ClickDimensions
Case Study

The Council of Landscape Architectural Registration Boards (CLARB)

Cultivating efficiency and better outreach

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www.clarb.org

CLARB

Challenges

- Lack of integration between their email marketing and association management systems
- Creating and sending emails was time-consuming and updating templates required coding skills they didn't have on their small team
- Weak insights into audience behaviors and inability to accurately report to the association's executives on the performance of their communications

Solution

- Implementing ClickDimensions and taking advantage of the solution's native integration to Alliance by Protech, powered by Microsoft Dynamics 365
- Creating a new library of email templates that would give the team greater flexibility in their email content
- Utilizing robust reporting tools to analyze email performance

Benefits

- Reduced time to create emails by 50 percent in most cases
- Gained greater insights into email performance
- Attained the ability to troubleshoot deliverability issues

The Council of Landscape Architectural Registration Boards (CLARB) works to protect the public's health, safety and welfare by establishing and promoting professional licensure standards for landscape architects, as well as administering the Landscape Architect Registration Examination. Their members are the professional licensure boards for landscape architects across the United States, Canada, District of Columbia and Puerto Rico.

Email Marketing That Didn't Meet Their Needs

Like many professional associations, the Council of Landscape Architectural Registration Boards (CLARB) has a small team and limited resources. Tasked with establishing and promoting professional landscape architectural licensure standards for the benefit of the public, efficiency is essential throughout the association.

In early 2017, CLARB's marketing initiatives were not as efficient as they knew they could be, thanks to the association's email marketing platform. Their existing email marketing system wasn't an ideal fit with their association management software, Alliance by Protech, which is powered by Microsoft Dynamics 365. This made creating and sending emails time-consuming.

To make email marketing matters worse, CLARB was relying on dated email templates to communicate with their audiences because their existing email platform didn't provide the flexibility and options they needed without using HTML – a skill no one on their small team had expertise in.

A lack of email analytics and data was also a big problem for the CLARB team. "We would go into meetings with our leadership and couldn't answer some of their most basic questions about the performance of our communications, which was frustrating for everyone," said Marisa Kushner, CLARB's Communications Specialist.

Knowing that a change was desperately needed, CLARB turned to their trusted team at Protech to help guide them in selecting a solution that would integrate with Alliance by Protech and help transform their marketing efforts.

Bringing Everything Together

Working with Protech Associates, CLARB quickly narrowed down their choices for a new email marketing system, with three different platforms making their shortlist. Ultimately, ClickDimensions' native integration with Alliance by Protech won over the CLARB team.

"We selected ClickDimensions over competing solutions because it offered the best value, along with ease of use and provided topnotch training and support options. Thanks to the system's native integration, it also allowed us to keep our data where it was currently housed and to realize tremendous time savings – creating emails in half the time, in most cases."

Marisa Kushner
Communications Specialist,
CLARB

"We were very impressed with ClickDimensions from the outset. During the sales process, they came prepared to address our unique needs as a customer and were well-versed in speaking to those needs. The native integration with Alliance by Protech and the fact that we wouldn't have to spend valuable time importing and exporting data really sealed the deal," said Kushner.

After a quick implementation thanks to native integration, the CLARB team utilized the ClickDimensions drag and drop email editor to easily create a library of new email templates they could use to save time and better engage their audiences.

CLARB also began using ClickDimensions' email statistics and reporting features right away, so they could gain better overall and individual insights into their email marketing performance.

And because it is a complete marketing automation platform, ClickDimensions gives CLARB the opportunity to grow into new tools and tactics in the future. "Email marketing suits what we do really well and we have found that it's the best way for us to engage with our members and customers, but we do like that ClickDimensions offers us a variety of other feature options that we could grow into," explained Kushner. "We are currently evaluating how we could incorporate SMS messaging into our marketing efforts."

Saving Time While Increasing Engagement and Insights

One of the most immediate and impactful benefits of implementing ClickDimensions has been the significant time savings for CLARB when creating and sending emails.

"ClickDimensions has had such a positive impact on our staff time and resources. It has easily cut down our time spent creating and sending emails by at least one-third, but most often by half," reported Kushner.

Utilizing the ClickDimensions drag and drop email editor had another important benefit for the organization: audience engagement. "When we made the switch to ClickDimensions, our members noticed. Many members commented on the newer, cleaner look of our emails," said Kushner. "And the drag and drop editor gave us the flexibility to create layouts that presented information in a more user-friendly way for our audiences."

CLARB was also able to better serve its members and customers through improved insights into bounces or other deliverability issues. Explained Kushner, "If a member reaches out to us and says they aren't receiving our emails, with ClickDimensions, we're able to accurately troubleshoot the cause and resolve it, instead of just telling them to check their spam folders. It has helped us to provide better service to members and ensure that we are staying connected with them."

With ClickDimensions, the CLARB team now walks into meetings with their leadership prepared to answer any questions related to email performance. They can report on email performance on a macro level, drill down into the details for individual recipients or utilize heat maps to understand what is attracting the most attention in their emails.

"The data that we get from ClickDimensions has also helped us optimize our emails," said Kushner. "Because of ClickDimensions' data points, we have also been able to note the browsers and types of devices our members view emails on. We now know over 85 percent of our membership views emails in a handful of ways and we can optimize our emails for those scenarios, increasing our email marketing success as well as member satisfaction."

Visit www.clickdimensions.com to learn more about how our solutions can help your organization.