

A man in a dark suit is seen from behind, addressing a large audience seated in a conference hall. The audience members are blurred, and the room is filled with warm, ambient lighting. Overlaid on the center of the image is the text 'SBI' in large, bold, orange letters.

**SBI**

# Introduction

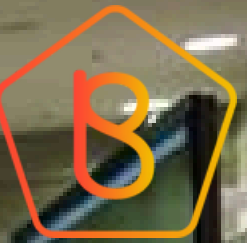
Having a keen data and marketing technology strategy is crucial for any non-profit organization that wants to succeed in today's competitive landscape. With effective data management and targeted marketing, organizations can improve member engagement, make better decisions, increase revenue, enhance operational efficiency, and gain a competitive advantage over their peers.

As someone who has worked globally with non-profit organizations as a revenue generation & strategy specialist for almost a decade, I understand the challenges you face in this area.

Our goal is to help you succeed by providing you with the tools and expertise you need to make the most of your data and marketing technologies. We help you unlock the benefits of a strong data & AI and marketing strategy and stay ahead of the curve in a rapidly evolving landscape.

Let's us inspire you with pragmatic, hands-on use cases.

Lieven Marien





## Who is SBI?

We help (non-profit) organizations get their data housekeeping in order and help them gain insights into their data in order to make the right business decisions.

We unlock your full potential with our data & (Gen)AI & marketing technology solutions.

We bridge the gap between your data and marketing challenges.

# Association Services



**Unlock the full potential of your association with our data analytics and marketing technology solutions**

Having a good data and marketing technology strategy is crucial for any association that wants to succeed in today's competitive landscape.

With effective data management and targeted marketing, associations can improve member engagement, make better decisions, increase revenue, enhance operational efficiency, enhance customer experience and gain a competitive advantage over their peers

Our goal is to help associations succeed by providing the tools and expertise you need to make the most of your data and marketing technologies. Treat your data as an asset. We help you unlock the benefits of a strong data and marketing strategy and stay ahead of the curve in a rapidly evolving landscape.

Bad data can have a significant impact on an association's marketing efforts. Inaccurate information can lead to wasted resources and poor member experiences, while data silos can prevent a complete understanding of member behavior and preferences. This can ultimately result in decreased member engagement and retention.



We are surrounded by data,  
but starved for insights.

Jay Baer

# Association Services

Sounds familiar?

Associations face a variety of **data challenges** in today's digital age.

- Data privacy and security
- Data silo's
- Data quality
- Data overload
- Lack of expertise
- Integration with other systems
- Data governance
- Keeping up with technology
- Leadership

Overall, **data** analytics can help associations achieve their goals, drive growth, and better serve their members by leveraging the power of data-driven insights and decision-making.

The Chief Data and his business context.

Based on our experience, questions or challenges arise in the following capabilities.



# Collective Approach



+

comark<sup>x</sup>  
blending marketing & technology

# Association Services

Comark Marketing Technology



By sharing knowledge in both marketing and technology, we bridge the gap between marketing goals and objectives in a technology-centered world.



# Association Services

## Comark Marketing Technology Services



From tool audits to seamless implementation, ongoing optimisation and tailored support.

### Discovery

We perform tool audits and selections or complete analyses to ensure a deep understanding of your objectives.

### Implementation

We set up your MarTech tools guaranteeing that they integrate perfectly with other systems.

### Integration

We help you seamlessly integrating and connecting your MarTech tools, enabling your company to operate more efficiently.

### Improvement

Our expertise lies in optimising (automating, integrating, and customising) your tools for better performance.

### Adoption

We help your team get started and provide training to use the right tools effectively.

### People

You get help from product experts and support that fits your needs. We provide the tailored support you deserve.

Creating meaningful interactions with people, based on who they are and what they do, continuously over time & via the right channel.



# Association Services

Sounds familiar?

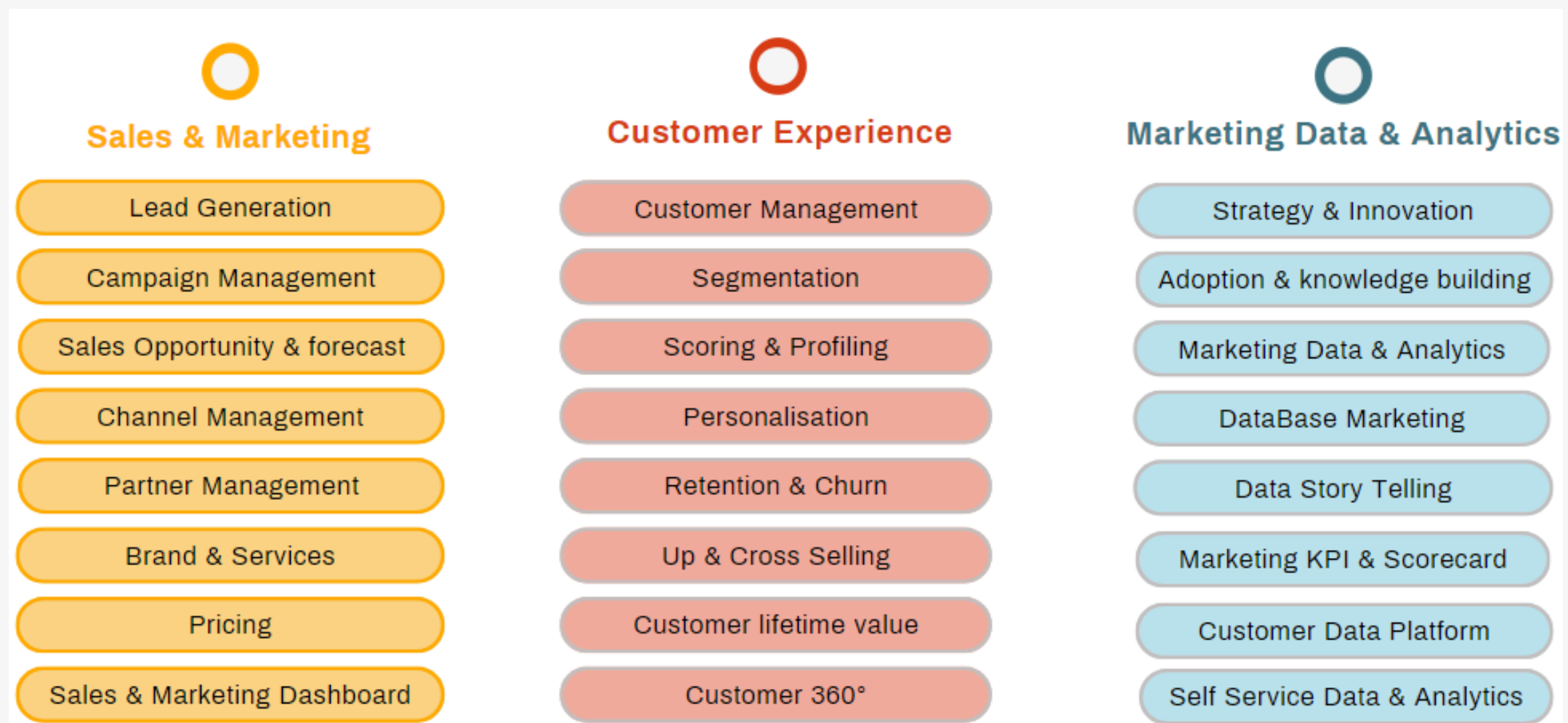
Associations may face several **marketing technology challenges** due to bad data or lack of adequate tools, such as:

- Inaccurate targeting
- Poor personalization
- Negative member experience
- Inefficient marketing processes
- Limited insights
- Compliance risks
- Wasted material resources
- Lack of internal expertise
- Omnichannel presence

Overall, **marketing** technology based upon good data can help associations achieve their marketing goals, drive growth, and better serve their members by leveraging the power of data-driven insights and personalized marketing.

The Chief Marketing and his business context.

We contribute to the realization of **sales & marketing business capabilities** in the field of data analytics.



# Association Services

## Our combined value

SBI & Comark understand the unique data and marketing challenges that associations face.

That's why we combine our expertise in both areas and guide you to assess your data maturity and marketing technology level in combination with bespoke solutions that meet your specific needs to stay ahead of the curve in a rapidly evolving landscape.

We bridge the gap between your data and marketing challenges.



# Association Services

## Food For Thought

Let's have an interactive dialogue to inspire you with a variety of use cases to increase member engagement, professionalize your use of data and marketing technology tools, integrate AI to automate your processes and increase productivity and so much more.

- Digital sponsorship brochure
- Sponsorship & marketing dashboard
- Sponsorship sales
- CRM
- Ticketing system
- Online event platform
- Chatbot
- Build your own Large Language model
- Microsoft 365 Copilot training
- Chat GPT prompt training
- Retargeting
  - Increase event registration
  - Expand target audience
- AI content marketing
  - Automate content creation and dissemination
  - Automate blog creation based upon trending topics & reviews
  - Automate e-mail responses
  - ...
- Marketing automation
  - Reviews & testimonials
  - Promotional mails per event type
  - Content and social media automations
  - Website personalisation
  - Email personalisation + upsell
  - Event reminders
  - Feedback surveys
  - Target audience segmentation
  - ...



# Forward. Together.



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SBI Consulting

[www.sbiconsulting.be](http://www.sbiconsulting.be)

Links:

[Fundraising article in the PCO \(P19\).](#)

[Medical association debate moderation](#)

Collective collaboration with:



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