

## Complimentary Research/Marketing Opportunity Analysis

### Is your goal to increase revenue and membership?

Remarkable associations go to extensive measures to understand what their members want, and then they deliver programs that satisfy those members' wants. Our personalized complimentary **Research/Marketing Opportunity Analysis** reveals opportunities for revenue and membership growth specific to your association.

**For your complimentary Research/Marketing Opportunity Analysis**, please enter your information below and fax to 847-864-1703, call Jerry Kaup at 847-864-1702, or email [jkaup@MemberSurveys.com](mailto:jkaup@MemberSurveys.com).

### Please add your contact information here:

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\_\_\_ *YES: I want to grow revenue and retention rates. Contact me for the complimentary CEO Research/Marketing Assessment*

**For your complimentary CEO Research/Marketing Assessment, just fax this page to 847-864-1703, or call Jerry Kaup at 847-864-1702**

**Please indicate if your association is experiencing any of these Growth-Limiting Symptoms. Check all that apply:**

- |   |   |
|---|---|
| <input type="checkbox"/> Higher acquisition costs for program enrollment (i.e. higher marketing costs for same results) | <input type="checkbox"/> Lower membership renewals                            |
| <input type="checkbox"/> Higher lapsed member rate  | <input type="checkbox"/> Lower new member recruitment                         |
| <input type="checkbox"/> Higher new member recruitment costs  | <input type="checkbox"/> Lower program evaluation ratings                     |
| <input type="checkbox"/> Lower average member lifetime value  | <input type="checkbox"/> Lower program participation                          |
| <input type="checkbox"/> Lower frequency of purchase per member   | <input type="checkbox"/> Lower rate of new program development or improvement |
| <input type="checkbox"/> Lower lapsed member reactivation   | <input type="checkbox"/> Lower return on marketing investment                 |
| <input type="checkbox"/> Lower levels of member satisfaction  | ___ Other: _____  |
| <input type="checkbox"/> Lower member awareness of programs and benefits  | _____   |
|   | _____   |