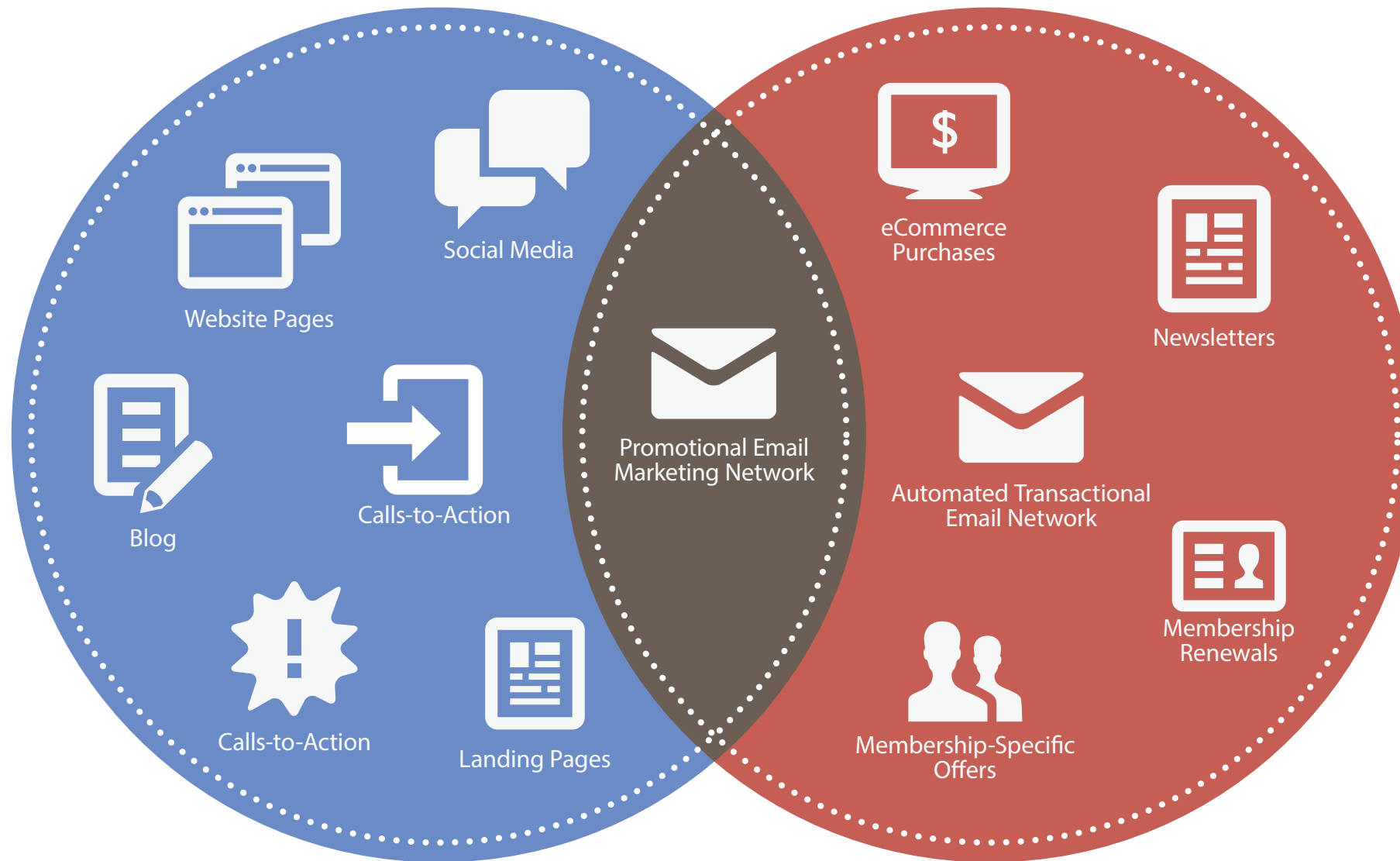


Integrated eMessaging Solutions

PROSPECTIVE MARKETING

RETENTION MARKETING



ASAE Endorsed



HighRoad Solution is the only eMarketing provider that is both used by and endorsed by ASAE. We're proud to have created ASAE's innovative, totally automated Associations Now+ newsletter which saves staff tons of time & enjoys open rates that have doubled compared to newsletter predecessors. Bearing the association's equivalent to the Good Housekeeping Seal of Approval is a point of true pride for HighRoad because it provides clients with the security and confidence that our solutions have been fully vetted and found to be of the highest quality.

Why Automate?

Life's too short for email marketing! It's 2014 and email marketing still takes up 10-20 hours per week for the typical association. That's ridiculous! On top of this, associations need to grow & focus on member acquisition so need to move to digital ways to find, entice & convert users to members. We focus on automation because it's the only way to solve the two-fold challenge of time & quality. Automation allows you to more effectively conduct both acquisition & retention marketing without hiring more staff or outsourcing the work.



What is eMessaging?

eMessaging encompasses all of the ways that you can communicate with constituents via digital channels. eMessaging includes email, social and mobile which today's organization understands are all intimately intertwined. Modern organizations understand that traditional email marketing is not only old, but hurtful to the organization by often taking up tons of staff time to produce. Smart associations are turning to HighRoad to provide the next level of digital messaging to deliver greater value to members & reallocate staff time to higher value tasks.

Solution Offerings

We design and develop our integrated eMessaging solutions by extending the power of the world's best digital marketing software for email (BlueHornet) & inbound marketing automation (HubSpot) and integrating them with the software systems that power associations and non-profits. We deliver consulting & software solutions in the following areas:

- digital landscape communications audits
- email marketing audits
- deliverability services
- responsive design & development
- automated newsletters & email workflow approval tools
- marketing automation
- integrated email preference centers
- inbound marketing consulting
- integrated email marketing

Technology Partners

We formally partner with Aptify, Avectra (Abila), Personify & ASI (iMIS). We also integrate with WordPress, Drupal, HubSpot, eShow, Salesforce, Sharepoint & MS CRM.

Benefits of Taking the HighRoad

Proven Methodology

We've implemented more integrations than any other technology provider in the market. Our methodology includes an in-depth discovery process where we focus on the business outcomes before we focus on the technical requirements. We partner with your organization to evolve your workflow processes so that human capital is optimized. Image it! Happy people where technology works for them!

Expert Knowledge

The HighRoad staff is composed of industry professionals who are experts in their respective fields and have deep knowledge of the association market. Digital marketers, deliverability experts, software integration developers & email design experts are on staff to work with your team to not just implement, but to educate. We truly partner with your organization to become a trusted resource.

Client Experience

Your experience is everything! We provide unlimited product support & training as well as our educational program called HighRoad U. Clients also receive invites for quarterly Innovation Calls & our annual conference. We also provide industry trends, benchmarking reports & best practices.

