



From Scattered Tactics to Strategic Clarity

Building a marketing strategy that scales

Many associations and AEC firms approach marketing reactively: launching campaigns when urgency strikes, adjusting messaging based on internal preferences rather than audience insight and measuring activity instead of outcomes. The result is a fragmented effort that consumes resources without building brand equity or advancing organizational goals. When marketing lacks a strategic foundation, even well-executed tactics fail to compound into meaningful growth. This session introduces a practical framework for building the foundational components of a marketing strategy that is aligned, consistent and built to scale. Drawing on AOE's extensive experience supporting associations and technical industry firms across marketing, public relations, social media, website strategy, and member engagement, presenters walk attendees through the essential elements that connect organizational goals to marketing execution. From defining your value proposition and target audiences to establishing message architecture, channel priorities, and performance benchmarks, this session addresses the building blocks that make every downstream tactic more effective.

LEARNING OBJECTIVES:

- Identify the core components of a strategic marketing foundation and assess where your current approach has gaps or misalignment.
- Develop a clear value proposition and message architecture that reflects your organization's mission and resonates with your target audiences.
- Align marketing channel selection and content priorities with measurable business or membership goals.
- Apply a framework for setting performance benchmarks and evaluating marketing effectiveness against organizational outcomes.

