



EDUCATION PARTNER CONFERENCE

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CORPORATION



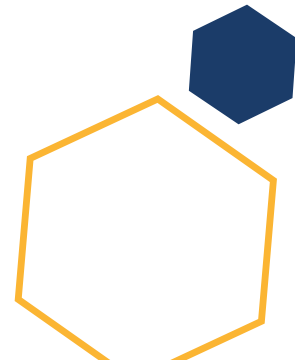
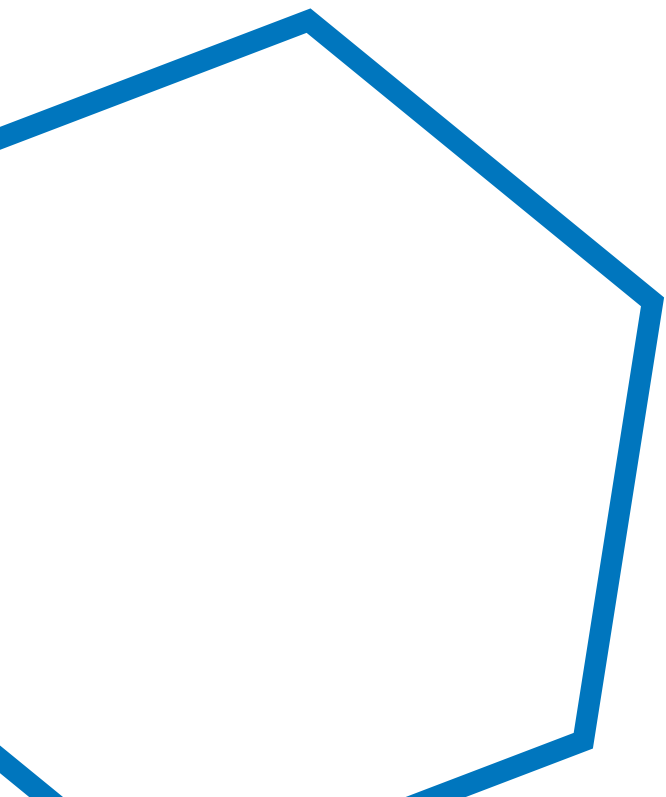
SHRM's Audience – centric Marketing: Reaching your Best and Future Customers

**Presenter:
Brian Clark**





Background



Understanding our Audience



- SHRM committed to elevating HR by refining its structure and operating model and focusing on being more member- and customer-centric.
- Spent time getting to understand why our audience need what SHRM provides
- Developed customer journey maps to:
 - optimize touchpoints
 - maximize the value of each interaction
 - create a unified experience across all touchpoints
 - discover opportunities to deepen engagement and improve retention
- Our marketing strategy is putting the customer first and delivering the resources, tools and solutions to our customers

Audience & Segments



HR Professional



HR
Accountables



HR
Emerging
Professionals



Enterprise



Executive
Network



People Managers

Audience-centric Marketing

Where we are now



Marketing Strategy



- Prioritizing members' and customers' needs/interests in all decisions related to advertising, selling, and promoting content, products, and services.
- Providing a positive customer experience both at the point of sale and after the sale in order to drive profit and gain competitive advantage.
- Marketing targeted content at key moments in the lifecycle, and to select customer segments, to deepen brand relationships.
- Tailoring communication for seamless user experience across channels

Audience & Segment Highlights

HR Professional



- **Optimizing** integrated campaigns across channels - specifically email, DM and digital
- **Capitalizing** on dynamic content to further drive personalization
- **Piloting** personalized videos throughout onboarding journey
- **Expanding** prospecting database through external partnership



A look at 2022 so far...



**NEW RULES
NEW RISKS.
KEEP UP WITH
HR COMPLIANCE.**

<STATE> UPDATES
Stay up-to-date on the latest state laws that affect your compliance obligations regarding pay equity, vaccine requirements and return-to-work policies.

FMLA COMPLIANCE
Have you ever felt unsure of the steps you needed to take when an employee requested leave?

VACCINATION REQUIREMENTS
Safeguard your organization when you need to make critical decisions on how to create and communicate COVID-19 vaccine policies to your workforce.

HR ADVISORS
Not sure what to do? Speak directly with an HR expert who will guide you through your most complex workplace issues.

SHRM
BETTER WORKPLACES
BETTER WORLD

CAUSE EFFECT

**YOU'VE EARNED
YOUR CREDENTIAL ...
NOW WHAT?**

Join SHRM to save time in your day-to-day role, advance your HR career and maintain your certification.

SHRM-CP
SHRM-SCP

JOIN NOW:
shrm.org/certjoin

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BETTER WORLD

CAUSE EFFECT

**BE INFORMED.
BE SUPPORTED.
BE READY.**

STAY CURRENT

Start 2022

**TO SHAPE THE FUTURE
OF WORK HR MUST
CAUSE THE EFFECT**

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BETTER WORLD

CAUSE EFFECT

**WE MISS
YOU A
LATTE.**

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BETTER WORLD

**REJOIN SHRM AND STAY
ENERGIZED ON ALL THINGS HR**

SHRM.ORG/REJOIN

CAUSE EFFECT

**Do employees depend
on YOU to know
EVERYTHING HR?**

EMPLOYEE DEVELOPMENT
FMLA REQUESTS
COMPLIANCE ISSUES
INTERVIEW QUESTIONS
EMPLOYEE RECORDS
TALENT RETENTION
BACKGROUND CHECKS
DISPUTE WORK

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CAUSE EFFECT

Let SHRM help you keep your top talent.

69% of workers who resign have already accepted a new job.

JOIN NOW

SHRM

IT ALL ADDS UP!

SHRM.ORG/UNLOCK

FINANCE DATES \$229

RESEARCH \$5,000

HOW-TO GUIDES \$3,000

WEBCASTS \$100

QUARTERLY HR MAGAZINE \$100

HR KNOWLEDGE ADVISOR \$100

HR JOBS \$299

EXPRESS REQUESTS \$100

Join SHRM to unlock more than \$13,000 worth of HR tools, research and expert guidance to cause the effect you want to see in the world of work and in your own work.

EXPLORE CUSTOMER KNOWLEDGE ADVISOR
Gain insight on all HR topics from SHRM's extensive database of HR professionals. Get answers to your most pressing HR questions.

STATE AND LOCAL COMPLIANCE UPDATES
Stay on top of the latest state and local laws that affect your business. Get updates on your most pressing HR questions.

HR KNOWLEDGE ADVISOR
Gain insight on all HR topics from SHRM's extensive database of HR professionals. Get answers to your most pressing HR questions.

HR JOBS
Find the right talent for your organization. Get access to SHRM's extensive database of HR professionals.

EXPRESS REQUESTS
Get answers to your most pressing HR questions. Get access to SHRM's extensive database of HR professionals.

Ready to make a difference? JOIN NOW SHRM.ORG/UNLOCK

**ATTEND THE WORLD'S
LARGEST GATHERING
OF HR PROFESSIONALS
JUNE 12-15 LIVE IN NEW ORLEANS.**

CAUSE EFFECT
SHRM22

Learn from Industry Leaders

Bruce D. Broussard
President and CEO
Humana Inc.

George W. Bush
4th President of the United States
President of the George W. Bush
Presidential Center

Arianna Huffington
Founder and CEO
Thrive

Timothy S. Huval
Chief Administrative Officer
Humana Inc.

Johnny C. Taylor, Jr.
SHRM-SCP
SHRM President and CEO

LEARN MORE AT SHRM.CO/SHRM22STUDENTEXPERIENCE

WE ARE ONE HR

Each action you take has a ripple effect—not only impacting those within your own sphere, but changing the face of HR and the reality of countless others within the workplace for years to come.

TALENT
Build diverse, equitable and inclusive teams that drive success.

DEI
Challenge outdated hiring practices, advocate for pay equity and turn your HR career.

WELL-BEING
Support your employees by promoting their mental health in the workplace.

LEADERSHIP
Create engaging workplace cultures that break down barriers and encourage exciting, innovative ideas.

TOGETHER, WE CAN CAUSE THE EFFECT.

SHRM

CAUSE EFFECT

Annual Conference & Expo
June 12-15

REGISTER FOR SHRM22 TODAY

Audience & Segment Highlights

Students and Emerging Professionals



- **Elevating the SHRM student member experience** - expanding mentorship experiences, internships, Academically Aligned institutions
- **Targeting** sub-segments
- **Creating** new awareness videos to maintain momentum upon the Pursue Your Purpose launch
- **Building new email automation** around certification to improve student user experience/journey
- **Launched a new paid media strategy** to garner awareness of SHRM and student membership



A look at 2022 so far...




SHRM
NATIONAL MENTORING MONTH

Who you know and who knows you ... matters! A new academic term brings new opportunities to activate your professional network.

That's why this National Mentoring Month we're sharing the tools and resources with a [SHRM student membership](#) that will help you make all the right connections.

[JOIN NOW](#)




CAUSE THE EFFECT
SHRM22
Annual Conference & Expo
New Orleans & Virtual
June 12-15

**CONNECT WITH THE PROS
YOU NEED TO KNOW.**

MEET US AT THE WORLD'S
LARGEST HR CONFERENCE!

[JOIN NOW](#)



**Land the
Role of Your
Dreams**

[GET THE GUIDE](#)

PURSUE YOUR PURPOSE

Nothing feels better than landing the position of your dreams. That's why this National Internship Awareness Month, we're sharing the tools and resources available with a SHRM student membership that will prepare you for your new role and beyond.

Featured Articles to Simplify Your Search


When Should Students Start Searching for Internships? GET HIRED	Internships Open Doors to Jobs and Workplace Expectations GET HIRED	Looking for an Internship? Consider These Factors First READ NOW
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PURSUE YOUR PURPOSE

DISCOVER A CAREER FOR YOUR VALUES

[DISCOVER HR](#)





SHRM
INTERNATIONAL WOMEN'S DAY
MARCH 8, 2022

Today is International Women's Day, and we at SHRM are thankful for the innovative, trailblazing women who have set forth strong, positive examples within the world of HR.

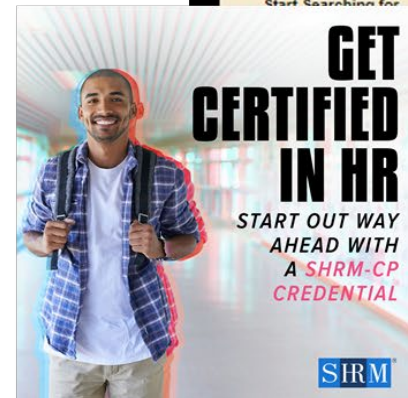
As the next generation of HR professionals, use your voice and ideas to champion better workplaces for a better world. [Join SHRM as a student member](#) to Cause the Effect you want to see in the world of work by investing in your career development right now.

[JOIN NOW](#)

 Emerging Pro Spotlight: Alexandra C. New Emerging Professionals Advisory Council member Alexandra C. is creating opportunities for HR students through a mentoring program. READ HER STORY	 HR 101: The Essentials Gain an understanding of HR roles and topics to get workplace-ready through the SHRM Essentials of Human Resources program. TRY THE FREE DEMO
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CAUSE THE EFFECT
SHRM22
Annual Conference & Expo
New Orleans
June 12-15

[JOIN TO REGISTER!](#)



GET CERTIFIED IN HR

START OUT WAY AHEAD WITH A **SHRM-CP CREDENTIAL**

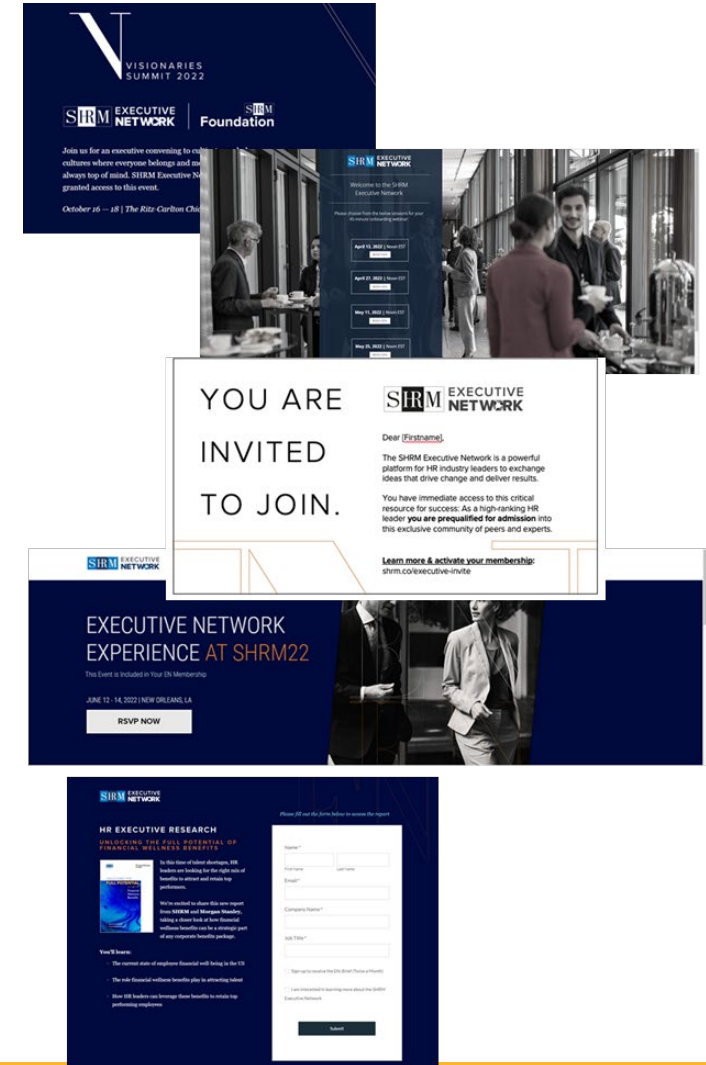
SHRM

Audience & Segment Highlights

Executive and Enterprise Network



- **Driving awareness** through lead generation programs (e.g., Morgan Stanley report) and advertising (full page ads in Harvard Business Review)
- **Developing targeted engagements and content**
 - Insights Forums
 - EN Experience at SHRM22
 - CX touchpoint calls to members 3x per term
 - Exclusive Content being developed with studioID and Arianna Huffington
 - Introduction of Executive Advisors to service CHRO leads
- **Planning solution-oriented lead generation and nurturing** – Certification, On-site training, PMQ



A look at 2022 so far for...



1 in 3 workers say their manager can't lead a team.

The solution? **People Manager Qualification Training** to improve people manager skills.

PMQ **SHRM**

[LEARN MORE](#)

CAUSE EFFECT Annual Conference & Expo
New Orleans & Virtual
June 12-15

June 12-15, 2022 | New Orleans

[Register Now](#)

DON'T MISS OUT

REGISTER YOUR GROUP BY 4/15 FOR BIG SAVINGS

[REGISTER NOW](#)

Save an additional 20% off the early-bird price when you bring at least five team members from your organization to SHRM22!

Whether you attend virtually or in person, the [SHRM Annual Conference & Expo 2022 \(SHRM22\)](#) will prepare your team for the future of work.

With more than **200 expert-led sessions** and **11 relevant content tracks**, your team will be equipped with the tools needed to empower colleagues, reshape policies and grow professionally.

[REGISTER YOUR TEAM](#)

SHRM

T A L E N T

CONFERENCE & EXPO
APRIL 16-18, 2022
DENVER, CO & VIRTUAL

Register by April 9 and **SAVE \$175**

[REGISTER NOW](#)

Competition is stiff for your company's most valuable resource—talent. At [SHRM Talent Conference & Expo 2022](#), you'll gain expert tips to compete in a tough market while hiring the right people who enrich your workplace. Explore new ways to access untapped talent pools, communicate the true value of benefits, and retain engaged employees at every level.

Save up to 20% when you bring at least three team members from your organization to Talent 2022!

[REGISTER YOUR TEAM](#)

Audience & Segment Highlights

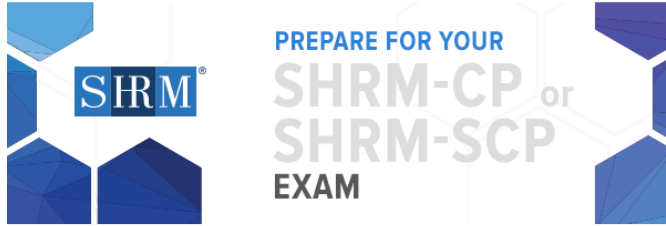
Products



- **Launching** Specialty Credentials and Learning System targeted campaigns
- **Creating** digital assets, including testimonials and case studies, to provide proof of value
- **Exploring** bundling opportunities with membership
- **Developing** editorial content to drive awareness and thought leadership positioning
- **New paid media campaign** launching with a unified visual approach and integration of the products with the Cause the effect messaging
- **Refresh** of Essentials, Certification sites and content



A look at 2022 so far..



The [SHRM Learning System](#) for SHRM-CP/SHRM-SCP helps you understand, apply and engage with skill and HR knowledge.

The interactive SHRM Learning System provides a customized roadmap to guide you throughout your studies. You will be able to:

JOIN OUR 4 WEEK ONLINE TRAINING
ON HOW TO MAKE RESILIENT TEAMS

REGISTER NOW



McChrystal Group



**EARLY BIRD SAVINGS
EXTENDED!**

Apply By March 31 Save \$75



SHRM CERTIFICATION
BETTER WORKPLACES
BETTER WORLD™ SHRM-CP | SHRM-SCP

APPLY BY MAY 13



SHRM-CP/SHRM-SCP Deadline is Now Extended to May 13

SHRM has extended the testing application deadline to May 13! Register now for SHRM-CP and SHRM-SCP certification exams for the spring testing window May 1 to July 15, 2022.

Earning your SHRM-CP or SHRM-SCP credential makes you a recognized expert and leader in the HR field and helps you and your organization remain competitive in today's marketplace.



**SHRM-CP/SHRM-SCP
PREPARE YOUR WAY.**

40%

of employees say their manager fails to frequently have honest conversations about work topics.



SIGN UP



Questions?

