

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

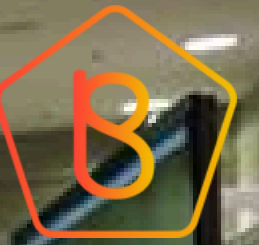
Having a keen data & AI and marketing strategy is crucial for any non-profit organization that wants to succeed in today's competitive landscape. With effective data & AI management and targeted marketing, organizations can improve member engagement, make better decisions, increase revenue, enhance operational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

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



Our promise:

Our promise is to help non-profit organizations bridge the gap between data, AI, and marketing challenges, offering bespoke solutions through automation, that enhance internal efficiency and external engagement, empowering you to make smarter, data-driven decisions and deliver measurable value to both internal (staff) and external (member, sponsor, speaker...) stakeholders.





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
- AI-impact

Treat your data as an asset.

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





Association Services

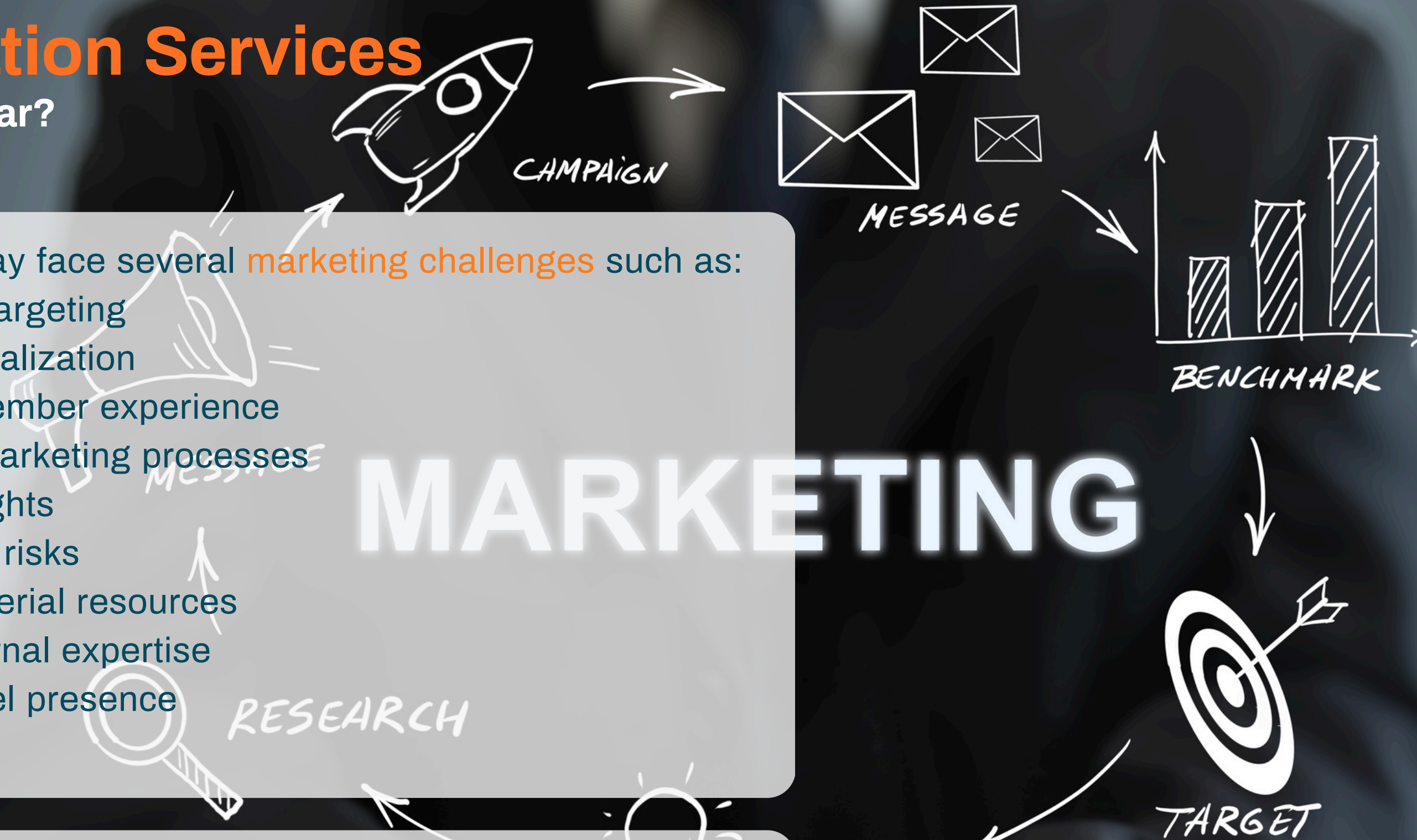
Sounds familiar?

Associations may face several **marketing challenges** 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
- AI-impact

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

MARKETING





DATA NEEDED
Gb, 439

" Marketing without knowing your data is like driving with your eyes closed. "

Dan Zarella,
author of "the science of marketing"



By embracing automation, you're not just saving time and money.

You're unlocking your team's full potential, creating a more agile, innovative, and impactful organization ready to meet the challenges of tomorrow.

Ultimately, automation helps non-profit organizations professionalize, enabling them to provide a more seamless and efficient service to their stakeholders.

Value drivers



With automation, mundane tasks become a thing of the past.

We enhance operational efficiency and decision-making through automation which leads to:

- Cost Savings
- Enhanced Productivity
- Increased Efficiency
- Data Driven Insights
- Scalability

Internal

Picture your **staff** focusing on what truly matters - innovating, connecting, and driving your mission forward.

Picture your **membership manager** freeing up valuable time thanks to a membership chatbot support.

Picture your **sponsorship manager** benefiting from increased productivity by using an automated digital sponsorship brochure, freeing up significant time and allowing him to focus on high-impact activities such as prospecting and lead generation.

External

Picture your **sponsor** building his own bespoke digital sponsorship package at his best convenience, saving him precious time.

Picture your **members and sponsors** feel more connected with your organization thanks to tailored and relevant communications through proper segmentation.

Picture your **sponsors** benefiting from increased exposure and visibility during your events thanks to improved retargeting resulting in a broader event outreach.

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
- Chatbot (for members, sponsors...)
- 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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Links:

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

[Medical association debate moderation](#)

Collective collaboration with:



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