

Business Marketing Association - copy for 2010 email campaign

Subject line: Are you moving at the speed of B2B Marketing?

Note: This copy was placed in an email template by another BMA member. The call-out boxes were formatted in a column in the template. Landing page follows email copy.

Dear [first name],

Whether you're driving your company's marketing or providing resources for marketers, you simply *have* to belong to a professional organization. Not *just* for the prestige and recognition, although those are pretty good reasons by themselves.

No, it's more about keeping your career and company up with the fast-paced business world.

Keeping up from the "sidelines" (aka non-member) might work in the short term. *But you know what happens in the short term . . . opportunities fly by!*

Opportunities to learn, network and grow as a professional . . . staying-current opportunities.

There's never been a better or more important time to join BMA.

Why? Because when you become a BMA member you'll:

- Grow personally and professionally:* with educational seminars, roundtables, webinars, workshops, special member-only events.
- Stay an expert B2B marketer:* through member only resources including white papers, case studies, and regional and national information; plus a **free monthly webinar** from national BMA.
- Attend all meetings, even when you can't be there:* with online access to past presentations of speakers.
- Seize great marketing opportunities:* join our [Speakers Bureau](#); get listed in our online and printed member directories. Members have preference in submitting material for our newsletters.

JOIN NOW - It's easy - it's fast

Call Marilee at 303.607.9957

[Email: info@bmacolorado.org](mailto:info@bmacolorado.org)

[Online Application](#) [link]

[Send me more information](#) [link to landing page]

Don't be left behind - Great ROI

Join NOW - get the exclusive Air Force SOCIAL MEDIA GUIDE

There are many more reasons, plus . . . JOIN NOW to receive a 26-page

***** EXCLUSIVE SOCIAL MEDIA GUIDE *****

Social Media (SM) is a powerful marketing force. But you need a process, a best-practices guide. The Air Force, with tens of thousands of users, had to develop guidelines, controls and tracking processes. This handbook is a must read for serious SM marketers. You'll get:

- Background, strategies, guidelines and trends in SM.
- Great resources: top blogging sites, key SM websites.
- Top 10 tips for using SM.
- Air Force and industry SM survey statistics.
- How the Air Force is deploying SM; examples, where they're engaged and measurement tools.

LIMITED SUPPLY - Don't wait

Colorado BMA - The membership that pays for itself over and over

- ★ We're the **2nd largest chapter** in the country, ahead of New York and LA.
- ★ We won BMA's **Chapter of the Year 13 out of 15 years**.

Keep moving at the speed of B2B marketing.

Phone: Marilee at 303.607.9957;

[Email: info@bmacolorado.org](mailto:info@bmacolorado.org) [Online Application](#) [link] [Send me more information](#) [link]