

Section Toolkit

Marketing Support and Ideas

Resources for Section Leaders

November 2018



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Overview

Each Section Toolkit is intended to provide resources and ideas to help a Section become more effective in delivering value and benefit to its local membership. These toolkits share best practices and guidelines for effective Section operation and management.

The Marketing Support Toolkit was created to help identify what marketing efforts NACE Headquarters can assist NACE Section and Areas with their events that are not being run or partnered with NACE headquarters. There is a list of marketing ideas for Sections to self-promote independent of HQ support.

For any questions regarding this Toolkit, please contact Cindy Tracy, Section Support Specialist at NACE.

Cindy Tracy
281-228-6240
cindy.tracy@nace.org



Criteria for Marketing Assistance

NACE will provide marketing assistance for events hosted by NACE Sections and Areas if they fit the following criteria:

The event IS:

- Technical presentation and can include exhibits and networking events.

The event is NOT:

- A section monthly/bimonthly/quarterly/yearly meeting of section members.
- A fundraising event.
- Hosted by another organization or company where the NACE Section is just a supporting organization of the event.
- Partnered with NACE International headquarters. (A separate agreement will designate marketing support for these events)
- An education course or series of education courses including NACE courses.

Marketing Deliverables Available to all Sections/Areas who meet the above criteria

NACE Website Calendar

Each Section/Area can list their eligible event information and link to website on the NACE calendar located on NACE.org

The screenshot shows the NACE International website interface. At the top, there is a navigation bar with links for TRAINING & EDUCATION, MEMBERSHIP, COMMITTEES, EVENTS, RESOURCES, ABOUT, and STORE. Below the navigation is the 'Calendar of Events' section, which includes a 'Submit an Event' button and a table of events. The table has columns for Event, Location, and Contact. Two events are listed: 'NACE Western Area Conference 2018' and 'LatinCorr 2018'.

Event	Location	Contact
NACE Western Area Conference 2018 Discover solutions to corrosion issues and challenges facing your area from local industry leaders. To address these issues, NACE International and the NACE Puget Sound Section invites you to attend the 2018 Western Area Conference. This event features unique educational presentations, forums, and the latest advancements in corrosion products on the exhibit hall floor.	Seattle Sheraton Seattle, WA, U.S.	Meghan Leyva phone: +1 281-228-6206 email: meghan.leyva@nace.org
LatinCorr 2018 NACE International, junto con su Sección Argentina, CAPIPE y Edigar S.A. acogerán en LatinCorr 2018 a profesionales y empresas relacionados a la problemática de la corrosión. La convocatoria es a nivel internacional con especial foco en aquellos con intereses en América Latina.	Buenos Aires, Argentina	Marlín J. García Edigar S.A. phone: +54.11.4943-8500 email: marlingarcia@edigar.com.ar

Materials Performance Upcoming Events

NACE will list event information in the upcoming events section of Materials Performance Magazine at least 4 months prior to the event date. Events are pulled from the online events calendar and included in the magazine.

Email Promotion by HQ

NACE will send one email promotion to NACE members for events which meet marketing criteria. The marketing team will determine when the email can be sent based on the email distribution calendar and determine the distribution list based on the event location and topic. For additional questions, contact *marketingdepartment@nace.org*.

Section/Area is required to:

- Provide content for email.
- Give the Marketing department at least 2 weeks to create the email.
- Review email, provide feedback and approve before it can be deployed.

Any additional emails will have to be conducted through the Section's Membership Chairman who has access to contact information of NACE members in that Section only.

NACE Annual Conference

The Section/Area will have the opportunity to distribute one flyer at NACE's Annual Corrosion Conference on the exposition information wall. Flyers must be provided to our marketing department either in advance or onsite at the conference. For questions, please contact *marketingdepartment@nace.org*.

Additional Marketing available for Purchase

Cost: \$800.00

- One additional promotional email to targeted contacts in NACE database. The marketing team will determine when the email can be sent based on the email distribution calendar and determine the distribution list based on the event location and topic.
 - Section/Area is required to:
 - Provide content for email.
 - Give the Marketing department at least 2 weeks to create the email.
 - Review email, provide feedback and approve before it can be deployed.
- One full page advertisement in the NACE Materials Performance Magazine.
 - The Section/Area is responsible for the following:
 - Provide advertisement in the required format. NACE is not responsible for creation

- of ad.
 - Section/Area must follow deadlines listed in the media planner for each issue. This information can be found in our 2019 Media Planner available at adsolutions.nace.org
- One article posted in the NACE CORROSION Press e-newsletter.
 - The Section/Area is responsible for the following:
 - Provide the ready-to-publish article. Story must be newsworthy and informational, not just promotional.
- Two posts on the NACE Social Media sites (Facebook, LinkedIn, Twitter, or Instagram). The schedule of the Social Media posts will be decided by the NACE Social Media Specialist.
 - The Section/Area is responsible for the following:
 - Providing desired content about event along with any images to be used in social media posts

Additional Marketing Ideas for your Section/Area Event

Marketing Ideas for NACE Sections

In addition to the support provided by NACE Headquarters, Sections and Areas are encouraged to promote events in various ways to increase awareness and promote attendance.

Below are some ideas from other Sections and Areas.

- Create a Facebook event
- Post event on your NACE Section website under News and Activities
- Publish promotional posts on LinkedIn
- Tweet about the event on a regular basis and use a unique hashtag for your event
- Create a flyer of the event and promote at your next Area Conference

Section Email Marketing Tips and Guidelines

Marketing Tips to Avoid SPAM Filters

Many Sections distribute email communication to their membership to promote upcoming meetings and events. One issue with email marketing/communication is ensuring that your message is delivered to an inbox and not a spam folder. The tips below are best practices for sending email communication to increase delivery.

- **Make sure that you have the correct, most up-to-date mailing list**
If you use lists that have lots of incorrect/old addresses, servers will be more likely to mark your email as SPAM to valid addresses.
- **Use a recognizable name or email in the "From" line**
- **Use a concise, descriptive headline**
Headline such as "See what's new" are too generic and get flagged as SPAM.
Examples of good email headlines are "Read the latest news from your NACE Section" or "Learn what Section Leaders have planned for 2019".

- **Do not use too many images in your email**
SPAM filters check the ratio of images to text in emails and if the ratio is too high for images, it will register as SPAM.
As a rule of thumb, you want your email to have 80% text and 20% images.
- **Use your email system’s SPAM checker**
You can search for the SPAM checker in your email system (it is usually on the screen before you submit the email to go out).
- The SPAM checker will tell you if you have too many images, if you headline is like to draw red flags, etc.
- **Do not forget to include a valid unsubscribe link**

Required Opt Out Footer

NACE International is fully committed to complying with all international anti-spam email compliance policies. As such, we ask that all group emails directed towards NACE members include the following Opt-Out footer with corresponding links AND that recipients in the group email are Blind CC’d (BCC).

1) REQUIRED OPT-OUT FOOTER

Copyright © 2018 NACE International
www.nace.org
 Our address is 15835 Park Ten Place, Houston, TX 77084, USA

If you do not wish to receive future emails, [click here](#).

(You can also send your response to FirstService at the street address above.)

Instructions on modifying an email footer: If you are sending an email through a third-party system (such as MailChimp or Constant Contact), the footer information is typically located in the ‘Content’ portion of the navigation menu. Simply open the Default footer and copy and paste the above NACE footer into it. If you are sending an email through an individual personal or corporate account, please copy and paste the above footer at the end of the email text. If unsure about how to do this, please contact the administrator of your email service provider.

Email Privacy

NACE has conducted several campaigns to gain consent from email contacts in Canada and the EU, per CASL (Canada Anti-Spam Legislation) and GDPR (General Data Protection Regulation). All contacts within these areas, including members and officers, who have provided consent will continue receiving communications from NACE. For those who were previously opted out from receiving emails or did not receive an email requesting consent, they may follow this [link](#) to be opted back into the system, choose their email preferences, and provide consent. The hyperlink above can also be found at:

http://www.magnetmail.net/forms/verify_web_form.cfm?fid=%25%22%20WYB1%20%20%0A&rtype=%254U%2A%40TDH%20%0A&uid=%24%3CWR%2D%5E%40%20%20%0A

Blind CC Sends

When sending out a group email to multiple recipients, please Blind CC (BCC) all recipients in the group. This allows for recipients to only see the message as sent to them and protects the privacy of the other recipients. This is very important as sharing all recipient emails (such as in a group message) violates privacy and anti-solicitation policies.

Marketing Templates and Flyers

NACE has developed fillable PDFs of flyers, meter boards and banner stands for Sections to utilize in their marketing efforts. These templates can be accessed on the officer resource page at nace.org/officers. The NACE branded flyers allow Sections to customize specific fields which can be distributed to promote the Section and NACE International as needed.

In addition to the self-serve templates that are available, Sections may also request current promotional flyers to be sent from HQ for the purpose of promoting NACE events and activities. Request your promotional flyer for your Section event by contacting the NACE Marketing Department at marketingdepartment@nace.org. Provide us with a three weeks advance notice before flyers are mailed.