



NEW MEMBER **WELCOME & ENGAGEMENT STRATEGY**

Initial Direction Presented by: **vitamin®**

MESSAGING STRATEGY

GOALS

- Welcome new members and create a sense of elite exclusivity
- Instill a sense of pride in their accomplishment
- Educate them on the resources now available to them
- Establish SIOR as an integral, ongoing part of their career growth
- Build a plan for sustained engagement and added value over time

AUDIENCE

- New brokers, 30-45 y/o, men and women in the peak of their career
- Busy, driven, goal-oriented professionals
- Timing and efficiency is everything
- Prestige matters

TACTICS

- Focus on “Why” rather than “What”
- SIOR can help you achieve your goals more quickly and efficiently
- Elite achievements require elite tools, networks and resources
- Multiple messaging touchpoints (busy audience may miss communications)

CENTRAL THEME

Where the elite excel

As an SIOR, you are now part of the most premier assemblage of office and industrial real estate professionals in the world. Marketing your designation instantly bolsters your credibility, and leveraging our resources will help you thrive in your career more quickly and efficiently. You have access to a global network driven by camaraderie and innovation that will cultivate professional relationships built around sharing ideas on the leading edge of the industry. SIOR connects people, knowledge, markets and opportunities to drive our industry forward and help the elite get even stronger.

3 CORE ELEMENTS

COHESIVE TONE, LOOK AND FEEL THROUGHOUT



WELCOME KIT
Mailer



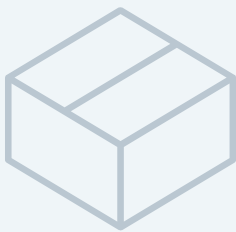
EMAIL SERIES
Hubspot



LANDING PAGE
Re-Skin Current Marketing
ToolKit Page (Optional)

ENGAGEMENT JOURNEY

1



WELCOME KIT

First touchpoint with the brand as a new member. Convey a sense of prestige and exclusivity. Demonstrate that we understand how busy and fast paced their career is by delivering information in a way that is concise, efficient and saves them time.

- Personalized welcome letter
- Pre-framed certificate
- USB with evergreen resources
- Pins (delegates)
- Marketing kit promo piece
- Drive to online toolkit

2



WELCOME EMAIL

- Personalized congratulatory message
- High-level overview of member benefits
- My.Sior.com login info
- High-level intro to marketing tool kit (strengthen your marketing)
- High-level promo of SIOR connect (build your network)



3



MARKETING TOOL KIT & RESOURCES EMAIL

- Highlight benefits of toolkit
- More detailed breakout of each section
- Description on logo usage with link to download PDF directly
- Code of ethics with hyperlink to direct ethics content
- Large CTA to landing page

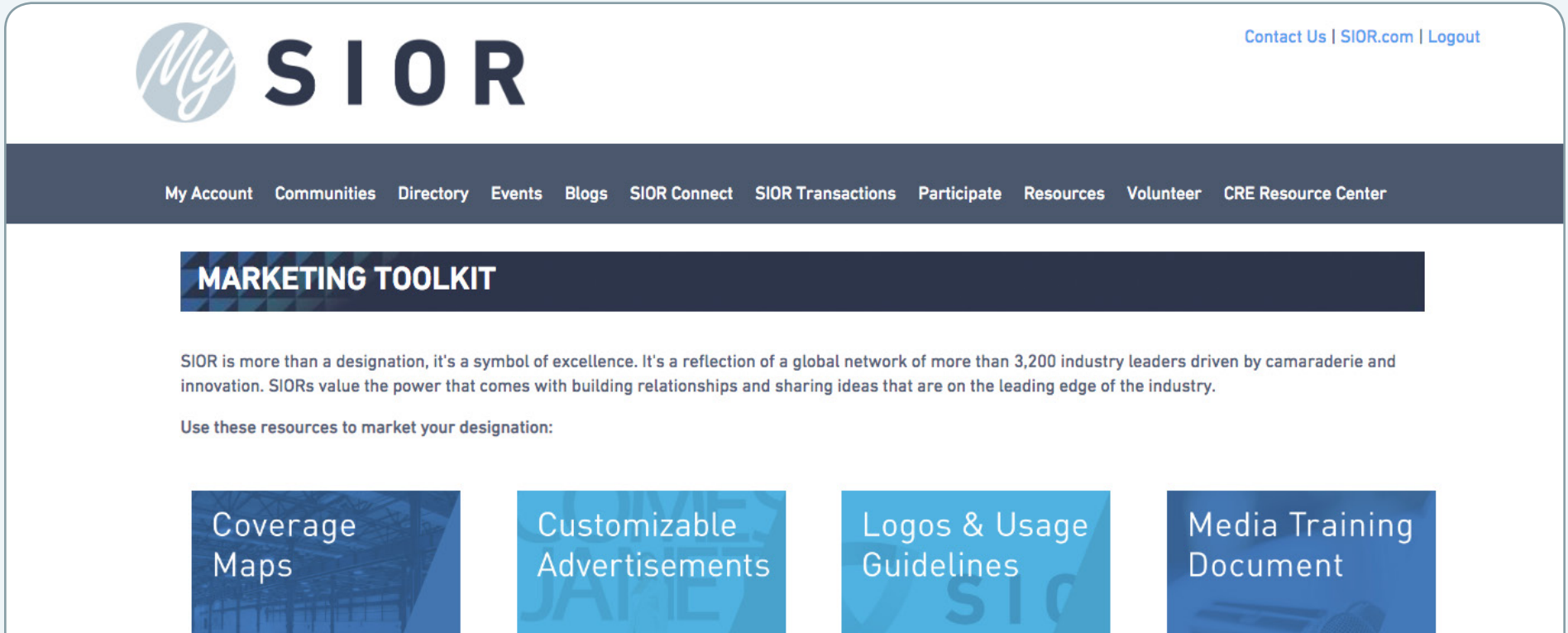


4



COMMUNITY ENGAGEMENT EMAILS

- Monthly emails (SIOR Monthly)
- Location-relevant
- Chapter events & involvement opportunities
- Upcoming conference events
- Volunteer opportunities
- Drives users to detail pages



WELCOME KIT

KIT COVER

The cover shows the SIOR logo in a dark varnish over a satin or soft touch dark navy box. Under the SIOR logo, the member sees “Congratulations” in a dark varnish above their first and last name in a light blue silver metallic ink. The left and right sides of the box are colored with the same light blue silver metallic ink.



WELCOME KIT

INSIDE TOP LID

As the box is slightly opened, the member sees the message “You are now a member” and as they continue to open the lid, the message shifts to “Of the Most Exclusive Designation in the Industry.” The full message appears by the member’s first engagement with the kit. A Lenticular Printing technique will be explored to create this effect.

A rough animation of this effect can be viewed at the link below.

http://clients.vitaminisgood.com/sior/WelcomeKit/Lenticular_Effect.mp4

WELCOME LETTER

The Welcome Letter is folded and presented in two individual pockets that sit on either end of two left and right panels. Once the letter is removed, the panels can be opened.

Robert Thornburgh’s signature is varnished across the left and right panels under the welcome letter.



INNER CONTENT

FRAMED CERTIFICATE

The certificate is pre-framed to let the member experience how using SIOR membership benefits results in achieving success faster. The ready-to-hang frame gives the certificate the prestige it deserves.

DESIGNATION PINS

(If Applicable) Options for making the package’s interior foam containing the 3D items usable for all member types will be explored with printers.

16GB USB

Preloaded with selected evergreen SIOR resources for immediate and convenient use of tools. This gives members a taste of what’s available online while strengthening the experience of quick, convenient value. Includes a PDF listing additional tools online with a hyperlink for easy access.

MARKETING TOOLKIT & BENEFITS MINI PROMO

This small printed piece folds into the left side pocket. Its purpose is to provide an overview of the tools found online in the Marketing ToolKit. It opens up into 5 panels showcasing each tool with a clear CTA.

