



International  
**ENNEAGRAM**  
Association  
*Engagement. Education. Excellence.*

## Professional Member Spotlight Benefit

Beginning February 1, 2018, we are expanding the Professional Member Email Benefit to maximize the impact of our members' messages. The goal is to give greater exposure by promoting the message via email not once but four times in a month and by sharing the message for three months on the IEA website, LinkedIn and Facebook. The price remains \$250. Here are the details:

### **EMAIL CAMPAIGNS**

On the first Tuesday of each month, we will send a single Spotlight Email Campaign with up to six offers or messages promoted on behalf of Professional Members. Each offer will link to a landing page on the IEA website where email recipients can learn more about the offer. Offers (or messages) will still be subject to review and approval of the IEA Board President.

These same offers will be promoted with a single sentence in a 'callout box' in three weekly emails shipped each of the remaining Tuesdays in the month by the IEA. Links to the respective landing pages on the website will be included.

**Benefit:** Four times the exposure to the IEA email subscriber list because offers will appear weekly rather than just in a single email campaign.

### **IEA WEBSITE**

The offer landing pages on the IEA website will remain live for three months after the initial Spotlight email campaign ships. For example, if a Professional Member is part of the February 2018 Spotlight, their offer(s) will be featured throughout the month in each Tuesday email campaign PLUS their landing page will remain live on the IEA website for February, March and April.

We will actively promote these pages on the website through the three-month period in promotional space we are adding to the home page. We also recommend that members who are participating in the Professional Member Spotlight Campaign provide links to their landing page in other marketing materials they generate. This communicates to their audience a tacit endorsement of their professional standing in the Enneagram community.

**Benefit:** Persistent, search-friendly online promotion of Professional Member offers. Strong co-branding with the IEA affirms accreditation, professional status.

### **SOCIAL PROMOTION**

We will promote these offers and messages in IEA social channels - Facebook and LinkedIn. Each participating member's offer will be featured in at least one social post. We encourage you to comment on these posts, inviting people to join you for training or asking for response to your message.

**Benefit:** Wider reach to the engaged Enneagram community where potential attendees are found.

### **HOW TO PARTICIPATE**

Any IEA Professional Member in good standing may provide an offer related to their individual professional services or professional services provided by a business with which they are associated as long as the service is centered around the Enneagram.

Professional Members may also use this opportunity to solicit assistance or feedback from the Enneagram Community in support of activities or projects related to the Enneagram or allied disciplines. Final approval of all messages are at the discretion of the IEA Board President or a designated member of the marketing communications committee.

A maximum of 6 offers or messages from Professional Members will be shared in the First Tuesday Spotlight email with subsequent promotional mentions in the weekly emails for the month purchased. Participation is first-come, first-served so please review the calendar below to determine when you will need to provide your materials. Payment is required to reserve your spot.

**Deadlines for Participation**

These are the dates for the first Tuesday Spotlight email campaigns (blue column) accompanied by the dates (midnight Eastern time zone) by which you will need to provide the copy / materials for your listing (orange column). Please note that given our production schedule, we cannot publish materials that arrive past the due date and time. To check availability and reserve your spot, please email **memberservices@internationalenneagram.org**.

Campaign Date:	Materials due by:	Campaign Date:	Materials due by:
March 5, 2019	February 19	September 3, 2019	August 20
April 2, 2019	March 19	October 1, 2019	September 17
May 7, 2019	April 23	November 5, 2019	October 22
June 4, 2019	May 21	December 3, 2019	November 19
July 2, 2019	June 18	January 7, 2020	December 17
August 6, 2019	July 16	February 4, 2020	January 21

To view a sample IEA website landing page showing a single message / promotion, please visit:

<https://www.internationalenneagram.org/demo-single-promotion>.

To view a sample IEA website landing page showing a multiple message / promotion, please visit:

<https://www.internationalenneagram.org/demo-multiple-event-spotlight>.

## **TIPS FOR SUCCESS**

### **Use the Rule of Three to Focus Attention**

Consider keeping multiple offerings to a maximum of three per campaign. There's only so much a person can take in. Your capabilities and services will be more memorable if you consistently promote three things, for example: Training, Coaching, Merchandise. One item per offering is optimal and you can always provide a link on your IEA page to 'View Additional Training' at your website.

### **Maximize the Power of Co-Branding**

Share the link for your IEA website landing page during its 3-month run on LinkedIn (where many HR professionals gather) and Facebook. Linking to the IEA website is a 'co-branding' opportunity to reinforce the professional nature of your work as an Accredited Professional Member of the Association.

### **Accepted File Types:**

For photos, please provide a high-quality .jpg photo at least 1600 pixels wide. We may post larger format versions of your photo in the IEA website to help promote your offering so bigger is better but keep the file size to 5 MB or less. Square or horizontal photos fit most readily in the areas where we use photos but vertical is acceptable if that's what you can provide.

For graphics, please provide a vector format (something that will stretch without losing quality) whenever possible. Vector format graphic file format is .png. If you only have .jpg, .gif, .tiff, send them – just be sure to send us the biggest you have. Upsizing a small, fixed-size graphic leads to fuzzy results.

### **Use High Quality Photos and Graphics**

People photography (with permission from participants) is always a much stronger performer than illustrations. If you have ability to provide a photo of yourself, particularly in a working situation with others, that is a strong addition to your message.

You don't need to provide a lot of graphics or photos unless you feel they help to tell the story. One powerful photo for each 'offer' and a high-quality version of your logo should be all we need to create an excellent page for you.

**Copy Provision:**

Please be sure to provide the complete URL/link to any pages where you would like us to link your copy to your website or other location.

We will provide minor editorial services such as catching typos and making minor grammatical fixes. You will have opportunity to preview your IEA landing page prior to the campaign start. Your prompt review will be appreciated.