIS, it loses the sale. Salesmen are taught a number of sayings; "KIS. Keep it simple Stupid!". "Once you ask for the business, shut up!"

I propose the URL for the landing pad be simple to enter like " [www.irises/newmembers/](http://www.irises/newmembers/)". I would suggest that future invitations to join use this URL. On the page following this I have prepared a flyer that I will enclose in *The Bulletin* being offered on Botanical Garden Newsstands. I would expect the landing pad to look the same as the flyer, but the URL and everything after that would be replaced with a PayPal Join. The flyer also contains a QR code so that people could go directly to the join page via their phone.

One extra feature that works well for many people is to have a box when they are filling out their credit information that one checks if you wish your subscription to be renewed automatically. I love this when I join another society because I do not have to remember when I have to renew.

In order to demonstrate the landing Pad, I would like to thank David Cupps for creating this landing pad very quickly so I could test it at the State Fair prior to the board meeting. Even as it was being developed it brought one new member. Below I have placed the flyer that one might use to get someone to the landing pad. It is created in Word so most members could download it to use at their activities. A more elegant version could be printed but this works now.

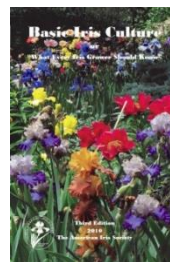
# New Members Special

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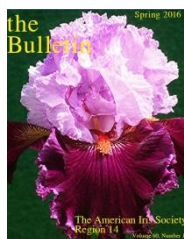
**25% off** Newsstand Price of four issues of the Quarterly AIS Bulletin

**\$25 worth of free irises** with voucher from your choice of our best nurseries



**Free** Beginners guide; 'Basic Iris Culture'

**Free** 'News & Notes' monthly e-newsletter, for breaking Iris news, Rare Iris seed and plant exchanges and AIS activities.



**Free**, Regional newsletter, giving information about Irises and Iris events in your area.

New Member's Special Is a \$72 value for only \$30. Include check or credit card information. Your membership works to preserve biodiversity, build better gardens and plants and celebrates the beauty of the Genus Iris.



Go to <http://irises.org/newmembers/>

Or mail this flyer to AIS Membership, P.O. Box 177, DeLeon Springs, Florida 32130-0177 with:

Name \_\_\_\_\_ Address \_\_\_\_\_ State \_\_\_\_\_

Zip \_\_\_\_\_ Phone \_\_\_\_\_ E-mail \_\_\_\_\_

## About the Sales Pitch

Note numerous books and articles on why organizations are dying, point to one huge problem. THEY ARE NO LONGER RELEVANT!

Of course organizations must perform the basics:

1. The trains must run on time, inquiries must be answered promptly. An organization must be organized!
2. The organization should be the best source of information in its field. But today information is everywhere.
3. The organization must satisfy the needs of its members.

But all of these basics will not keep an organization alive if it has no soul. It must have a relevant cause and reasons for being. If it cannot say what it is hoping to achieve it will be of no interest to the younger generation.

This is why the last couple of lines are key, saying: "Your membership works to preserve biodiversity, build better gardens and plants and celebrates the beauty of the Genus Iris" AIS could do a much better job at being relevant! On the landing pad they are up front.

I would hope the Strategic Planning Committee could come up with some concrete ways in which we can and are fulfilling our purpose and not just a nebulous statement of purpose.

## Voucher Program

The voucher program continues to be a selling point for AIS membership and should be promoted by every affiliate. One new nursery has been added recently.

## The American Iris Society News & Notes - Fall 2017

These are some of the most popular recent links from the regular issues of the AIS electronic newsletter, **News & Notes**.

September 2017 Issue with 47 URLs and 370 unique clicks

Topic	Clicks	Per Cent
<a href="#">New Hybridizers</a>	88	24%
<a href="#">Jigsaw - Standard</a>	72	19%
<a href="#">AIS Cafe Press</a>	69	19%

<a href="#">2018 Convention</a>	41	11%
<a href="#">Montmartre Cafe Press</a>	35	9%
<a href="#">World of Irises - 100 Titles</a>	33	9%
<a href="#">AIS Storefront</a>	30	8%
<a href="#">Bud To Blossom</a> (Iris in jigsaw)	29	8%
<a href="#">Jigsaw - Harder</a>	29	8%

August 2017 Issue with 52 URLs and 399 unique clicks

<b>Topic</b>	<b>Clicks</b>	<b>Per Cent</b>
<a href="#">Jigsaw - Standard</a>	80	20%
<a href="#">Pretty Petticoat (Iris request)</a>	46	12%
<a href="#">World of Irises - Dykes Medal</a>	44	11%
<a href="#">World of Irises - Wister Medal</a>	41	10%
<a href="#">2018 Convention</a>	39	10%
<a href="#">Jigsaw - Harder</a>	37	9%

July 2017 Issue with 42 URLs and 475 unique clicks

<b>Topic</b>	<b>Clicks</b>	<b>Per Cent</b>
<a href="#">Jigsaw - Standard</a>	105	22%

<a href="#">Iris Shows 2017</a>	73	15%
<a href="#">Fall Meetings</a>	70	15%
<a href="#">2017 Convention</a>	64	13%
<a href="#">HIPS</a>	60	13%
<a href="#">2017 Convention Videos</a>	54	11%
<a href="#">Exquisite Lady Leah</a> (Iris in jigsaw)	52	11%
<a href="#">2018 Convention</a>	45	9%
<a href="#">2017 Convention Silent Auction</a>	38	8%
<a href="#">2017 Convention Book</a>	36	8%
<a href="#">Jigsaw - Harder</a>	36	8%

These tables with working links can be found from the October issue of News & Notes.

Again the most popular edition was the Special Edition announcing the AIS Medal Awards. It was both the most read and had the most followed link.

**Wild Cards:**

1. Welcoming new members suggestions from Betsy Higgins. What else could AIS do to recognize members?
2. Public versions of News & Notes for potential members.
3. Application of internal standards in other ways.

**What else can we do to help you?**

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