

Sharing Our Success (SOS) Submission Form

Chapter Name:	New York City
Chapter Membership Size:	Medium (101-299)
Chapter Contact Person:	Satya Chheda
Email Address:	satya.chheda@atdnyc.org
Phone Number:	
Chapter Board Position:	VP of Marketing
Chapter Website URL:	https://atdnyc.org
Submission Title:	Marketing Successes
What did you do? (a 2-3 sentence summary of your effort):	<p>As VP of Marketing, I successfully implemented strategies to significantly grow our social media following, enhancing brand visibility and engagement. We increased our LinkedIn following by 22% in less than a year. Additionally, I led the efforts to revamp our newsletter to deliver more valuable content to our ATD NYC subscribers, increasing open and click-through rates. Lastly, to ensure a smooth onboarding process for our Marketing AVPs, I developed a comprehensive onboarding program that equipped them with the necessary tools and knowledge to excel in their volunteer roles.</p>
Who benefitted from this effort (Target Audience) Check all that apply:	Board Members
Why did you do it? What chapter needs were addressed?	<p>I undertook these initiatives to elevate our chapter's brand visibility, enhance member engagement, and streamline our marketing operations. By growing our social media following, we expanded our reach to a wider audience and positioned our chapter as a thought leader in the industry. The revamped newsletter provided our members with timely, relevant information, fostering a stronger sense of community and increasing their participation in chapter events.</p> <p>Furthermore, the development of an onboarding process for Marketing AVPs ensured a seamless transition for new team members, maintaining consistency in our marketing efforts and optimizing performance. Ultimately, these initiatives contributed to the overall success of our chapter by strengthening our brand, attracting new members, and driving engagement.</p>

What were the measurable outcomes? (May include data regarding financial gains, membership increases, target audience satisfaction levels, publicity for the chapter or for the profession, etc.)	<p>-We increased our LinkedIn followers from 1340 to 1632 followers in less than a year which was a 22% increase.</p> <p>-We increased our Instagram followers from 748 followers to 802 followers this past year which was a 7% increase.</p> <p>-Our newsletter open rate averaged at 49% most of this year which was higher than last year's open rate.</p>
What steps did you take to implement this effort? (Remember that other chapter leaders will use this to replicate the effort. Be specific)	<p>Here's a breakdown of the steps taken to implement these marketing initiatives:</p> <p>Social Media Strategy:</p> <p>Auditing: Conducted a thorough audit of our existing social media channels to identify strengths, weaknesses, and opportunities.</p> <p>Content Calendar: Developed a content calendar outlining a consistent posting schedule, including a mix of informative, engaging, and promotional content.</p> <p>Engagement: Actively engaged with our followers by responding to comments, messages, and joining relevant online discussions. Asked our ATD Extended leadership team to also engage via a Social Boost Slack channel.</p> <p>Newsletter Revamp:</p> <p>Content Strategy: Defined a content strategy that aligned with our chapter's goals and member interests. We added a resource of the month section, member of the month, and a job opportunity section since many of our members were in a job search.</p> <p>Design and Layout: Redesigned the newsletter to improve readability and visual appeal. We researched best practices of other popular newsletters.</p> <p>Marketing AVP Onboarding Process:</p> <p>Needs Assessment: Identified the essential skills and knowledge required for Marketing AVPs to succeed.</p> <p>Onboarding Checklist with Resources/Links: Developed comprehensive onboarding checklist covering topics such as social media management, content creation, and tools.</p> <p>Ensured that all AVPs were aligned with an area of interest or growth area.</p>
Is there anything you would do differently?	<p>I would survey our members at the beginning of the year to see what changes we might want to implement as it relates to the newsletter and our marketing efforts.</p>
When did you start working on this effort?	<p>Jan 01, 2024</p>

When did this effort go live?	Jan 01, 2024
Approximately how many hours were spent working on this? Include an estimate of hours spent across all board members and volunteers.	5
What resources did you use? Check all that apply:	Volunteers ATD Resources Other: Canva
How many volunteers were you able to recruit?	3
Select the ATD resources you used. Select all that apply:	Other: Our Wild Apricot platform
Do you have any additional insights to share with other chapters implementing this effort?	Marketing is a big effort and I wish we could offer volunteers a free annual membership for volunteering their efforts. We didn't have much incentives to provide volunteers and were on a tight budget.
How did you become familiar with the Sharing Our Success (SOS) program? Select all that apply:	Chapter Leader
Would you be willing to apply to present on this submission at the ATD Chapter Leaders Conference (ALC)? *Request for Proposals (RFPs) open in May of each year at td.org/alc. Selected session facilitators receive complimentary registration.	Yes
email_consent	true