

Technology as Strategy™

2014 Technology Institute

NYSAE

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Tom Lehman

Lehman Associates, LLC

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

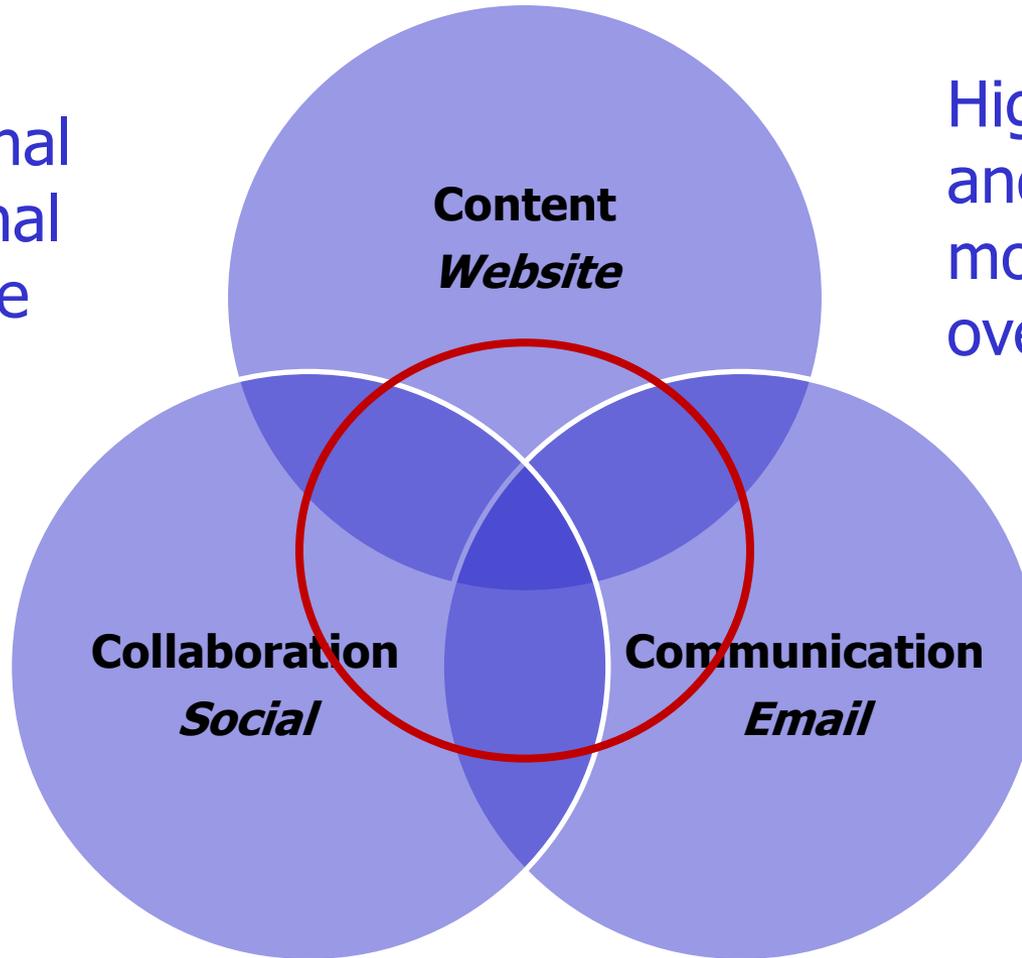
Investment

Technology
Introduction

Interlocking Content Marketing

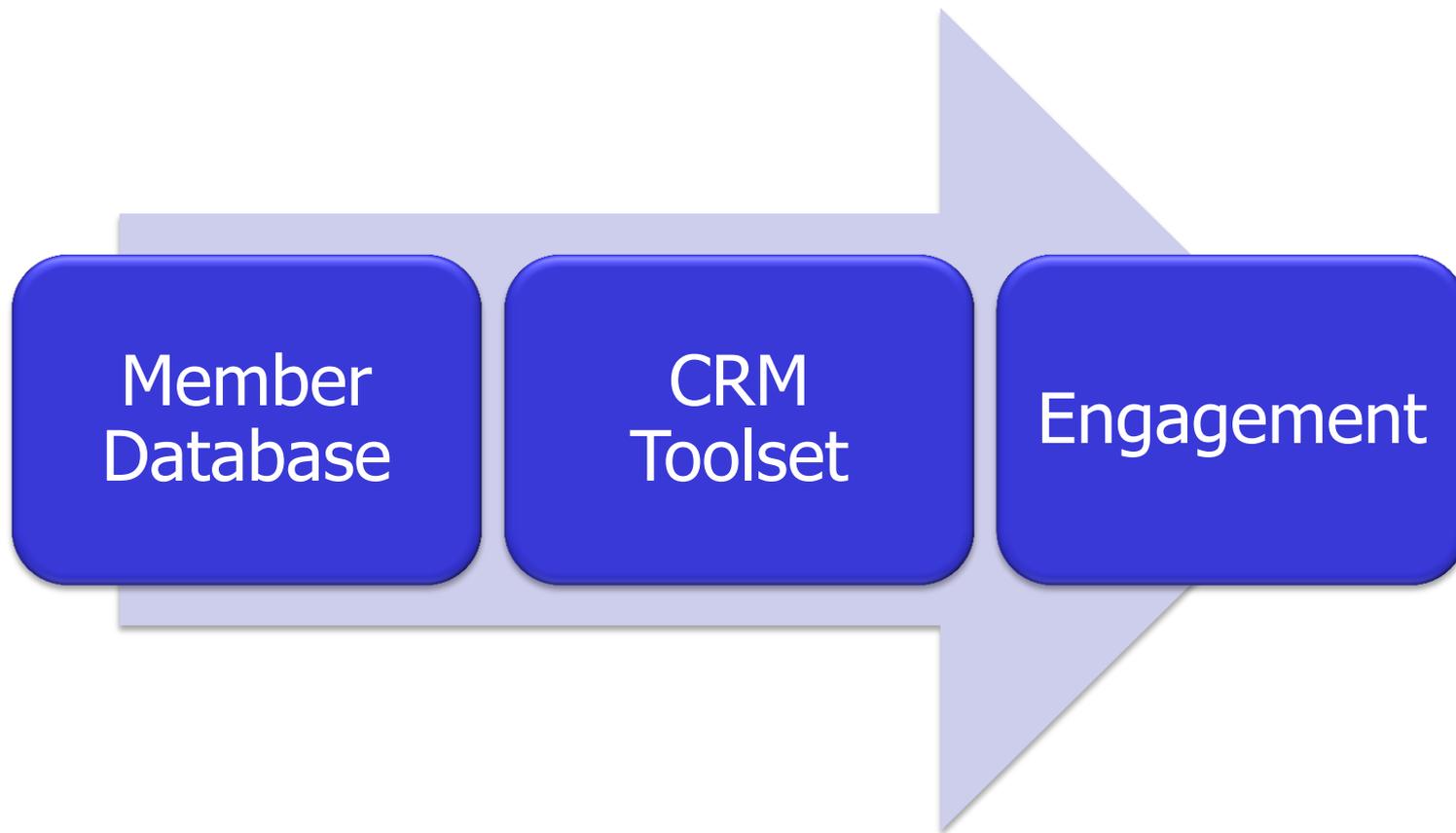
Both internal
and external
perspective

Highest growth
and most effective
models are in the
overlaps



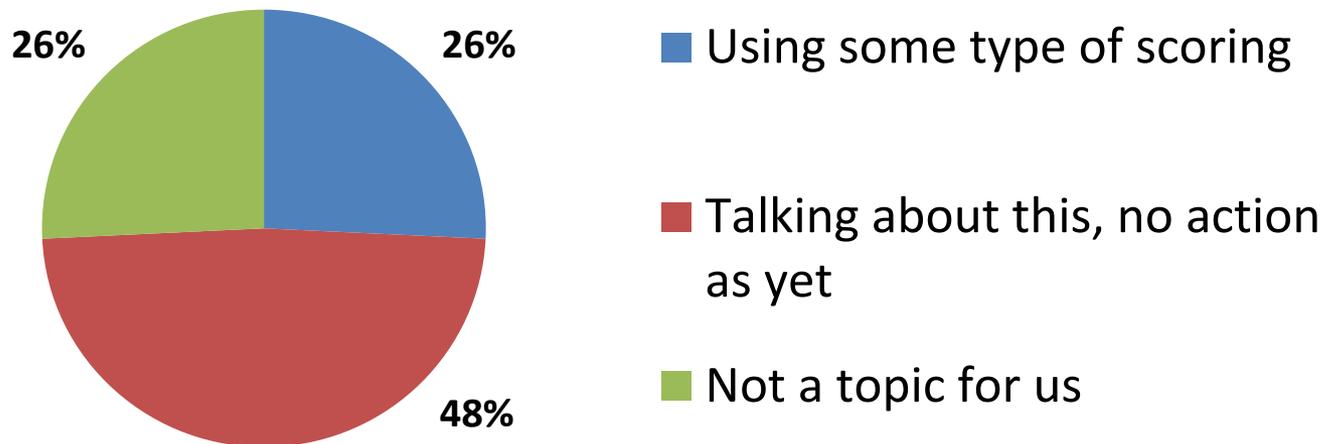
**Circle of
Engagement**

A Greater Focus on Outcomes



Interest in Outcomes

Engagement Measurement Status



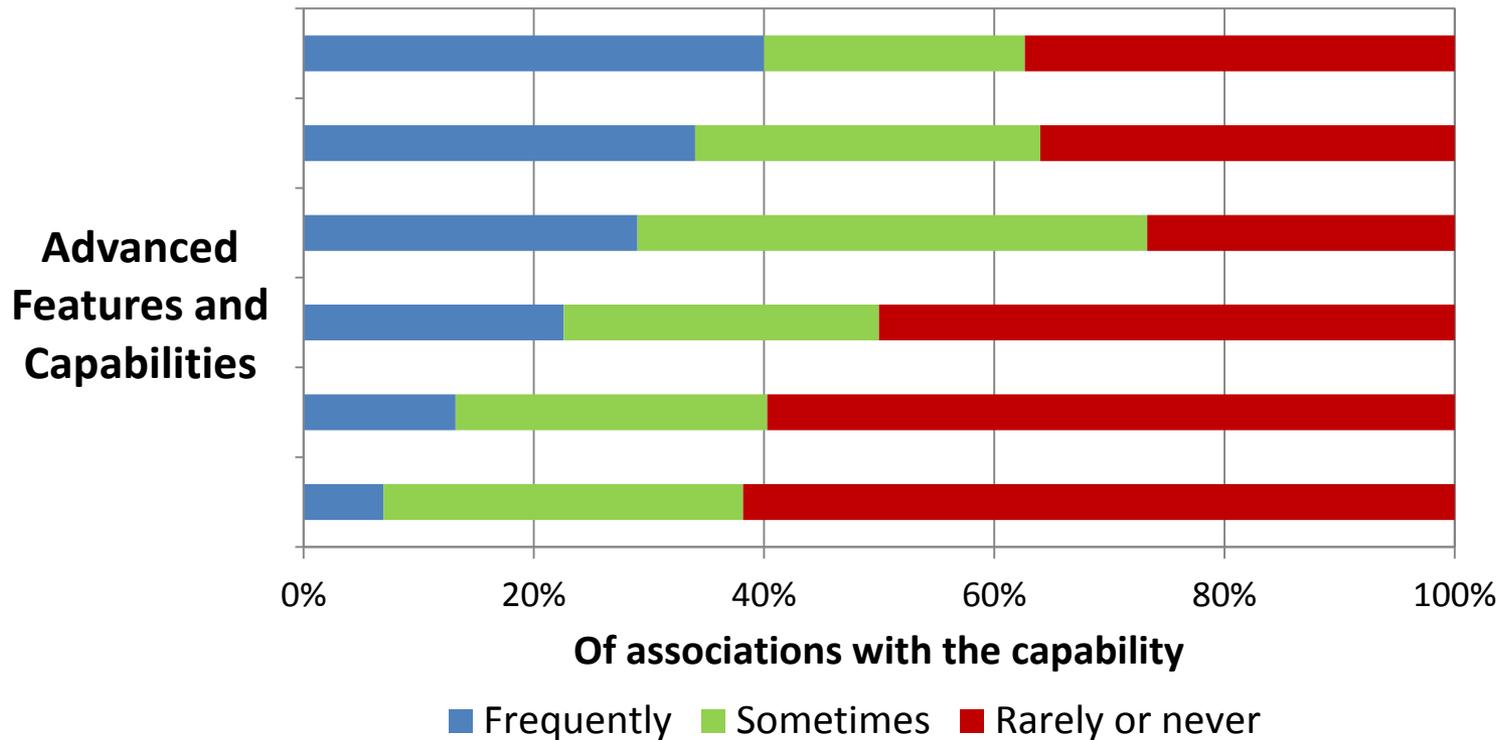
Lehman Reports Snapshot Survey 2013

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

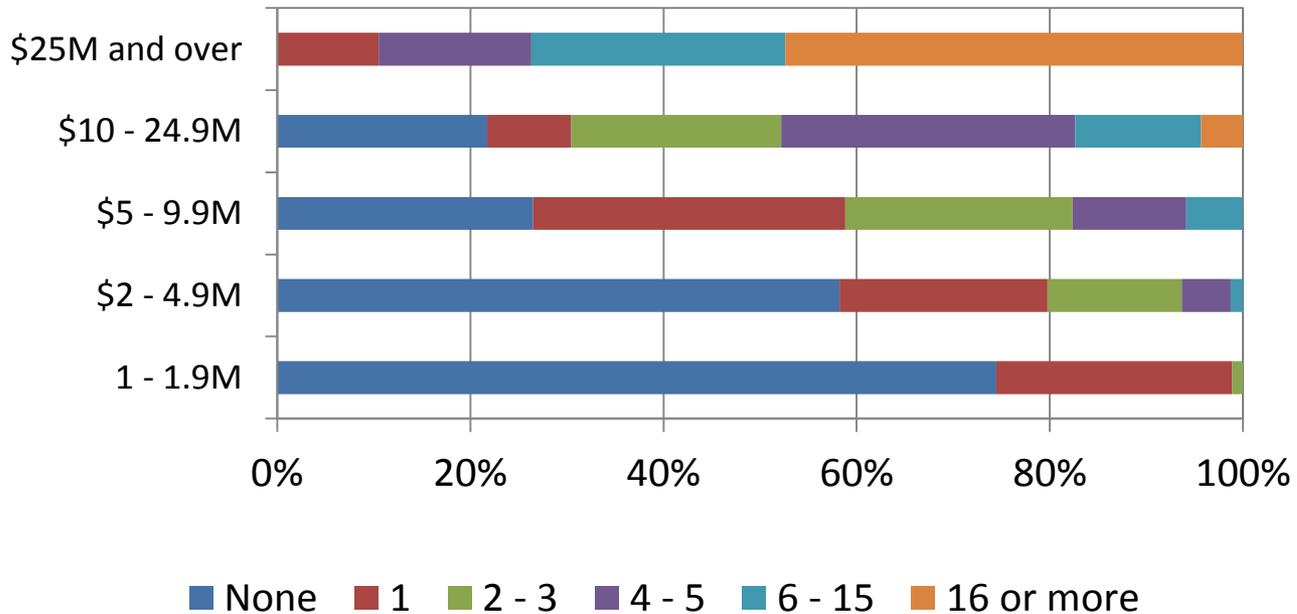
Advanced Capabilities Best Practices

Use of Selected Advanced Capabilities



Technology Presence

Dedicated IT Staff



Lehman Reports Technology Study, 2013