



SALES AND MARKETING
PROFESSIONALS
OF NORTHEAST
WISCONSIN

Marketing Committee Activities

These functions are shared by the team

- Develop and execute marketing strategies that drive new potential members to SMPNEW events.
- Actively promote the monthly programs through multiple channels.
- Develop messaging and content for the SMP website.
- Develop and execute campaigns to increase SMPNEW membership.
- Work with the Programs Committee to position and promote specific upcoming programs.
- Be aware of and understand the competitive landscape for professional organizations in our region and be prepared to discuss new strategies and approaches for SMPNEW.
- Drive discussion around pricing and positioning for SMPNEW - maximizing value for members and insuring the long-term health of the organization.
- Manage the creation and distribution of SMPNEW premium items such as logo apparel.
- Support the VP if they are unable to attend monthly board meetings (usually one hour) and submit a marketing status report. Report consists of current marketing or promotion activities and then be prepared to lead the discussion around new strategies.
- Express your passion for sales, marketing and be prepared to share your experience and energy with the SMPNEW team!

