

# Technology as Strategy™

**2014 Technology Institute**

**NYSAE**

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Lehman Reports

# Lehman Associates, LLC

- Associations, Nonprofits, and Supplier Companies
- Strategy consulting for technology and marketing
- Customer Satisfaction, Market & Member Research
- The Lehman Reports™ industry research series
- Founded 1992, Alexandria, VA

- AMS Use and Satisfaction 2006-2013
- AMS International: CA, AU, UK 2010, 2013
- Association Technology Study 2011-13
- Donor Management Systems, NTEN, 2013
- New Snapshot survey series

# Evolving Role of Technology

ROI Potential

Exponential

Investment

Technology  
as Strategy

Linear

Cost Center

Technology  
as Tools

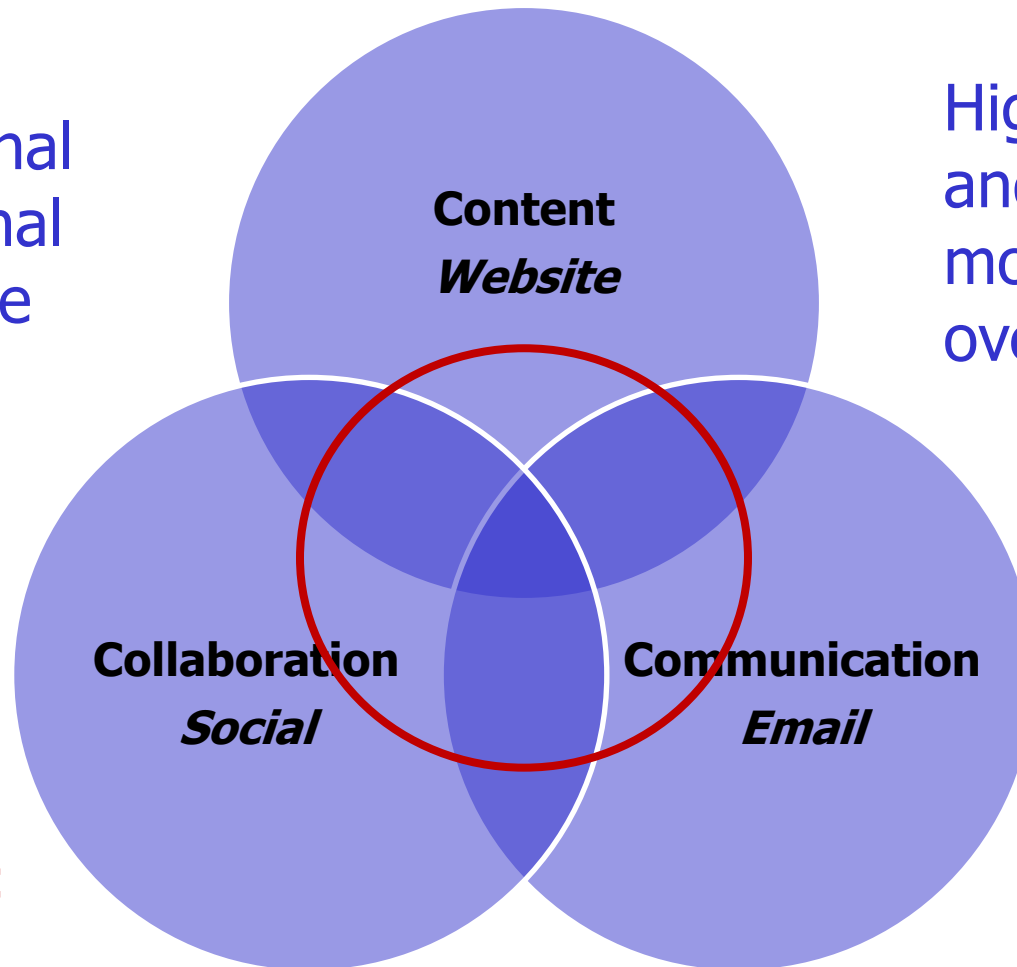
Investment

Technology  
Introduction

# Interlocking Content Marketing

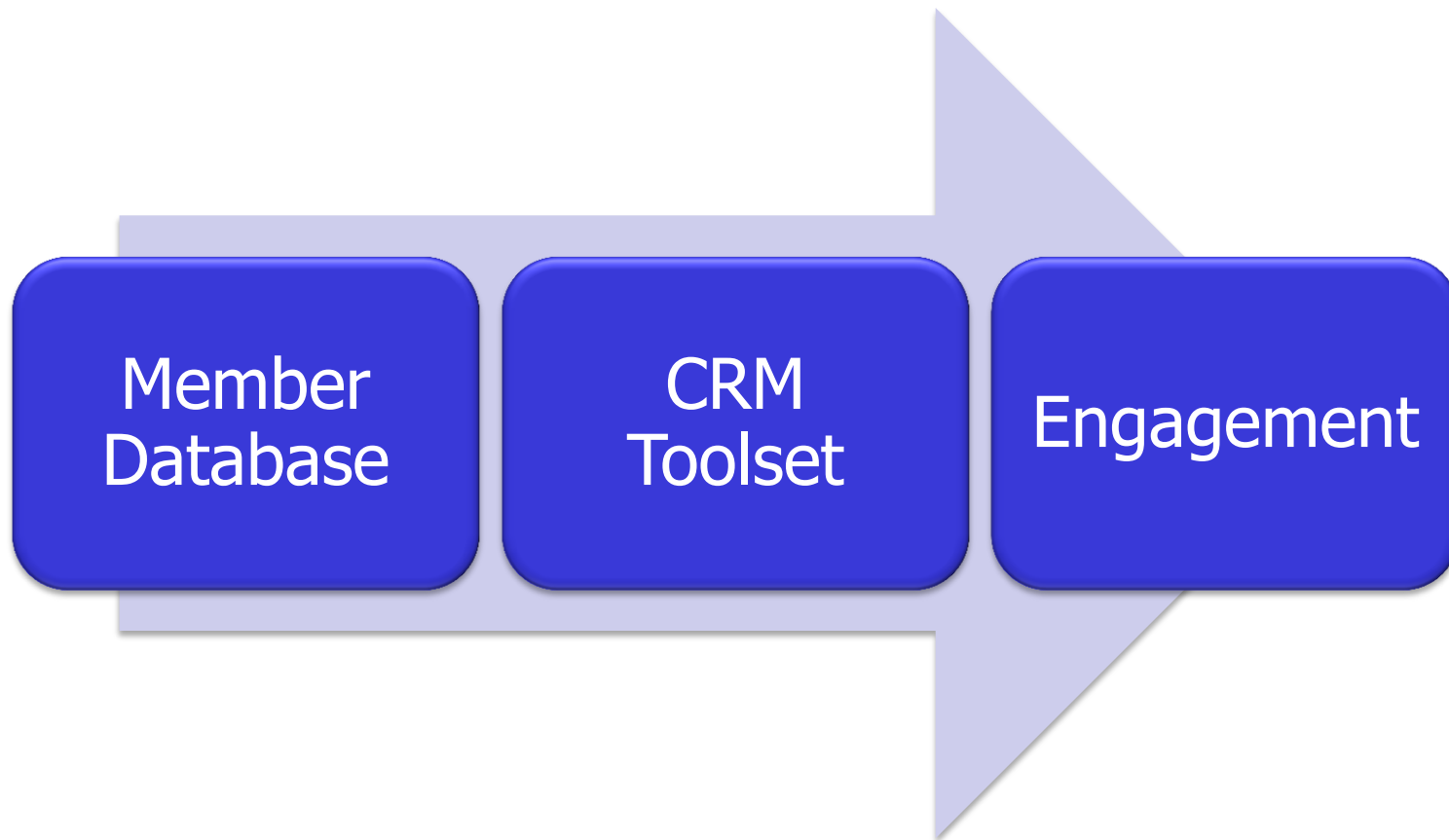
Both internal  
and external  
perspective

Highest growth  
and most effective  
models are in the  
overlaps



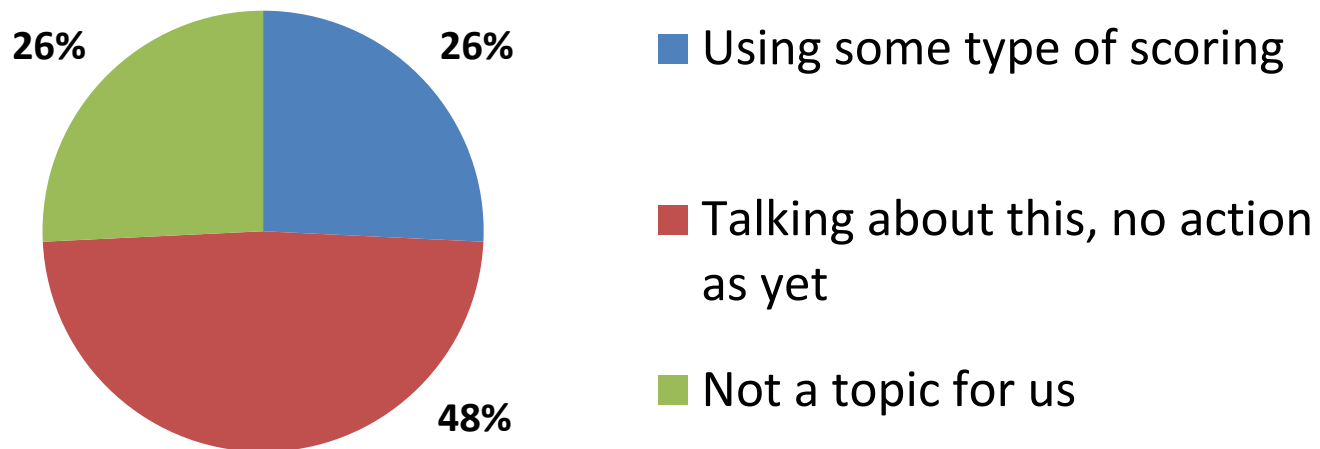
**Circle of  
Engagement**

# A Greater Focus on Outcomes



# Interest in Outcomes

## Engagement Measurement Status



*Lehman Reports Snapshot Survey 2013*

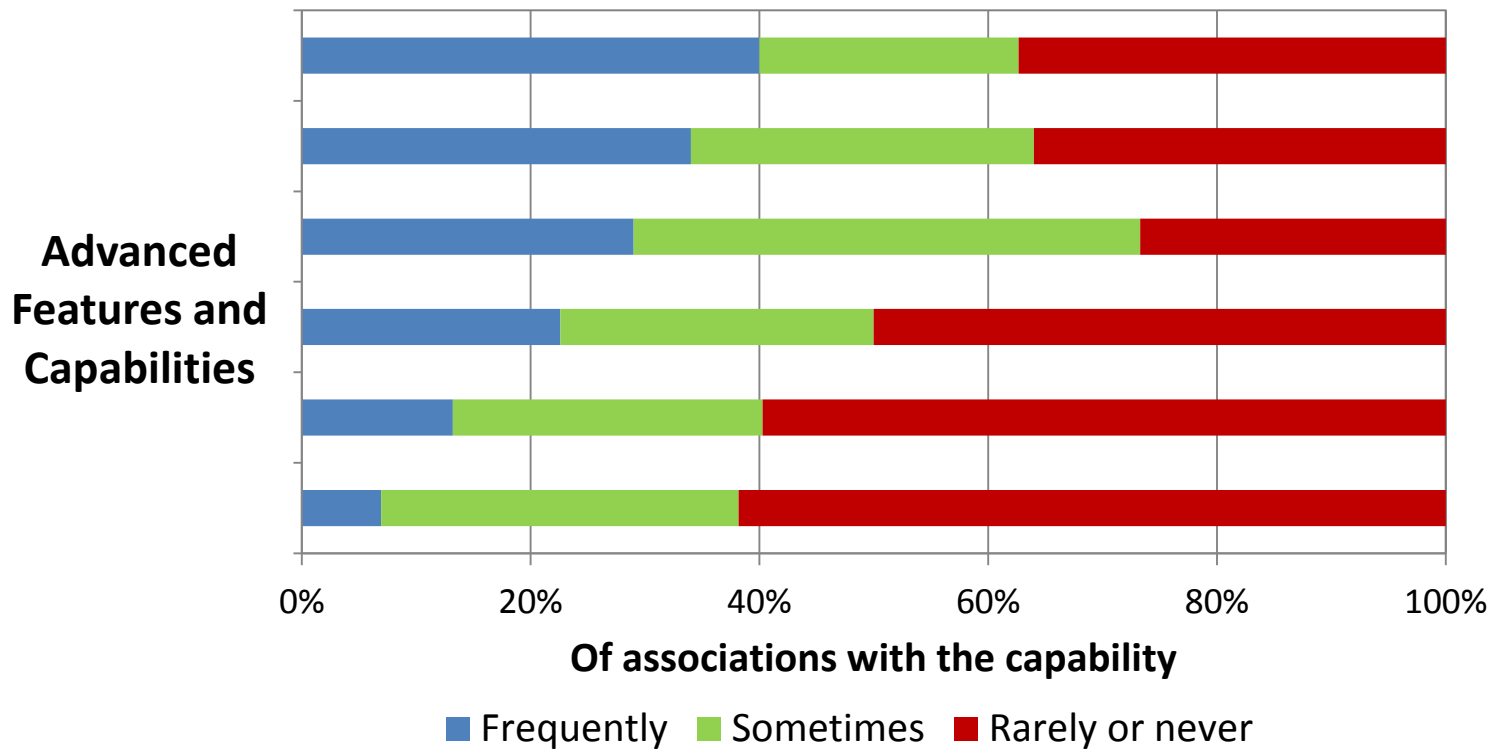
# Realizing One-to-One Marketing

- Interest driven-marketing, content
- Micro-segmentation
- Predictive analysis, marketing tools
- Dynamic content, deep personalization
- Inclusion of behavior-based indicators
- Role of crowd sourcing, Kickstarter as a planning / engagement model
- Community and conversation



# Advanced Capabilities Best Practices

## Use of Selected Advanced Capabilities



# Technology Presence

## Dedicated IT Staff

