

TRANSFORMING DIGITAL CAPABILITIES

HOW **LEGACY SYSTEMS** ARE LIMITING YOUR ASSOCIATION'S GROWTH

READY
N O R T H



Meet Your Presenters



Macy Kittelberger
Associate Consultant
Ready North



Tony Paille
Former Chief Marketing Officer
AIIM



Table of Contents

01

Importance of Digital
Transformation

02

Challenges of
Outdated Tech

03

HubSpot as a
Comprehensive
Solution

04

Success Stories

05

Future Benefits + Q/A



First Up

01

Importance of Digital
Transformation

02

Challenges of
Outdated Tech

03

HubSpot as a
Comprehensive
Solution

04

Success Stories

05

Future Benefits + Q/A



What is your definition of a digital transformation?



Digital Transformation

noun, plural "digital transformations"

The **integration of digital technology** into all areas of an organization, fundamentally changing how they operate and deliver value to customers.

It involves the **adoption of digital tools and platforms**, and the **use of data-driven insights** to drive business outcomes.

It's about **using technology to enable new and better ways** of working, communicating, and delivering value to customers.



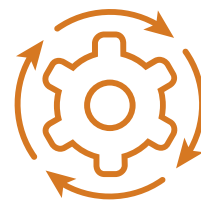


DIGITAL TRANSFORMATION

For Associations



Meeting member expectations.



Increasing operational efficiency.



Improving engagement.



Collecting data driven insights.



Currently...

Where are associations now?

Research shows that only 27% of associations have a formal digital strategy in place, and only 13% have a dedicated digital staff. Many associations are still struggling to prioritize digital transformation and fully integrate digital technologies into their operations.



Missed Opportunities



Lack of Strategy + Staff



Can't Keep Up



No Clear Roadmap



Consider this...

Decline in member engagement and struggled to attract new members.

Difficult to adapt offerings to evolving member needs and preferences.



No robust digital strategy.

Faced an uphill battle to remain relevant.



Next Up

01

Importance of Digital
Transformation

02

Challenges of
Outdated Tech

03

HubSpot as a
Comprehensive
Solution

04

Success Stories

05

Future Benefits + Q/A



COMMON CHALLENGES

For Associations



Outdated tech.



Fragmented data.



Limited digital capabilities.



Challenges

Outdated tech, fragmented data and limited digital capabilities can all lead to...



Downtime and lost productivity



Missed opportunities for growth

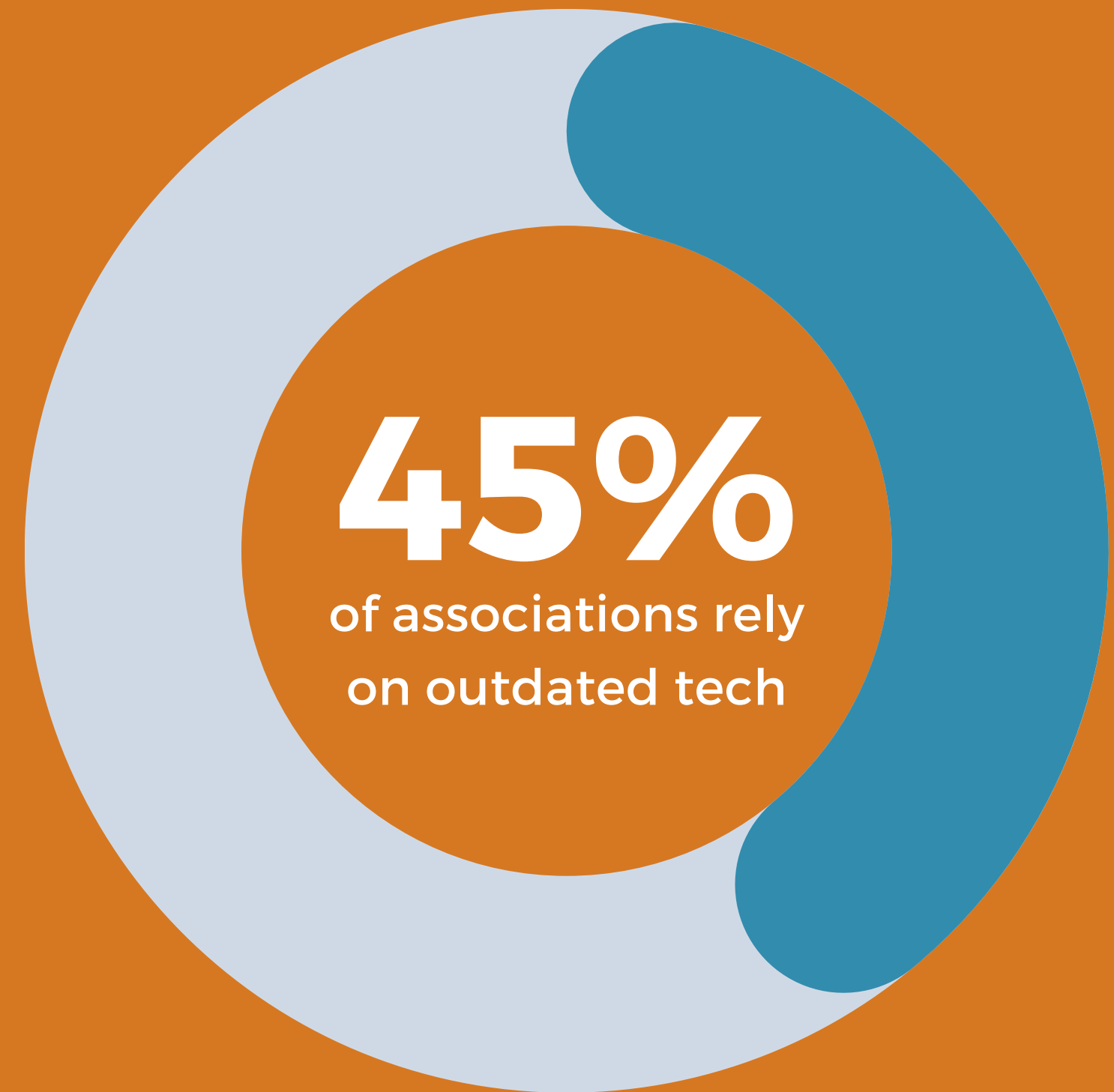


Compliance risks and legal liabilities



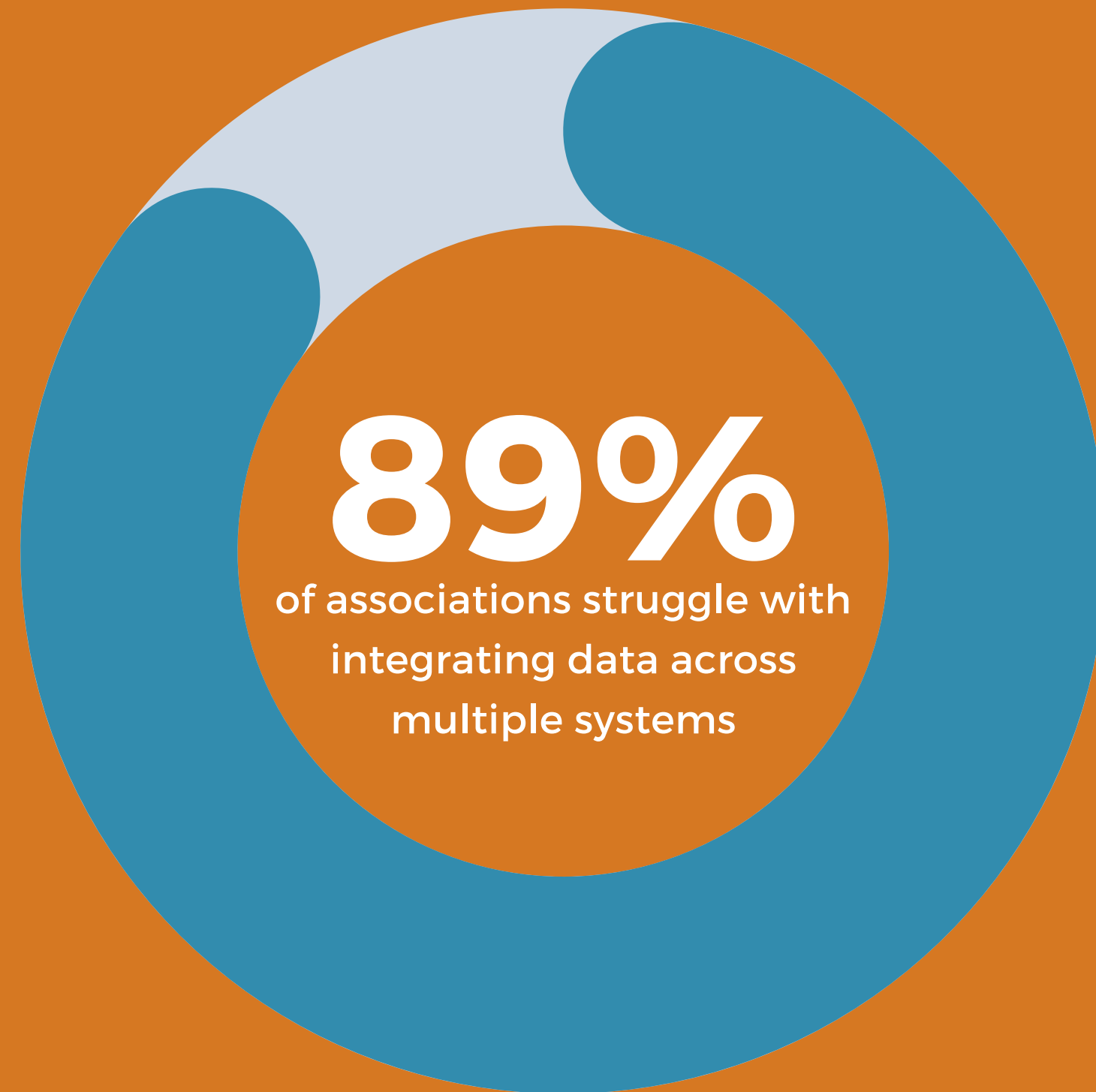
Outdated Tech Infrastructure

- Outdated tech **hinders growth and limits opportunities.**
- **Slow, unreliable systems** lead to downtime and decreased productivity.
- **Difficulty in integrating** with modern tools and platforms.



Source: autorem marketing.com





Source: [BusinessWire](#)

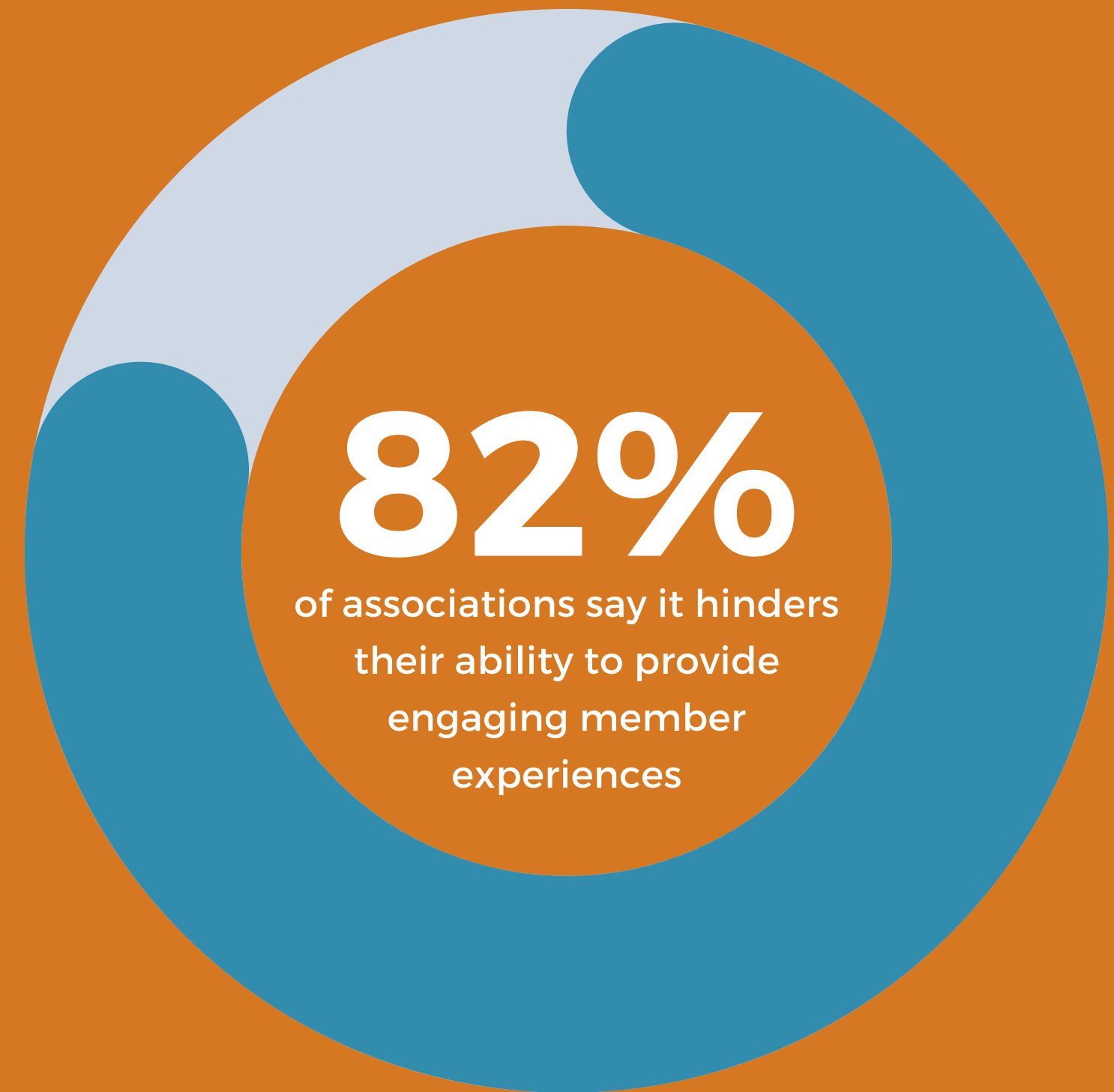
Fragmented Data Across Systems

- Fragmented data **creates data silos**.
- **Lack of a centralized view** of constituents and their interactions.
- **Inability to deliver personalized experiences** based on comprehensive user insights.



Limited Digital Capabilities

- Limited digital capabilities result in **clunky interfaces**.
- **Frustration among visitors** due to outdated user experiences.
- **Decreased member engagement and retention.**



Source: [Mikinley Advisors](#)





Your Solution

HubSpot is always the answer.

Overcoming these challenges requires a comprehensive solution that addresses these issues head-on. And that's where HubSpot can be the game-changer for associations.

HubSpot offers a unified platform that integrates data, provides robust digital capabilities, and empowers associations to overcome these challenges effectively.



Next Up

01

Importance of Digital Transformation

02

Challenges of Outdated Tech

03

HubSpot as a Comprehensive Solution

04

Success Stories

05

Future Benefits + Q/A



Why HubSpot?

It's more than just a marketing tool.

HubSpot's foundation lies in the inbound methodology, a belief system rooted in customer centricity, valuable content, and ethical consent. This feeds perfectly into each hub:

- Marketing
- Sales
- Service
- CMS
- Operations

HubSpot is a CRM—regardless of the effort, the customer—and member—is the focal point.



HubSpot is **FOR** Associations

Cohesive

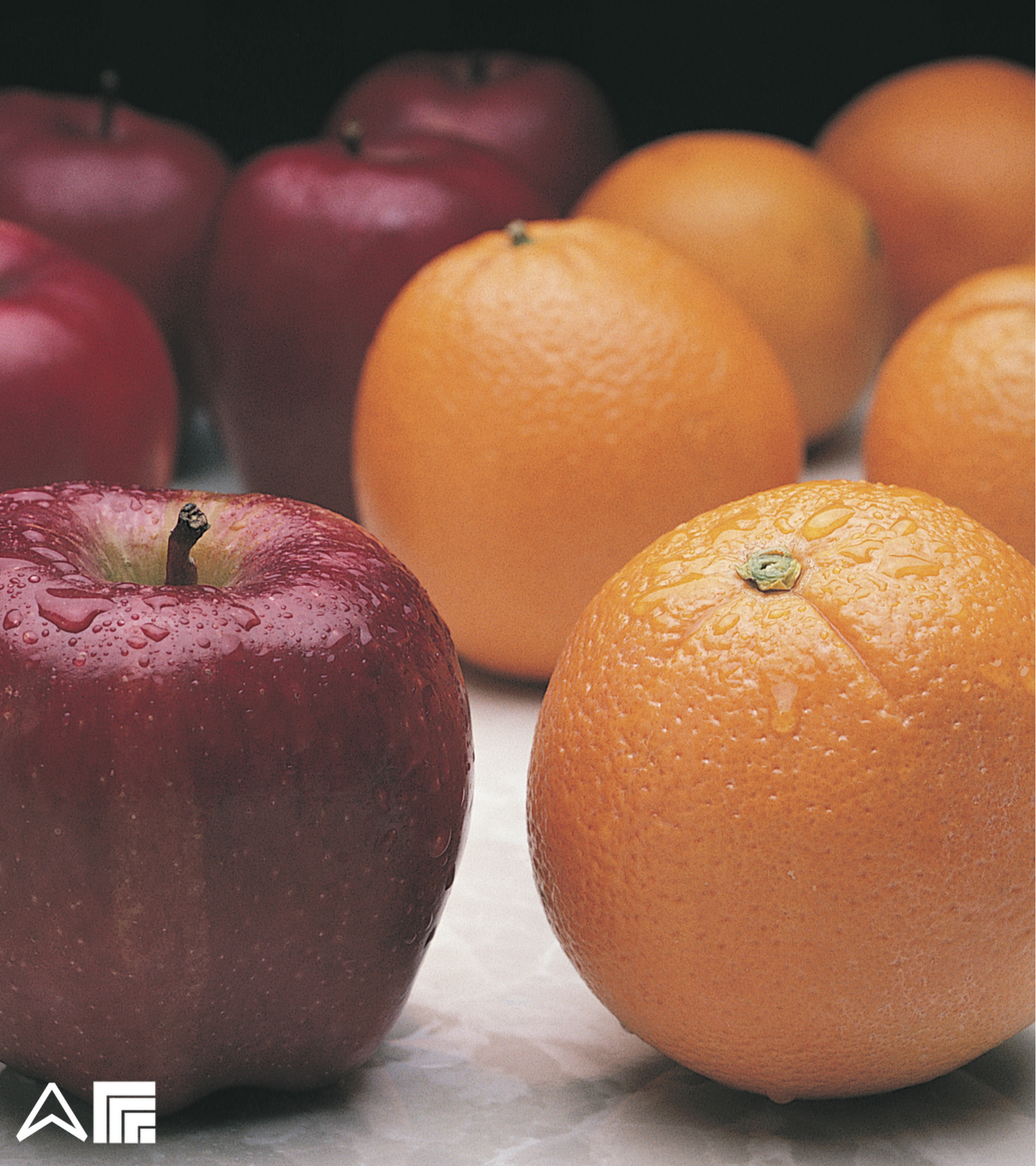
Intuitive

Community-
Backed

Training-
Forward

Ever-
evolving





How Does HubSpot Compare?

Leading Tool For Associations

Since its inception in 2007, HubSpot has made incremental efforts to differentiate itself from others in the marketplace. Competitors are often:

- Too many tools.
- Not a growth and engagement tool.
- Not omnichannel.
- Not designed for the marketer.
- Not integration friendly.
- Not affiliation friendly.



HubSpot Wins

Comprehensive Features and Functionalities

HubSpot stands out with its comprehensive features and functionalities that directly address the unique needs and challenges of associations.

- Unified Platform
- Growth and Engagement Focus
- Omnichannel Capabilities
- Integration-Friendly



Next Up

01

Importance of Digital
Transformation

02

Challenges of
Outdated Tech

03

HubSpot as a
Comprehensive
Solution

04

Success Stories

05

Future Benefits + Q/A



ABOUT **THE ASSOCIATION FOR INTELLIGENT** **INFORMATION MANAGEMENT**



Founded in 1944



5,000 members



Do you have an AMS?

Give me a yes or no in the comments.

**On a scale of 1-5 how much do
you LOVE your AMS?**

(1=it stinks, 5=I want to marry it)

2012



Our journey begins

2012

We had...

- The world's worst AMS implementation
- A marketing automation tool that wasn't set up correctly
- Zero understanding of the effectiveness of our marketing efforts
- Enormous pressure to deliver results



2012



Our journey begins

2013

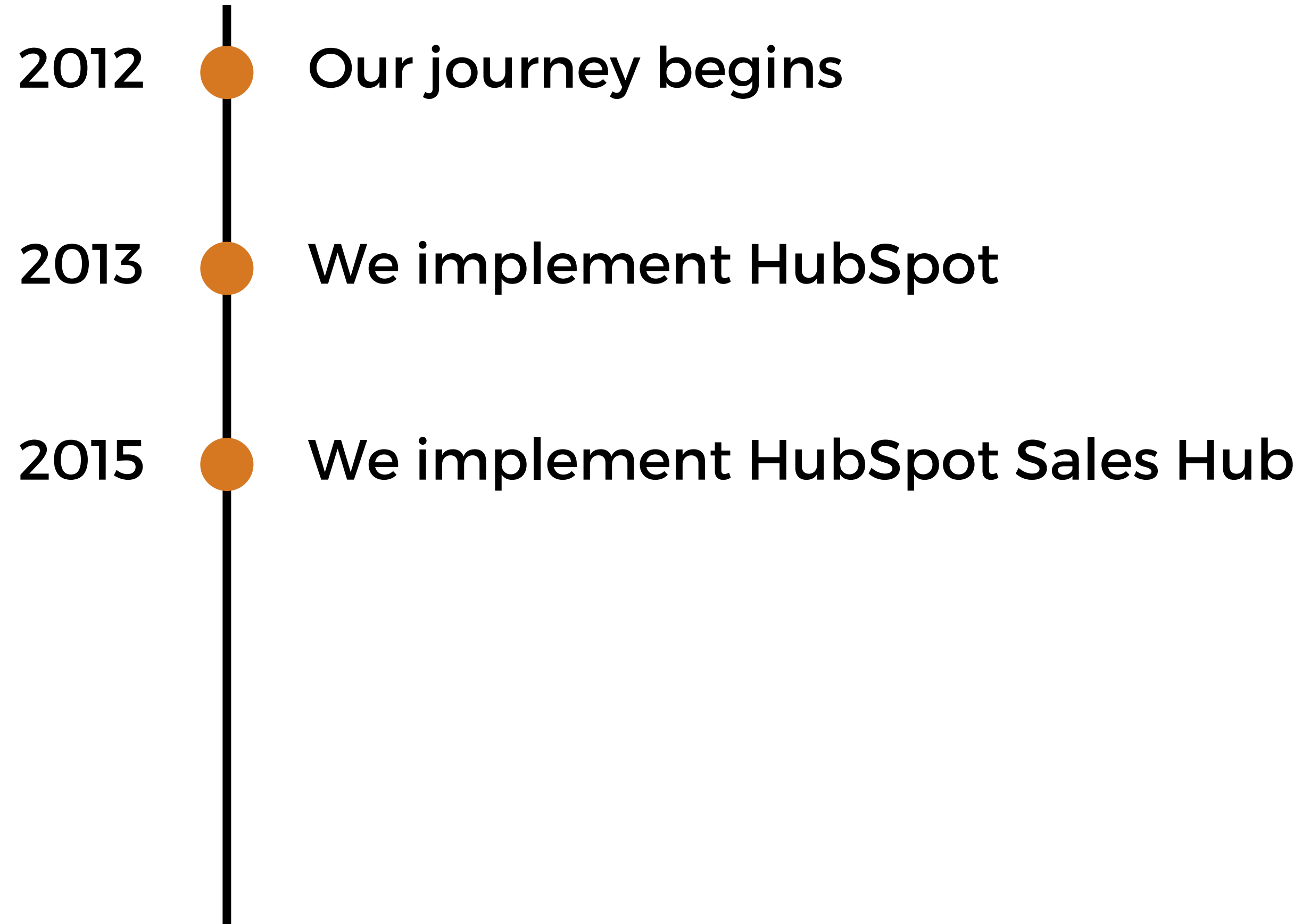


We implement HubSpot

2013-2014

- We implement HubSpot
- Set up email and landing page templates
- We move all of our gated content into HubSpot
- We migrate our blog
- We begin publishing all of our social media through HubSpot
- All of our marketing campaign data is now in one place
- Embrace the inbound marketing methodology
- There's friction between sales and marketing because we still don't know what the heck those salespeople do all day.

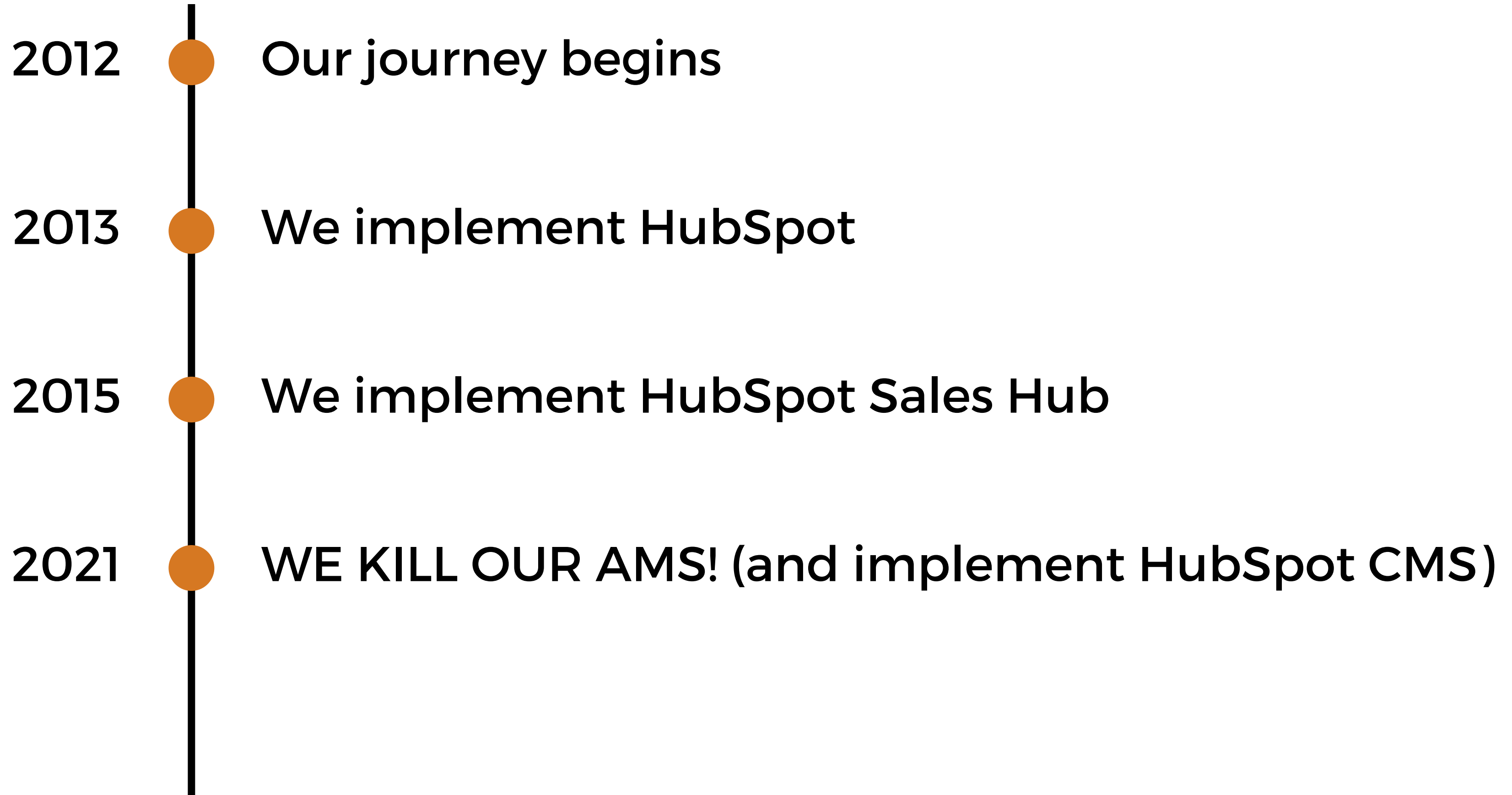




2015-2020

- We implement HubSpot Sales Hub
- Sales moves all of their processes into HubSpot
- We have even more data than ever before
- We launch a sales and marketing alignment initiative
- We continue optimizing our sales and marketing efforts
- Yet, we're still hamstrung by our AMS and our CMS is causing lots of headaches.

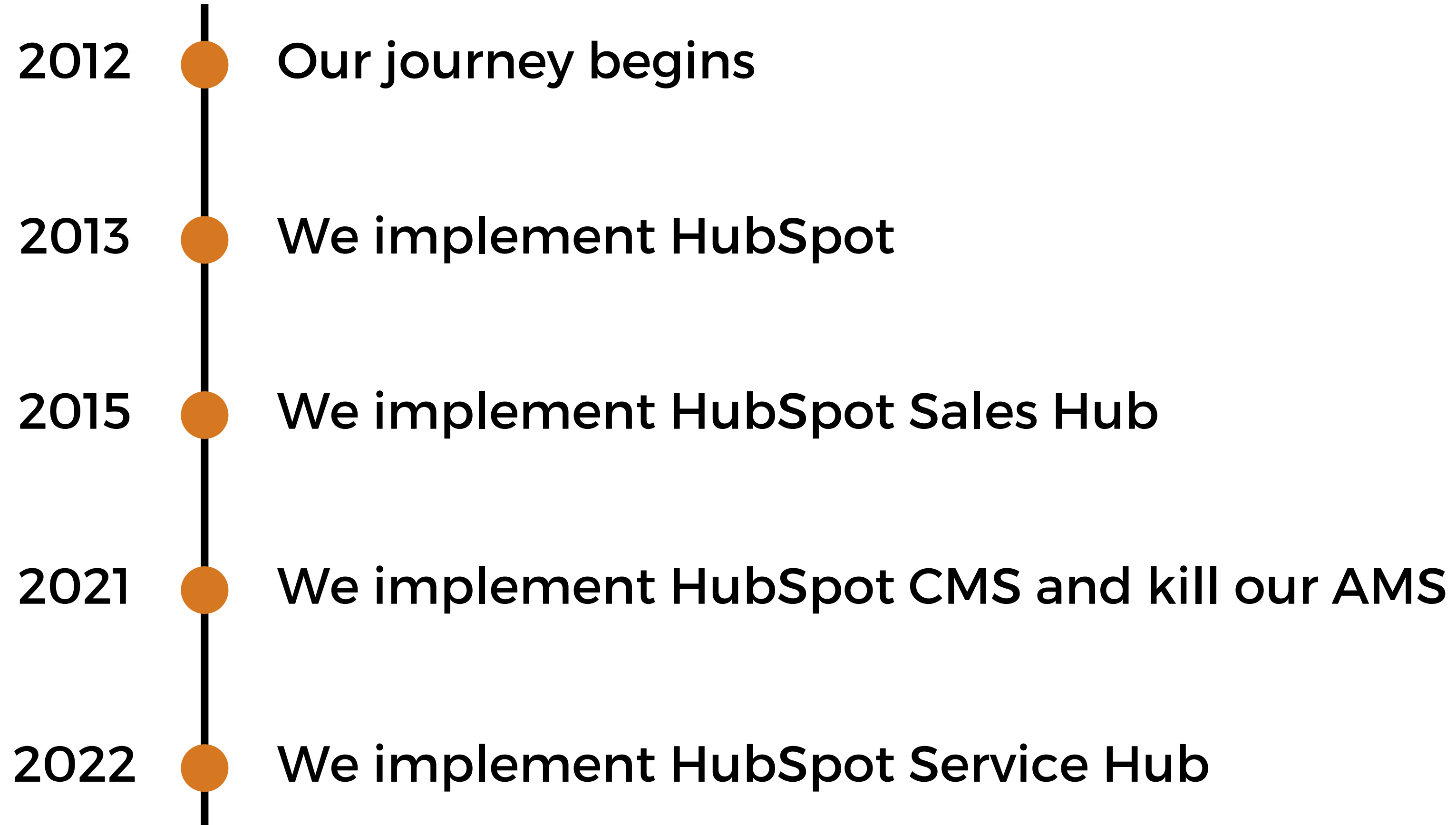




2021

- We implement HubSpot CMS and Shopify
- We move the last of our AMS processes into HubSpot
- We finally have all of our sales, marketing, and customer data in one place to get a single view of the customer journey

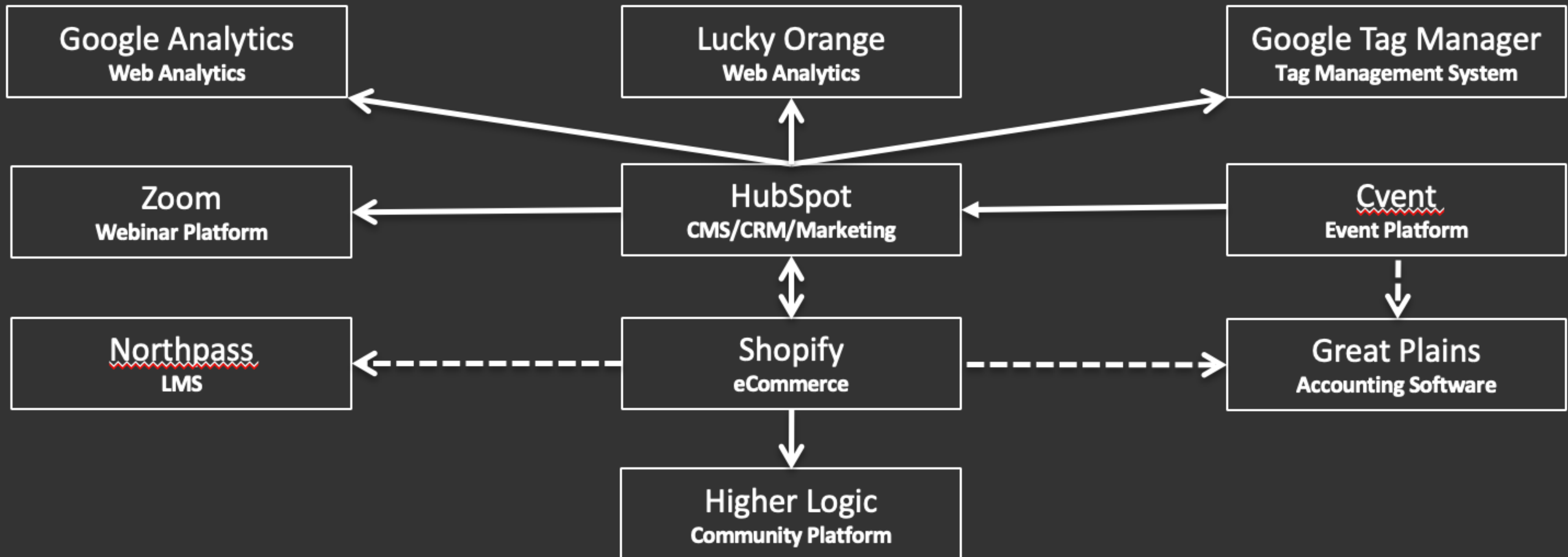




2022

- We implement Service Hub to streamline customer service
- We move all of our customer feedback collection and data into HubSpot





Lastly

01

Importance of Digital
Transformation

02

Challenges of
Outdated Tech

03

HubSpot as a
Comprehensive
Solution

04

Success Stories

05

Future Benefits + Q/A



Future Benefits

What do you have to look forward to?

As associations embrace HubSpot and digital transformation, they can look forward to a multitude of benefits:

- Improved member engagement through personalized experiences.
- Increased operational efficiency.
- Better data management,
- Informed decision-making are just a few of the advantages associations can expect.



Get started with HubSpot

www.readynorth.com 

www.aiim.org 



READY
N O R T H

 **aiim**