

# WHY YOUR ASSOCIATION NEEDS AN INDUSTRY-FACING SITE: THE WARM THOUGHTS WAY

From climate, to economy, and even legislative issues – your state is unique in a lot of ways. So shouldn't your association's website reflect this?

While association sites have traditionally been all-encompassing for multiple audiences, the reality is that one size does *not* fit all. And when it comes to industry-facing sites, there is a choice to make: a catch-all association site *OR* a fully customized site unique to your state – beyond the boundaries of a template.

So why do customized industry-facing websites work?

## THEY'RE RELEVANT TO YOUR STATE

Irrigation may be of industry interest in rural areas like Nebraska, but ultimately would not be of any interest in urbanized areas like New York and New Jersey. Similarly, environmental issues like air pollution and smog may have a larger impact on the industry in California than they would in an area like Maine. When users access your site, they want information that's not only helpful, but locally relevant to their areas. Beyond demographic and environmental aspects, a customized site finally gives your association a home for regulatory and legislative news for your members. It's all about raising awareness in a way that template-based sites can't.

## EASY TO NAVIGATE

If your members can't find what they're looking for on your site, they're going to be confused, and possibly even frustrated. Make it easy for your marketers and other members to find information that pertains to them most – like upcoming events, training programs and even rebate forms and information. Better yet, Warm Thoughts can build a corresponding mobile application to sync with events on your website and send push notifications and reminders to all members. It's a one-touch user friendly approach to membership benefits, leadership rosters, industry updates



New York Propane Gas Association's Industry-Facing Site by Warm Thoughts

and more. When you combine this information on an integrated consumer and member facing site, not only are your users confused, but the search engines are as well. And if Google cannot find the correct keywords to index, your missing out on important SEO opportunities.

## DESIGNED WITH YOU INVOLVED

When designing your website(s), it's important that you're involved. Warm Thoughts' sites

are developed via Wordpress, and your account manager will offer support, coaching and training as needed so you can share updates to your site on your schedule, as needed.

More and more propane associations are turning to Warm Thoughts to develop their industry-facing websites. Considered the leading marketing and communications provider for state propane gas associations around the country, Warm Thoughts has more experience with associations than anyone else.

And the results speak for themselves! In just 3 months, New York Propane Gas Association tripled their previous year's total number of enrollments in their rebate program thanks to a new comprehensive, industry-facing site by Warm Thoughts.

*"Within the past year, my association engaged Warm Thoughts on matters involving propane incentives programs and we can thank them for a doubling of the number of propane retailers involved in our propane appliance incentive effort. As well, within the past year, Warm Thoughts has lead our effort to get statement stuffers into the hands of New York consumers, and the result has been a nearly two-fold increase in the number of messages hitting consumers. I recommend Warm Thoughts and their Team to any trade association in the energy sector.*

- Shane Sweet, Executive Director, NYPGA

Contact us today to see how Warm Thoughts can help your association launch websites that work with measurable results.



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