m3 Magazines

Case Study

Growing ALOA SPAI's Ad Sales by Nearly 700%

ALOA SPAI has served the locksmithing and security industry for 60 years with a mission to enhance the effectiveness and productivity of security professionals through training and certification. Their publication *Keynotes* magazine has existed for nearly as long, although the magazine began to struggle to keep up with the standards and demands of the organization. ALOA SPAI recruited m3Magazines to revamp the magazine and foster member engagement with the organization.

About ALOA SPAI

The ALOA Security Professionals Association Inc. (ALOA SPAI) is an international trade association representing more than 10,000 security professionals.

Marketing Challenges

With inadequate ad sales and exorbitant production costs, ALOA SPAI's *Keynotes* magazine was ailing. The publication suffered from sagging editorial quality and consistently missed delivery dates. ALOA SPAI knew that they needed to rethink their production process to re-establish *Keynotes* as an authoritative source for security industry news, technical insights and member perspectives.

"M3MAGAZINES IS EXTREMELY RESPONSIVE AND CREATIVE. IT'S LIKE HAVING OUR OWN IN-HOUSE MARKETING AND PUBLISHING TEAM. THEY UNDERSTAND ASSOCIATION MARKETING, AND THEY HELP US GET IT ALL DONE."

— MARY MAY
EXECUTIVE DIRECTOR
ALOA SPAI

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How m3Magazines Helped

After assuming responsibility for the publication of *Keynotes* magazine, m3Magazines streamlined the production process. We redesigned the magazine, set high standards for editorial quality and created an extensive bank of articles written by prominent ALOA SPAI members and industry leaders. We also took over ad sales, implementing an aggressive strategy for placing appropriate ads and generating adequate revenue.

Since then, we have also branched out to help with all facets of their content marketing by producing brochures and other collateral for ALOA SPAI events, providing strategic assistance for their member recruitment initiatives and developing a web-based app to serve as a database of technical Keynotes content for members to access on the go.

The Results – So Far

With our help, *Keynotes* ad sales have increased by nearly 700%, while production costs have reduced by almost a third. Today, the magazine ships on schedule, and the new *Keynotes* has won several national awards for Most Improved magazine. A third-party survey even recognized *Keynotes* as the industry's number one source of information.

Our other marketing efforts have helped increase member loyalty, according to a different third-party survey. The app has also helped improve member engagement with ALOA SPAI and *Keynotes* content, with around 400 active visitors per month.

LET'S TALK!

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