

# Marketing Through Professional Associations: Reaching Your Government Clients

June 2019



# Webinar Speakers

***Presenter:***

**Aaron Heffron**

President


Market Connections



# Questions We'll Answer



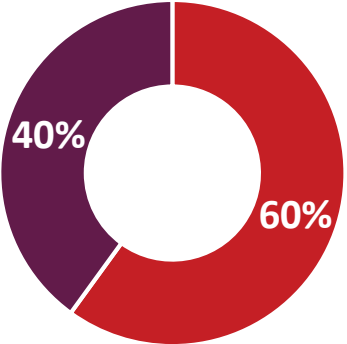
- **What are the factors that encourage (*or discourage*) association membership among the federal audience?**
- **Who are joining professional associations and what are they looking to get from their membership?**
- **How are professional associations influencing YOUR target audience and how can you take advantage of partnership or sponsorship?**
- **Which federal and IT-related associations have the membership you may be looking for?**



# Who Did We Survey?

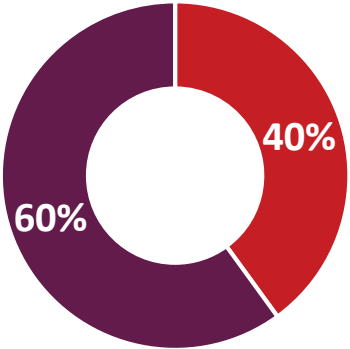
# Demographics of Respondents

Agency Type



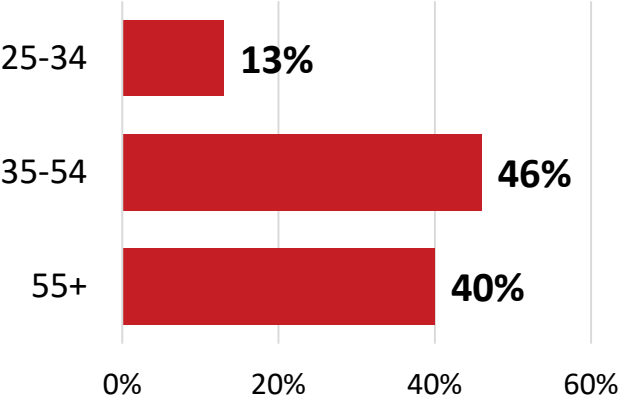
■ Defense or military ■ Federal civilian or independent

Location

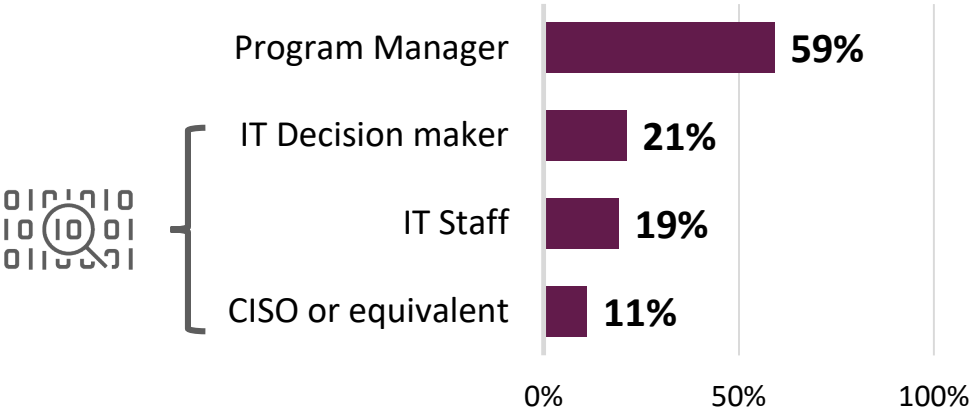


■ DC  
■ Outside DC

Age

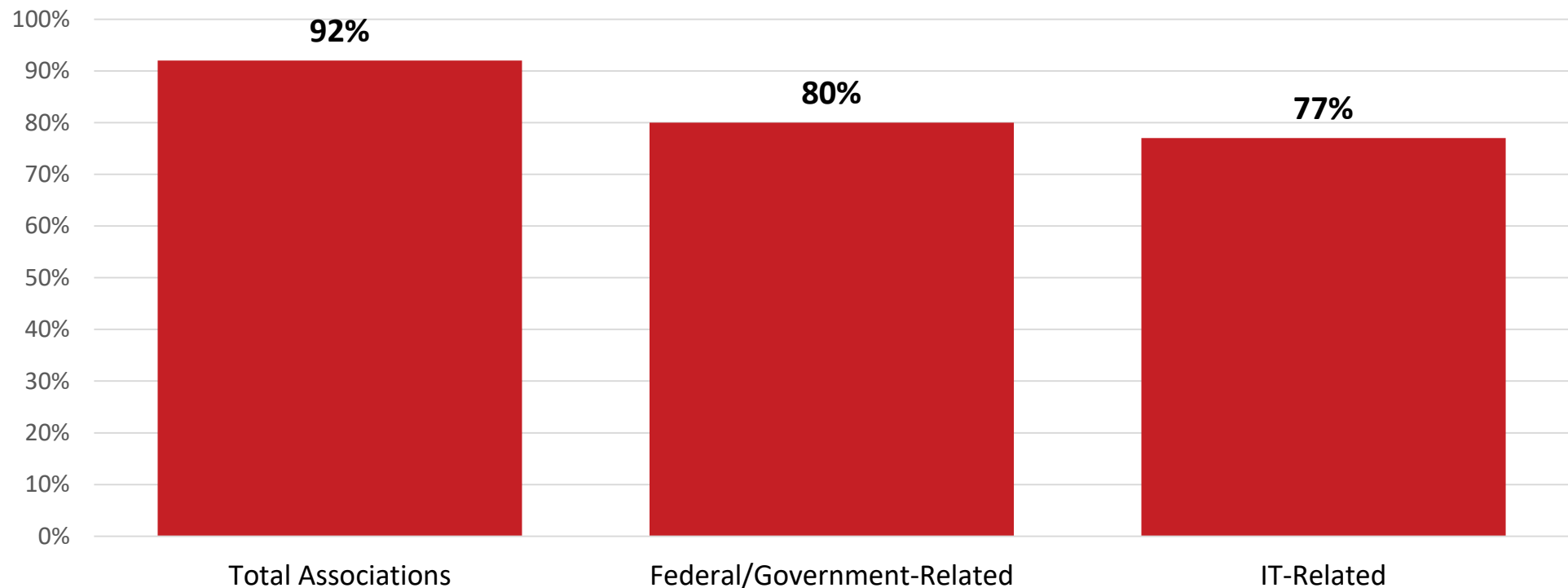


Role



# Association Membership

**Overall, nine out of ten respondents note they are a member of an association. Three-quarters are members of an IT-related and 8 out of 10 are members of a federal/government-related association.**



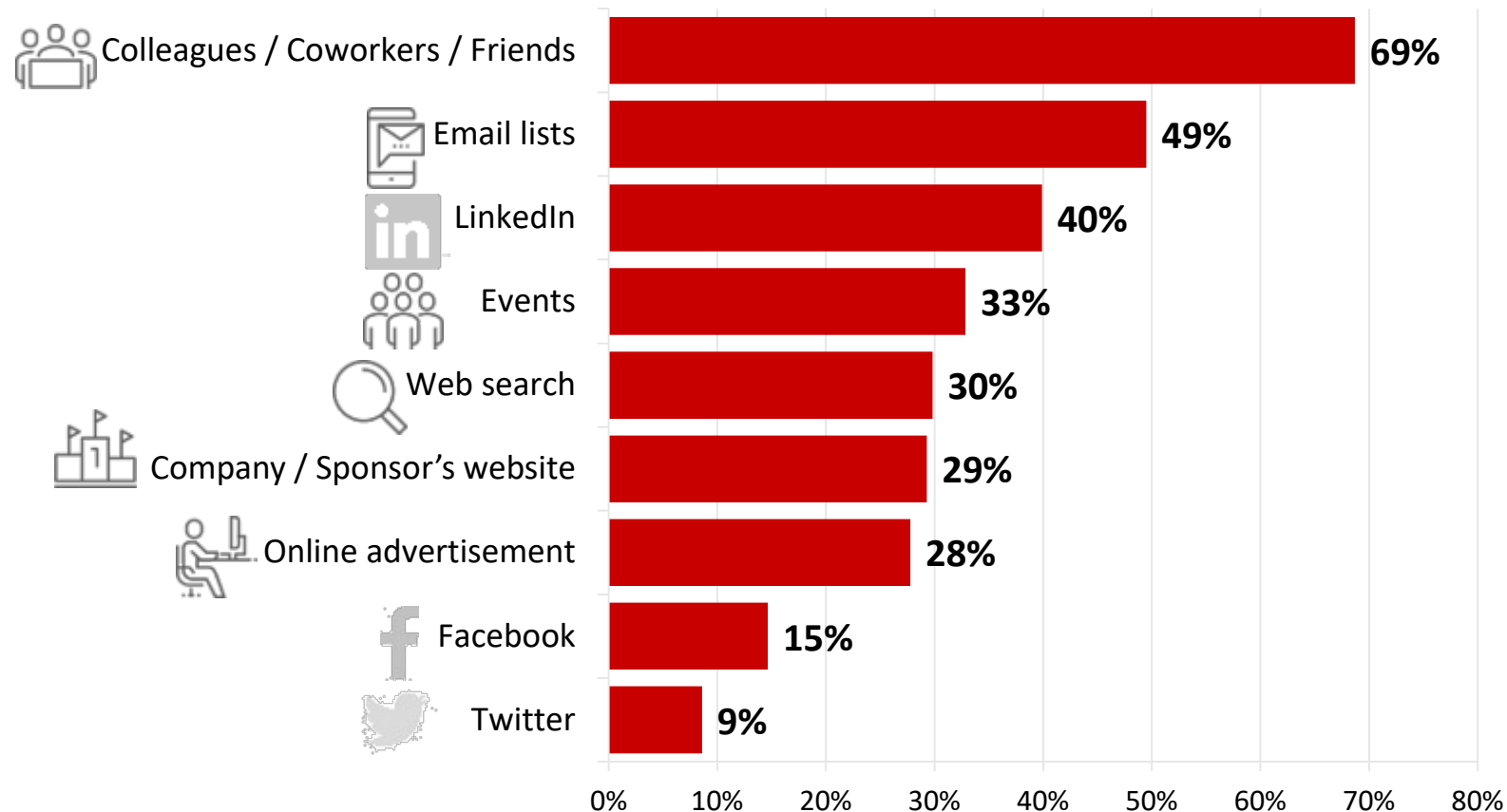




How Do They Find Out?  
Why Do They Join?

# How Do They Learn About Associations?

**Colleagues/coworkers/friends are the most commonly used source to learn about professional associations.**





# The Role of Social Media in Learning About Associations

**While it may not be as high in the overall sources of learning about associations, do not discount social media for certain groups.**

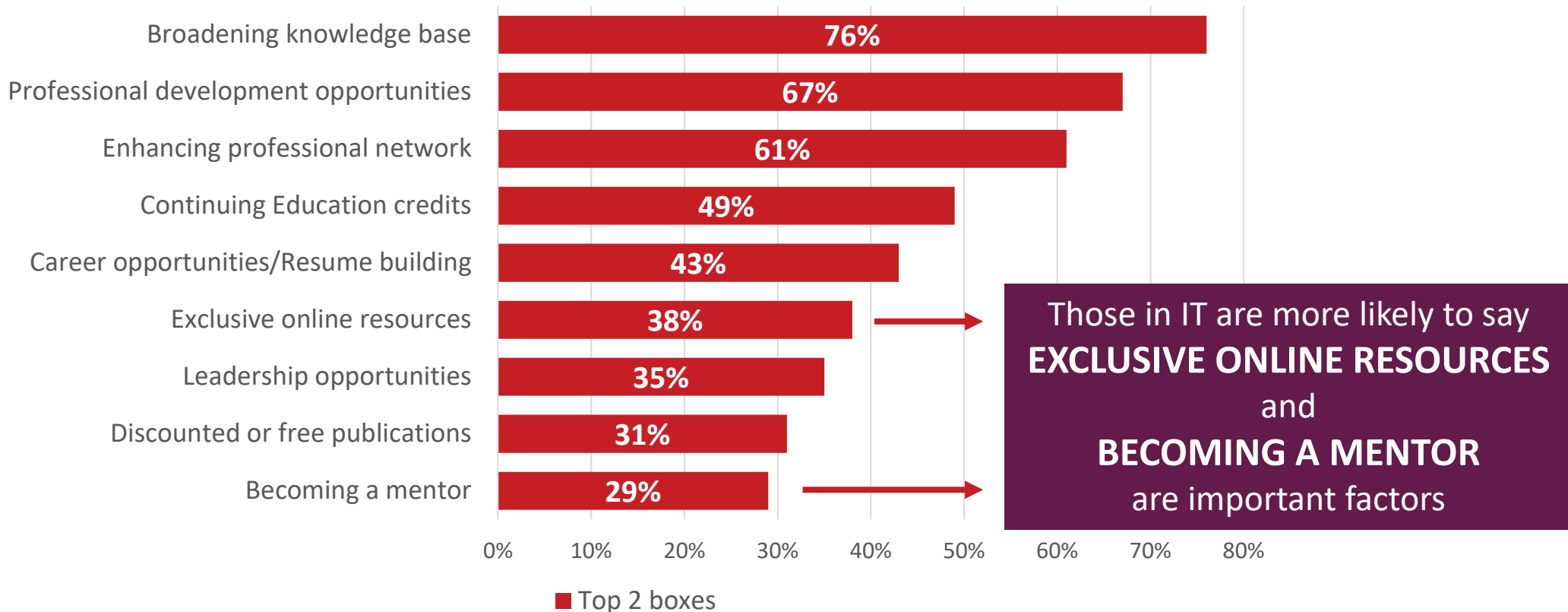
More likely to learn about associations through social media:

- IT role
- Under 45
- Defense
- Inside the beltway



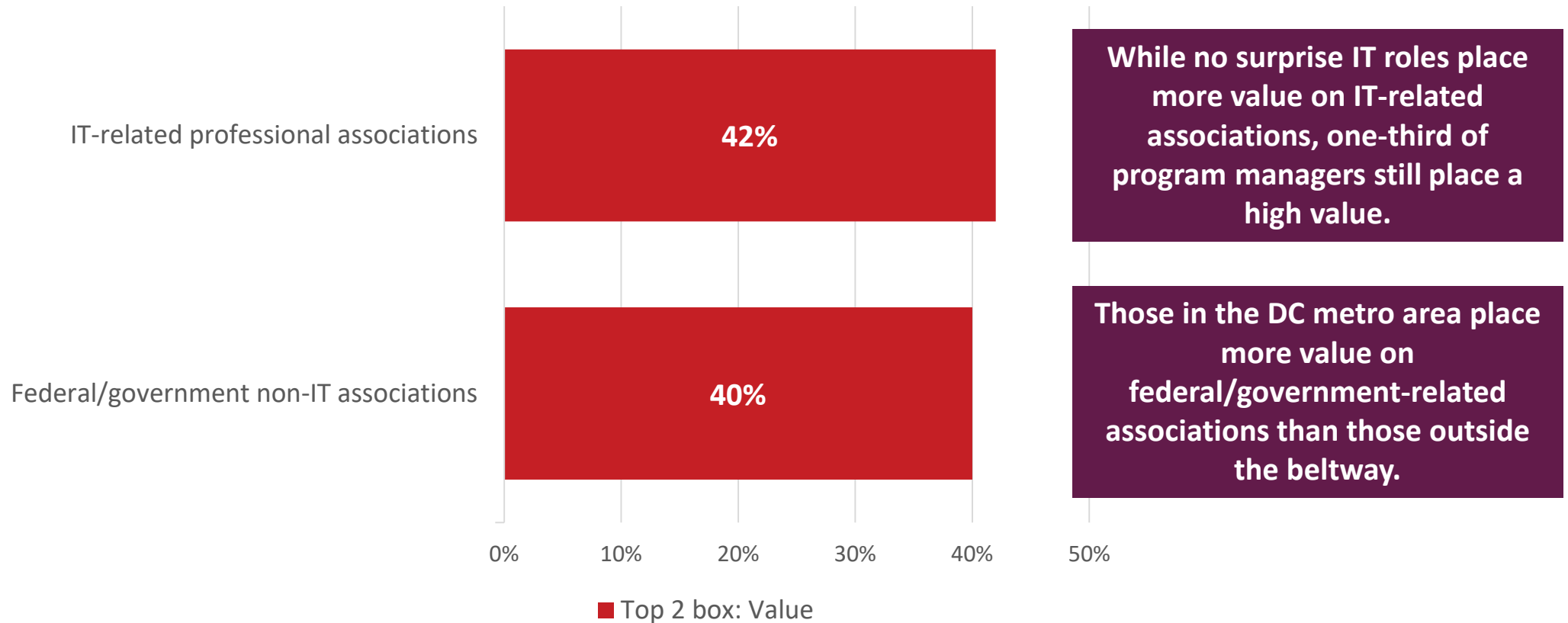
# Important Factors for Joining

**Broadening one's knowledge base, professional development and enhancing professional networks are the top drivers of association membership across agencies.**



# Value Placed on Associations

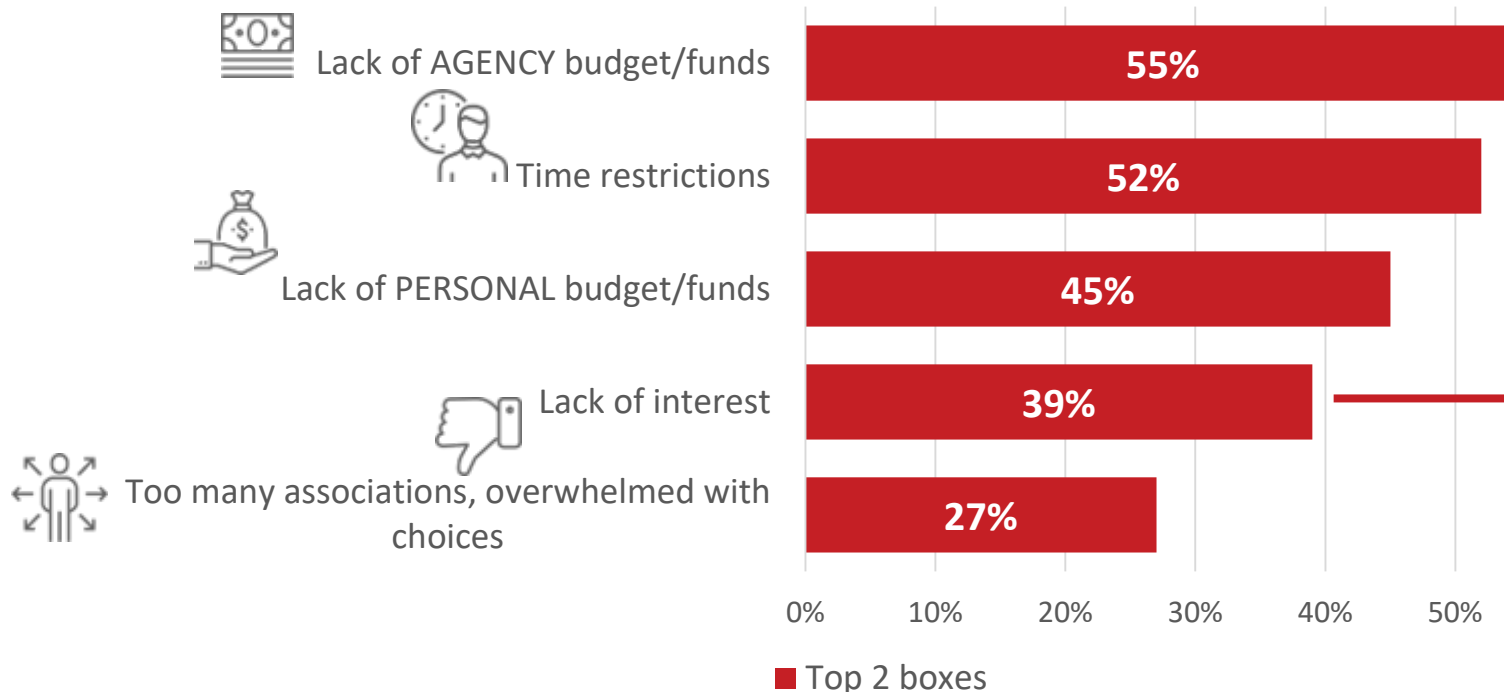
**Overall, IT-related and Federal/government associations are similarly valued. However, some significant differences in value placed can be seen among different job roles and locations.**



# Barriers to Joining

Consistent across agency type, agency budget and time restrictions are the biggest barriers to association membership, followed by personal budget and travel restrictions.

Please rate the following factors on the extent to which they are barriers that keep you from joining a professional association.



## Lack of interest

At least ½ or more of those:

- Under 45 years old
- Inside the beltway
- IT professionals

rated ***Lack of interest*** as a barrier

# Paying for Membership

**They key here is that half of all members are paying for the membership themselves. They need to be able to get something personal from it.**

IT-related associations	
	Total
I pay	53%
My organization pays	31%
I only join associations that are free	18%

Federal associations	
	Total
I pay	49%
My organization pays	26%
I only join associations that are free	26%





How Are They  
Influencing Federal  
Audiences?



# 2018 FEDERAL MEDIA & MARKETING STUDY

## Most Trusted Sources of Information



**Two of top three most trusted sources come from professional associations.**

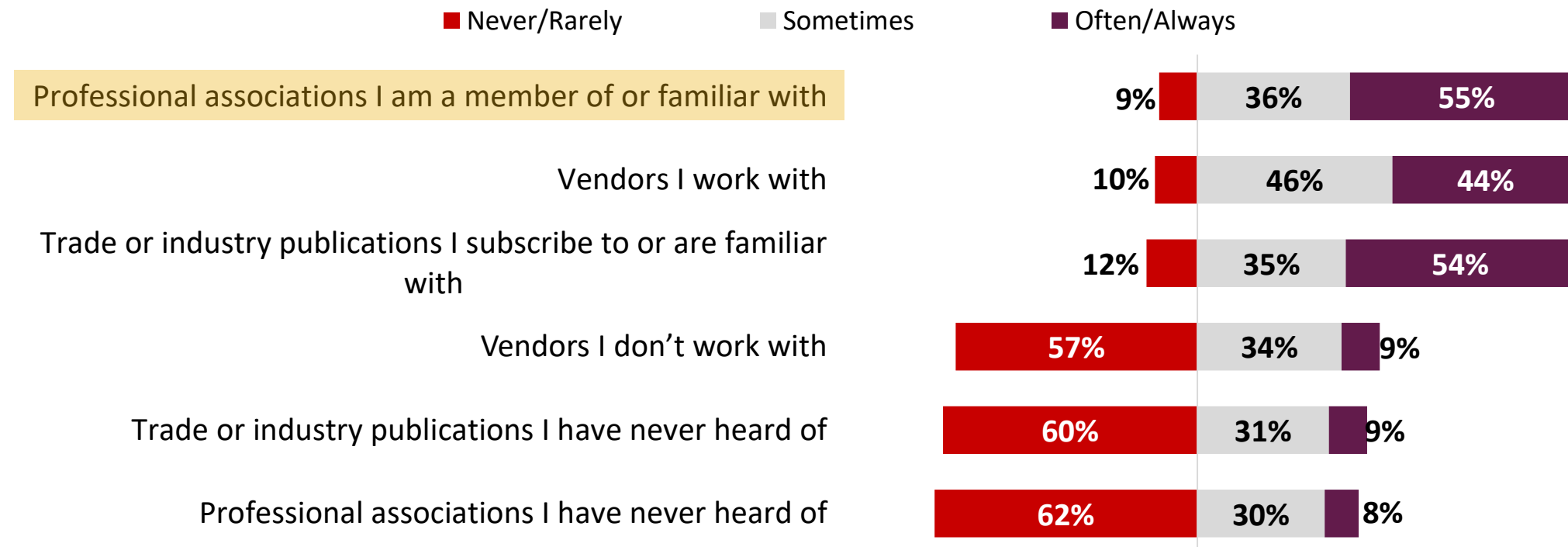




# 2019 CONTENT MARKETING REVIEW

## Frequency of Clicking Downloading Work-Related Content

**Nine out of ten federal respondents clicked on and downloaded content from professional associations they are familiar with.**

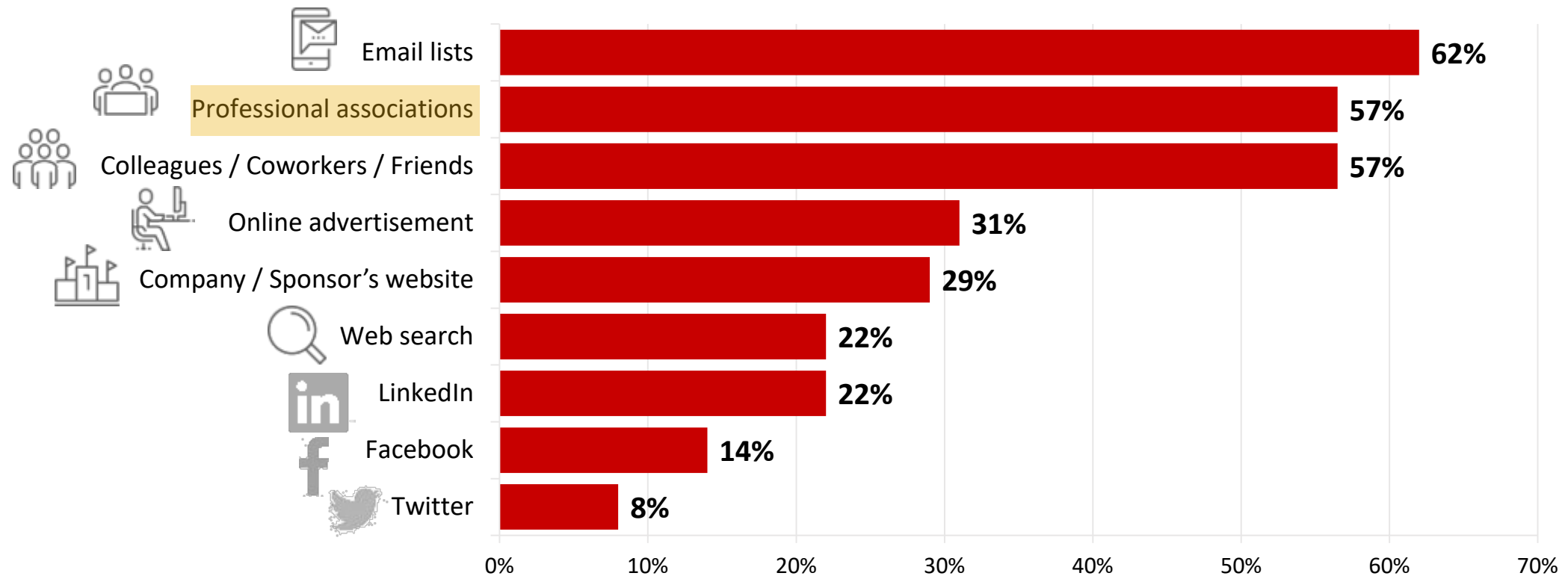


# 2019 FEDERAL EVENTS PULSEPOLLM<sup>TM</sup>

## How Do You Learn About Events?



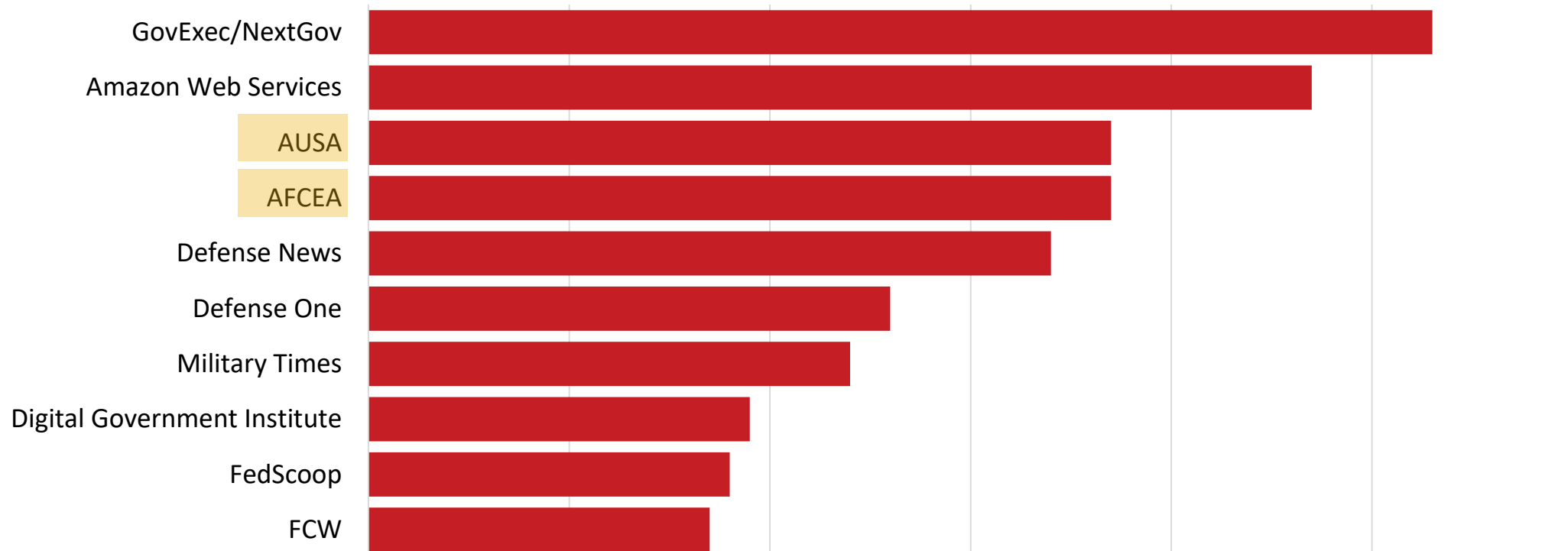
**Over half of respondents learned about upcoming events from professional associations.**



## 2019 FEDERAL EVENTS PULSEPOLLS<sup>TM</sup> Top Ten Events Listed by Respondents



**Events hosted by professional associations AUSA and AFCEA ranked three and four among ALL respondents (and ranked higher among defense respondents).**



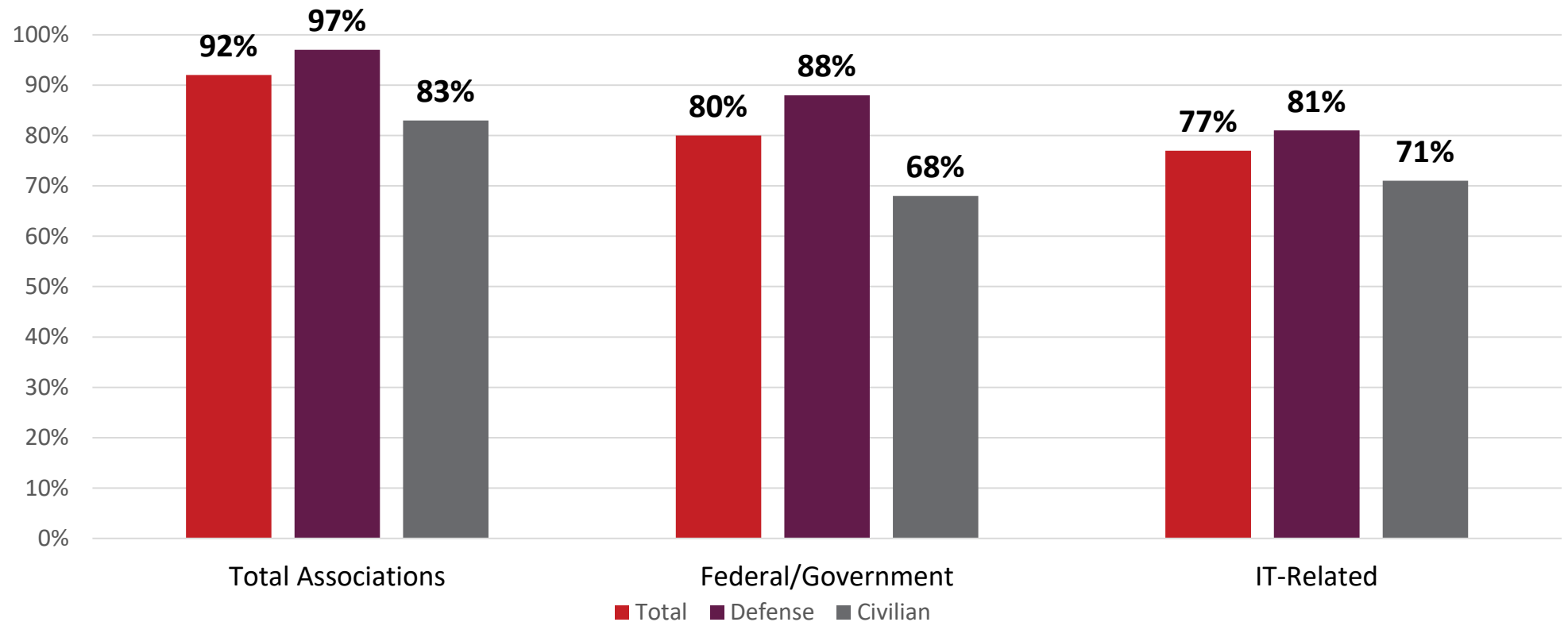


# Reaching Your Target Audience

# Association Membership

## BY AGENCY TYPE

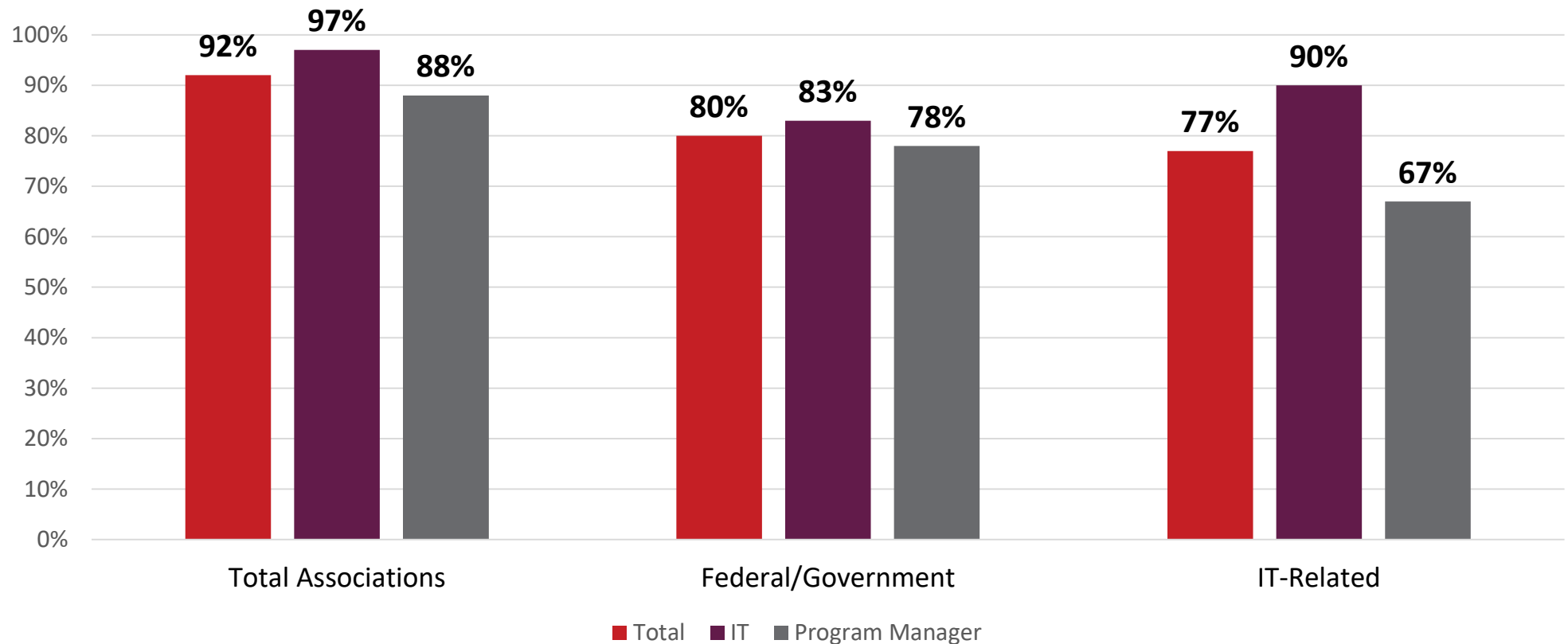
**Overall, nearly all defense respondents are members of at least one association, compared to a little more than eight in ten for civilian respondents. Defense respondents are more likely to be members of both IT-related and Federal/Government associations.**



# Association Membership

## BY JOB ROLE

**Overall, nearly all IT respondents are members of at least one association. Program managers are significantly less likely to be members of an IT-related association.**



# Membership: Number of Organizations Joined

**Those under 45 and in an IT role join more IT-related organizations, while those at defense agencies and inside the beltway join more federal/government-focused associations.**

## Average Number of Associations a Member of (TOTAL)

IT-related associations	<b>1.6</b>
Non-IT/ Federal associations	<b>1.8</b>

## Joined 2 or more associations



> 45



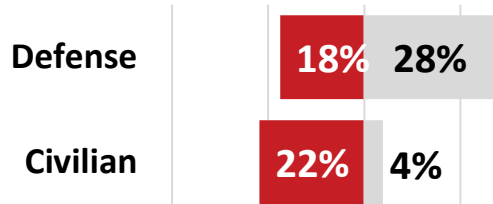


# How Has Membership Changed in Past 2 Years?

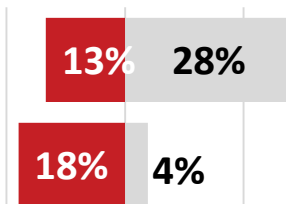
Those in defense agencies, in the DC area, under 45 and in IT roles have increased membership for both federal and IT-related associations over the past two years.

## By Agency Type

### IT-Related

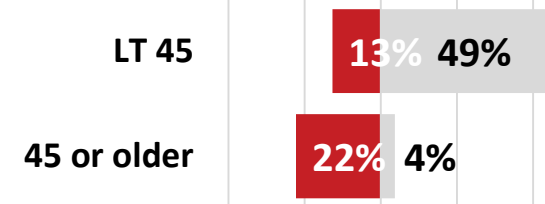


### Federal-related

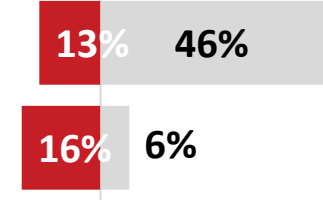


## By Age

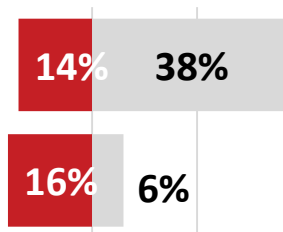
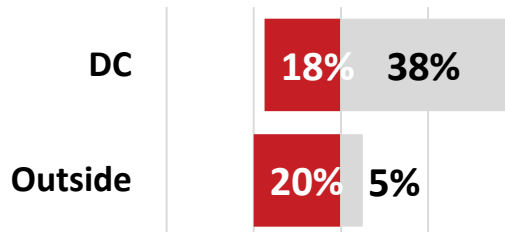
### IT-Related



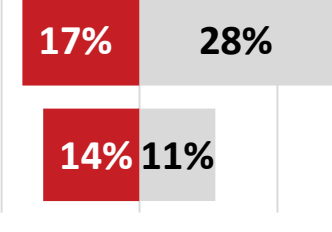
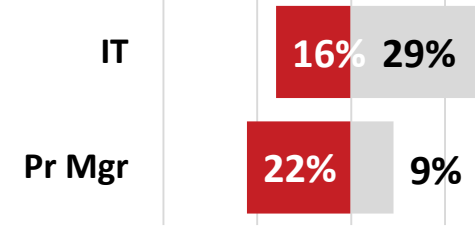
### Federal-related



## By Location



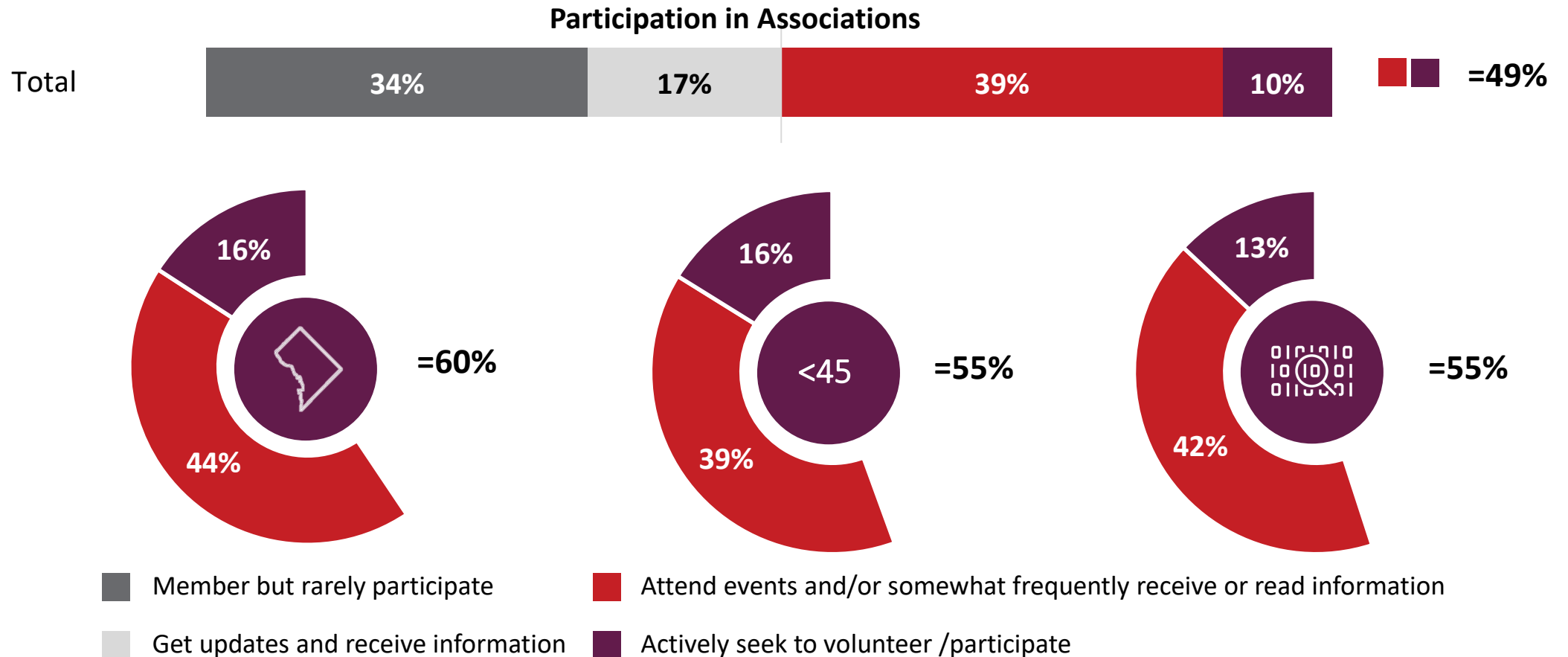
## By Role



■ Decreased ■ Increased

# Member Participation

Participation is slightly higher among respondents in the DC area, under 45 and in an IT role.

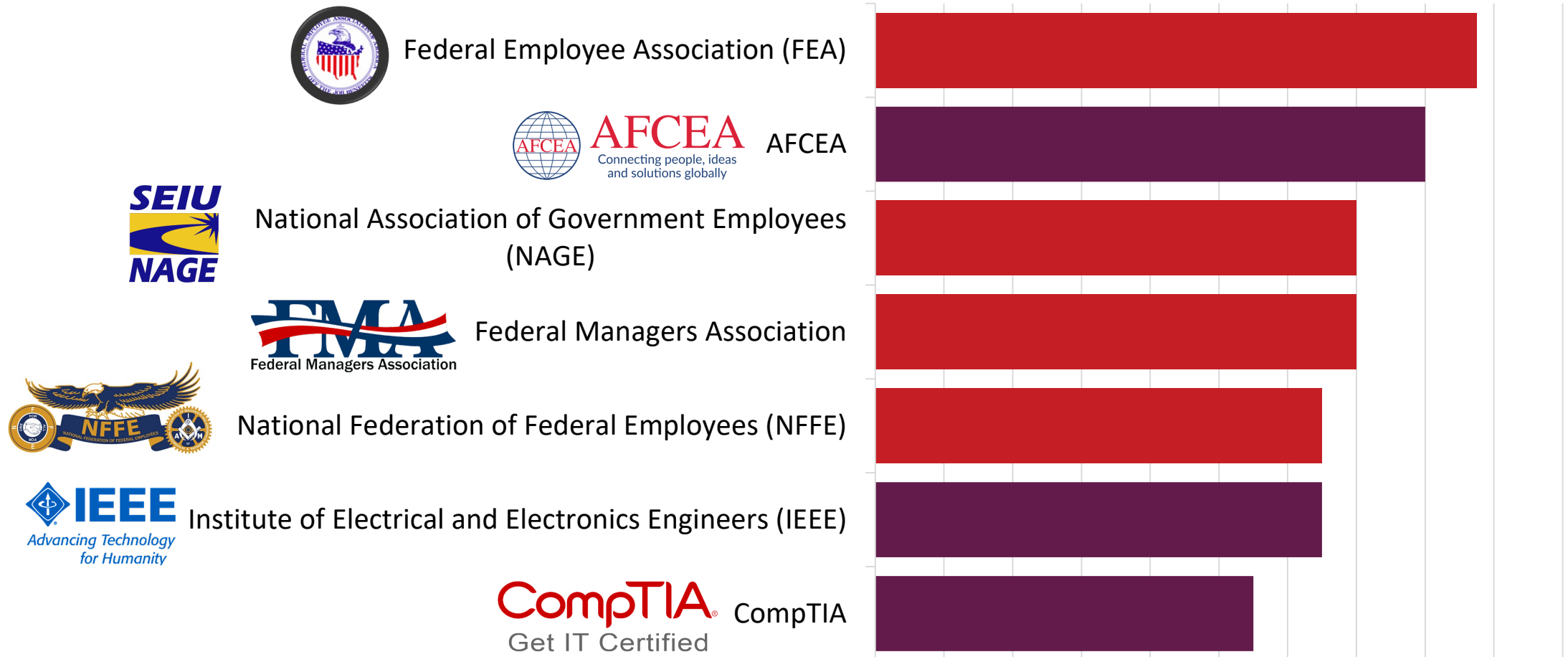




What Associations  
Should I Target to  
Get to My Audience?

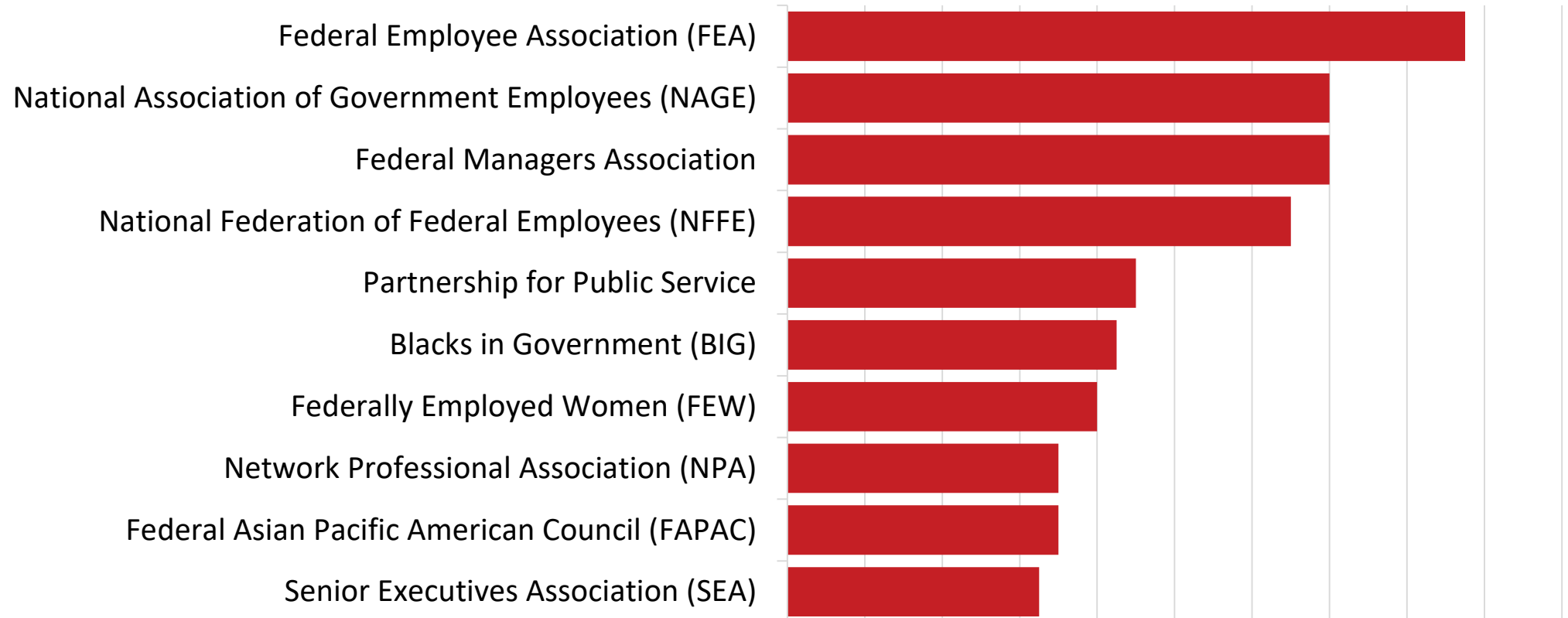
# Top Professional Associations

**At least one in ten respondents are members of the following top professional associations (both federally and IT-focused).**



# Top Ten Federal/Government-Related Professional Associations






**The FEA, NAGE and FMA are among the most cited federal/government-focused associations.**








# Federal/Government Professional Associations

## BY AGE

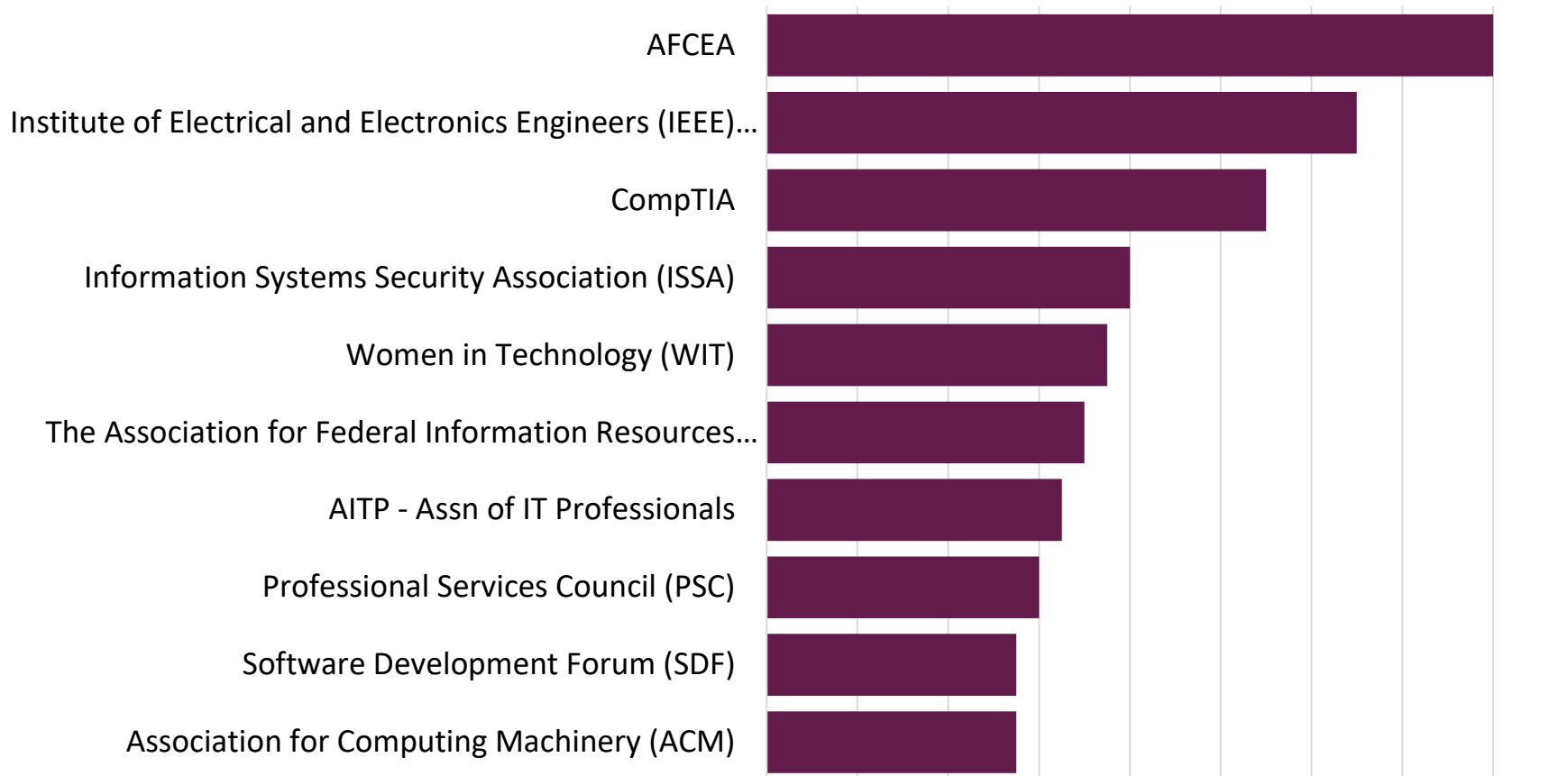
**Those under 45 are more likely to be members of NPA while those 45 or older are more likely to be members of the FEA.**

Under 45	
1	
2	
3	
4	<b>Federal Asian Pacific American Council</b> 
5	 <b>SENIOR EXECUTIVES ASSOCIATION</b>

45 and Older	
1	 <b>Federal Employee Association (FEA)</b>
2	
3	
4	
5	

# Top Ten IT-Related Professional Associations

**Nearly one in six respondents is a member of AFCEA, and one in ten are members of IEEE and CompTIA.**









# IT-Related Professional Associations

## BY AGENCY TYPE

**Defense respondents are more likely to be members of AFCEA, while the greatest proportion of civilian respondents are members of CompTIA.**




Defense	
1	 <b>AFCEA</b> Connecting people, ideas and solutions globally
2	 <b>IEEE</b> <i>Advancing Technology for Humanity</i>
3	<b>CompTIA</b> Get IT Certified
4	 <b>ISSA</b> Information Systems Security Association
5	 <b>AFFIRM</b> ASSOCIATION FOR FEDERAL INFORMATION RESOURCES MANAGEMENT





Civilian/Independent	
1	<b>CompTIA</b> Get IT Certified
2	 <b>AFCEA</b> Connecting people, ideas and solutions globally
3	 <b>WOMEN IN TECHNOLOGY</b>
4	 <b>ISSA</b> Information Systems Security Association
5	 <b>AFFIRM</b> ASSOCIATION FOR FEDERAL INFORMATION RESOURCES MANAGEMENT

# IT-Related Professional Associations

## BY LOCATION

**Whether inside or outside the beltway, AFCEA is leading IT-related organization. Professional Services Council makes it in the top three in the DC metropolitan area.**





Inside the Beltway	
1	 <b>AFCEA</b> Connecting people, ideas and solutions globally
2	 <b>AFFIRM</b> ASSOCIATION FOR FEDERAL INFORMATION RESOURCES MANAGEMENT
3	<b>PSC</b> PROFESSIONAL SERVICES COUNCIL
4	<b>CompTIA</b> Get IT Certified
5	 <b>IEEE</b> Advancing Technology for Humanity

Outside the Beltway	
1	 <b>AFCEA</b> Connecting people, ideas and solutions globally
2	 <b>IEEE</b> Advancing Technology for Humanity
3	<b>CompTIA</b> Get IT Certified
4	 Association of Information Technology Professionals
5	 <b>ISSA</b> Information Systems Security Association

# IT-Related Professional Associations

## BY AGE

**AFCEA has the most respondents as members, regardless of age, however, organizations like WIT and PSC are more popular among respondents under 45.**

Under 45	
1	 <b>AFCEA</b> Connecting people, ideas and solutions globally
2	<b>CompTIA</b> Get IT Certified
3	
4	
5	 <b>IEEE</b> <i>Advancing Technology for Humanity</i>

45 and Older	
1	 <b>AFCEA</b> Connecting people, ideas and solutions globally
2	 <b>IEEE</b> <i>Advancing Technology for Humanity</i>
3	<b>CompTIA</b> Get IT Certified
4	 <b>ISSA</b> Information Systems Security Association
5	 <b>aitp</b> Association of Information Technology Professionals

# Key Findings



## KEY FINDINGS:

- **Educate your membership.** Leverage your thought leadership and knowledge to create educational pieces/opportunities for association members.
- **Don't ignore niche organizations.** Organization tailored to specific audiences (WIT, BIG, etc.) are significant players and a good pathway to reach your audience.
- **Market through job opportunities.** Job boards, career development and mentoring opportunities will build loyalty to the association and your company.
- **Consider strategic sponsorship opportunities.** Look for opportunities that include engagement mechanisms. Sponsorships can help defray cost of membership, grow the organization and increase access to your customers.

The background of the slide features a dark purple overlay on a photograph of classical architecture, specifically the upper portion of columns and a pediment with acanthus leaves. A solid red vertical bar is positioned to the left of the text.

# Marketing Resources

# Market Connections Studies & Resources

- 2018 Federal Media & Marketing Study  
[www.marketconnectionsinc.com/fmms2018study/](http://www.marketconnectionsinc.com/fmms2018study/)
- 2019 Content Marketing Review: Federal & Beyond  
[www.marketconnectionsinc.com/cmr2019study/](http://www.marketconnectionsinc.com/cmr2019study/)
- Reaching Your Target Audience Through Events Webinar Recording  
<https://bit.ly/2WprDVp>
- Market Connections Federal Central  
[www.marketconnectionsinc.com/fedcentral/](http://www.marketconnectionsinc.com/fedcentral/)



# Market Connections Federal Central

**Support for your strategic marketing and communications.**

Federal Central provides key insights and data to support businesses of all sizes with their federal market strategy. Whether you are looking to access the Federal Media & Marketing dashboard, download additional studies, reports and PulsePolls™ of the federal market or looking for the latest news and trends, this one-stop hub provides you everything you need to hone in on this unique audience.

## Watch the Dashboard Demonstration

[WATCH VIDEO](#)

## Test Drive the Dashboard

[ACCESS NOW](#)

## Subscribe to the Dashboard

[FILL OUT PDF](#)

### Federal Media & Marketing Dashboard

Access to the market's most comprehensive and up-to-date data on the media & marketing habits of federal employees across the country. Login required.

### Other Federal Reports & PulsePolls™

Check out Market Connections' surveys, studies and PulsePolls™ around trending topics in the federal market and the contractors who serve them.

### Federal Market Blog

Stay up to date on news surrounding the federal market including recent findings, latest contract wins, innovating contractors and Q&As with industry leaders.



The background of the slide features a grayscale image of classical stone columns, likely from a government building, receding into the distance. A solid purple rectangle is positioned on the left side of the slide, partially overlapping the columns.

Join Us

NEXT WEBINAR:

**Does Thought Leadership Still Matter  
to Government Audiences?**

Thursday, July 25, 2 p.m. EST

To Register:

**<https://bit.ly/2KDHtcr>**

The background of the slide features a grayscale image of classical stone columns, likely from a government building. A solid purple rectangle is positioned on the left side of the slide, serving as a backdrop for the 'Save the Date' text.

Save the  
Date

## Federal Media & Marketing Study Breakfast Briefing

Date: Thursday, October 31, 2019

Time: 8:30-11:30 AM

Location: Vienna, VA

# Contact Information

**Aaron Heffron, *President***

703.966.1706

[AaronH@marketconnectionsinc.com](mailto:AaronH@marketconnectionsinc.com)

**Mari Canizales Coache, *Manager, Marketing & Client Services***

703.972.5893

[MariC@marketconnectionsinc.com](mailto:MariC@marketconnectionsinc.com)

