

MEMBERSHIP ASSOCIATIONS

YOUR PARTNER
IN GROWTH



WHY VERASOLVE

Verasolve knows that associations have highly specialized communications needs. We help you deepen and expand the stakeholder partnerships needed to ensure financial stability, while simultaneously building the brand visibility and reputation required to accelerate your growth or serve your mission.

We consider ourselves to be your partner and work in sync with you to grow funding sources and increase engagement with current and prospective members. Verasolve seamlessly integrates with your organization's structure and culture to implement the marketing and public relations strategies that help you meet your objectives.



ACHIEVING SUCCESS

Verasolve understands trade and professional associations—the importance of growing membership, offering valuable programming, hosting well-attended events, and enhancing relationships with current members.

We apply our deep knowledge of marketing, public relations, branding, and social media to deliver nimble solutions that generate measurable results and help you stay ahead of trends.

Verasolve builds comprehensive and tailored strategies that help you meet your membership goals. Our full range of marketing and communications expertise includes competitive research, messaging and storytelling, website strategy and content development, email and direct mail campaigns, media relations, stakeholder communications, seminar and webinar planning, content development, social media, and more.

CASE STUDY ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES (ACCE)

Objective

Develop a marketing plan to showcase the organization's outstanding accomplishments and enhance brand awareness in celebration of its 100th anniversary.

Solution

Updated the association's brand by replacing "American" with "Association" and crafted key messages and compelling new brand stories to create international growth opportunities.

Result

Refreshed the brand with a new logo and updated collateral to better communicate ACCE's mission and goals. Developed a social media strategy, blog, and event branding.

OUR CAPABILITIES

STAKEHOLDER RELATIONS

We help identify shared values and bring together diverse organizations to drive valuable partnerships. Verasolve works with you to create educational materials and informational packets, and helps promote events through digital marketing, direct mail, and social media.



PUBLIC RELATIONS

We work with you to identify newsworthy story angles, speaking engagements, and award opportunities that position your association's executives as thought leaders. From developing targeted media lists and pitch ideas, to writing and distributing press releases, to monitoring industry news to identify opportunities for commentary, we help you leverage media relationships to increase your reach.



BRANDING

Through our collaborative brand workshops, we help your association develop its brand identity, including a compelling story, core messaging, value statements, style, voice, and tone. We have extensive experience developing names, taglines, and logos and crafting visual identity and style guidelines designed to establish brand consistency and enhance brand equity.

MARKETING

Knowing your members and your industry is essential to developing a successful marketing strategy. We help you engage stakeholders with creative and compelling marketing tactics. Verasolve has expertise in driving results through the development and implementation of messaging and storytelling, content marketing, digital and traditional marketing, collateral and website development, and more.



ABOUT US

For more than 15 years, Verasolve has partnered with trade and professional associations to provide cost-effective solutions that enhance brand recognition and improve membership. We focus on ***Building Stakeholder Value™***.

We offer a variety of comprehensive services to fulfill your unique branding, marketing, public relations, and social media needs at a fraction of the cost of traditional options. Our virtual presence means we operate as part of your team without the pressure of a long-term agreement, and our experience and expertise allow us to deliver consistently outstanding results that take your association to the next level.



OUR APPROACH

AFFORDABLE SERVICES

As the premier provider of virtual, fractional marketing and communications, Verasolve helps organizations drive brand exposure and increase stakeholder participation at a lower cost than other solutions.

FLEXIBLE AGREEMENTS

We stand behind the value we provide and won't lock you into a long-term agreement.

EFFECTIVE RESULTS

Verasolve consistently delivers effective results. We are a virtual – but very visible – and indispensable part of your team.

COMMITMENT TO YOUR SUCCESS

Verasolve understands the challenges faced by associations. We help communicate your value proposition—to the right audience, in the right way—so that you can focus on your services and achieve your goals. We have a proven track record and are committed to your success.





VERASOLVE

Building Stakeholder Value™

WWW.VERASOLVE.COM