

## Member Product Promotion Platform for Associations (M3P)



### **Background:**

Trade associations are always looking for ways to continue delivering value added services and remain relevant to their membership. They need to find innovative ideas to promote their membership cause and also new ways to connect buyers and sellers of their membership products.

The era of publishing and distributing hard copy product directory has gone the way of Yellow Pages and is no longer very effective. Forward looking associations are embracing the world of social media and instant search results to find the modern consumer and to connect them with their membership.

Information is a gold mine these days, and many associations do happen to have a unique information asset - a knowledgebase of their industry that can be leveraged to create dynamic platform for connecting suppliers and consumers. Thanks to advances in

cloud computing and search technologies, what used to be cost prohibitive service can now be launched quickly and cost effectively.

Membership product promotion may not have been the primary mission of many associations in the past. However, the realities in 21st century are changing fast and associations are looking beyond printing directories, organizing annual meetings and advocacy. They must continue delivering value added services to their membership who are struggling to remain competitive in this age of mega cyber malls, social media and search engine optimization.

### **Introducing - Membership Product Promotion Platform for Associations (M3P)**

**M3P** is a specialized hosted search platform offering, by [www.cloudsearchportal.com](http://www.cloudsearchportal.com), that is designed with the objective of meeting the needs of trade associations that are looking for easy to manage solution to promote the brands, products and services of their membership.

A simple search box is placed in your association website that is connected to the **M3P** service. Visitors to your website can then use this search box to enter member company name or product name. Search results are returned, along with member company logo and company profile information. When the user clicks on one of the search results they are directed to the member website.

Driving additional customer traffic to member websites, increasing brand promotion and generating industry wide BI reports are among key value added services that associations can offer by leveraging the **M3P** services.

#### **How Does it Work?**

[Cloud Search Portal™](http://www.cloudsearchportal.com) technology is used to automatically crawl and index the websites of all your member companies. This crawl process starts from the landing page of each website, similar to the way Google or Bing would crawl your website, to create a searchable index. Unlike Google, this index will now only have content from the registered members of your association. The search service can then be accessed from a search box that is placed on the association's website to return results that match any entered member company name or product name keywords.

**M3P** can therefore be deployed with minimal effort required on the part of the association or its membership.

### **Service Features and Benefits**

The following table highlights some of the key service features and benefits.

Service Features	Benefits
<b>Business Intelligence Reports</b> <ul style="list-style-type: none"> <li>● Search keyword trends within industry</li> <li>● Member search performance compared to industry</li> <li>● Website SEO optimization</li> </ul>	<p>These are automated reports that are generated monthly. They provide a wealth of actionable information and industry trends insight that is especially valuable to the larger companies.</p>
<b>Lead Generation</b> <ul style="list-style-type: none"> <li>● Direct contact by qualified leads</li> <li>● Generate leads from potential customers outside traditional marketing reach</li> </ul>	<p>The lead generation feature allows potential buyers to directly request for more information by sending their contact information directly the member company contact person. Lead generation can be vital to the survival of smaller companies.</p> <p>Social media marketing of the M3P platform may reach potential customers outside traditional marketing reach for many member companies.</p>
<b>Brand promotion</b>	<p>Website image or company logo are always presented along with the returned search results.</p>
<b>Company profile discovery</b>	<p>Prospective buyers can click on company logo/image to learn more about each company included in search results.</p>
<b>Product and services discovery</b>	<p>Product search keywords entered will lead to discovery of member companies that offer the services.</p>
<b>Adding new channel for visitors to find you</b>	<p>The M3P search engine can be promoted in various social media websites and product buyer forums to generate new additional set of visitors who would normally not find the member website</p>
<b>Networking between members and service providers</b>	<p>The M3P search engine can be used to promoter networking between members, suppliers and service providers.</p>

### What is the Value Proposition?

The value proposition of this service can be viewed from three different perspectives, the association, its member companies and the consumers.

For the association, the key benefits include:

- Delivery of one more value added service to its membership
- Opportunity for delivery of other related value added services that are potential sources of new revenue stream to the association.
- Capability to automatically produce association specific search analytics and business intelligence that are potentially of immense value to all members.

For the members of the association, the key benefits include:

- Increased brand promotion and lead generation
- Business intelligence reports that are specific to the industry and product category
- Additional visitor traffic directed to website
- Ability to compare search optimization and search performance relative to the industry

For consumers and business buyers, the benefits include:

- Ease of access to information via highly optimized search service
- Information presented within a context of a credible association membership
- Ability to conduct research and analysis within industry

### **What is required to join?**

**M3P** is offered as a discounted wholesale annual subscription service to each association. The annual subscription cost is determined by the number of association members who chose to opt-in for this premium subscription service. A modest annual fee is added to the association annual membership fee. Associations may also charge a registration administration fee to members to generate extra revenue.

The association will provide a spreadsheet of registered members that will participate in the **M3P** search portal that includes company name, company website, company profile information, contact information and categories of products and services offered by each member. The member website URL and company profile information are then entered into the **M3P** crawler engine for automatic retrieval and indexing of content from the website of each registered member. Only content from registered member websites is returned in the search results.

No long term work commitment is required by member companies, other than responding to leads and monitoring the monthly business intelligence and search analytics reports.

For more information please [contact us](#).