



# QUICK START GUIDE

ABC Membership Marketing Campaign—Workforce Development



## Phase 2 of our membership marketing campaign has begun!

During this phase, materials and tools are provided to make it easy for you to share the benefits an ABC membership provides in workforce development. Need a simple, easy way to get started? Here are a few things you can do to help the campaign stay top-of-mind with your current, dropped and prospective members.

## ABC National is committed to supporting you and the work you do!

Paid digital advertising on Google and LinkedIn will be refreshed to focus on workforce development and the benefits of a membership with ABC. The refreshed content includes images for ads and approved copy for ads, which can be uploaded into your chapter's LinkedIn ad platform or Google Ads to create search or display ads. They are available on [National Connections](#).

## Social media

Share on your chapter's profiles the social media images and copy provided on [National Connections](#).

Need a little bit of help posting? Take a look at the following platform-specific links for step-by-step support on how to post on your chapter's existing social media profiles.

[Facebook](#) [LinkedIn](#) [Instagram](#) [Twitter](#)

If you don't have time to post on your chapter's account, you can quickly share ABC National's social media posts on your chapter's social media pages.



## Video

Add the full-length or shortened membership overview [video](#) to your email signature via a YouTube link.

Example:



## Reach out to your members and prospects via email

Two easy ways:

1. Use the templates in ABC's Constant Contact account. The templates are already populated with content and imagery for three different audiences to which chapters can contract to drive membership submissions: current members, dropped members and prospective members.
2. Copy and paste the content directly into emails to chapter members, prospects and dropped members.