

5 Steps to Digital Marketing Success for Labor and Trade Unions

Grow your reach, enhance communications, improve the lives of your members.

1 Supercharge Recruitments

Recruiting new members **grows the influence** and power of labor and trade unions. To effectively attract new members, unions must ensure their outreach efforts are always well-organized, targeted, and **reflect the benefits** of union membership.



Update Information in Real Time

Provide up-to-date information about membership opportunities and apprenticeship windows. This information will be one of the **main drivers of your website** and anyone interested in working will want accurate information when needed.

Combine this with easy-to-find information on benefits and an interactive map of union locations to make it simple for interested individuals to **find and join** your union.



Attract New Members

Unions can tailor messaging based on demographics, industries, and interests to **speak directly** and **address potential recruits' needs and concerns**. Studying other unions and their tactics will help identify what works and what doesn't in terms of recruitment strategies.

Emphasize the **unique value** and **protections** your union offers, whether it's better wages, stronger benefits, or a collective voice in the workplace.



Streamlining recruitment efforts and providing clear information lays the groundwork for **effective member engagement** at trade and labor unions.

This brings us to the next (and perhaps most crucial) step: optimizing your union's website to **support new and existing members**.

2 Positive Digital Experiences

Now that you've attracted interest, a **well-structured website becomes a central hub** for keeping current, new, and potential members engaged, informed, and connected to union activities.

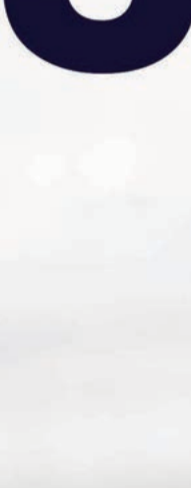
A **correctly built and sustained website is a vehicle for continued growth** for unions in several ways.



User-Focused Design

Any union's website should prioritize ease of use. Design a responsive, clean, and simple site that is straightforward to navigate to ensure members can **quickly find the information** they need.

Clear layouts and intuitive menus make accessing forms, resources, and important updates much smoother.



Member Portals

Provide secure, **personalized member portals** to centralize key information like dues payments, benefits, and exclusive resources.

These portals will help members manage their accounts efficiently and stay informed about union activities.



Partner & Affiliate Backlinks

Include links to reputable affiliates, partners, and community networks on your website. This will **strengthen your union's online presence** and provide members with extra resources to create a connected digital experience for them.

The extra resources from affiliated groups demonstrates to members that leadership supports their individual needs.



Security and Hosting

Strong security measures and reliable hosting are necessary to **protect members' data**.

Labor and trade unions handle sensitive information related to workers' rights and contracts so ensuring secure and reliable digital infrastructure allows unions to prioritize members without compromising any confidentiality or data integrity.



By **simplifying member processes** and **modernizing digital platforms** to be user-friendly and secure, unions can make joining and staying active easier for both new and existing members.

This sets the stage for **stronger member retention and engagement**.

3 Strengthen Union-Member Connections

Once recruitment is streamlined and the website is working, **effective communication becomes essential** to keep members **informed, connected, and actively participating** in union efforts.

Clear, consistent communication **ensures** that all members, regardless of how they interact with the union, remain **engaged and aligned** with its mission.

Combining digital efforts with traditional communication methods is important since not all union members have **equal access** to digital devices or the internet at all times.



Email Outreach

Tailored email campaigns can improve engagement by addressing the **specific needs and concerns** of different member segments.

Creating member personas based on demographics, job roles, or union involvement will help you deliver targeted, relevant content to individuals, making communication more effective.



Website Optimization

As explained above, well-designed becomes the **beating heart** of all union-related information. Ensure the website is **user-friendly, mobile-compatible, and regularly updated**.

Interactive maps, resource libraries, and event calendars can increase convenience and accessibility.



Social Media

Platforms like Facebook, LinkedIn, and Instagram are extremely useful for **real-time updates, mobilizing members, and building a sense of community**.

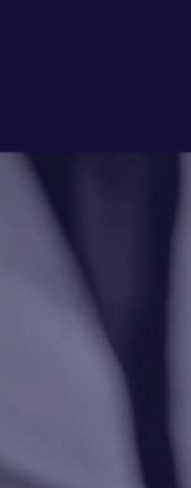
Maximize the impact of your events and positive media coverage by sharing them on social media.



Print Assets

While digital tools are important, print materials for unions must **ensure accessibility** for members who may not have reliable internet access.

Flyers and brochures remain valuable methods of reaching some union members so make sure your new digital designs are also being printed out and hung or distributed in the hall.



Events, News, and Media

Regularly promoting upcoming **union events, workshops, and conferences** keeps members informed and engaged.

Share news articles, media mentions, and success stories to reinforce the union's impact and progress, helping to build trust and unity.



Effective communication **keeps members informed** and deepens their connection to the union's mission.

By sharing relevant updates and resources, unions foster unity and make members feel **valued and included**.

4 Leverage Content Marketing

Content marketing takes engagement even further by delivering **value-driven content** to members and other users.

Using strategic content creation and distribution, unions can **amplify their message, reach new audiences, and showcase** their impact in ways that resonate with individuals and the wider community.

Focus on Creating Value

Produce content that **educates, empowers, and informs** your audience.

Highlight important union victories, labor news, and member success stories that resonate with your base, while demonstrating the broad value of being part of your union.

Preparation is Key

A well-organized content calendar helps ensure **consistent and timely** communication.

Plan posts, press releases, and articles about union initiatives or labor issues to maintain member engagement and relevance throughout the year.

Video Content Rules the Web

Visual content, especially video, is a powerful way to **boost engagement, grow your social media, and widen digital presence**.

Short, impactful videos serve as gateways to increase followers, shares, and audience participation. You need to make sure users know that union activities and successes are accessible and relatable.

Interview Series

Consider launching an interview series featuring union leaders, members, or subject matter experts.

This video content not only **highlights diverse voices** within the union but also **fosters a sense of community and provides educational insights** on important union topics.

Multichannel Approach

Maximize the impact of your union's efforts and **spread out your digital efforts** to let different channels feed off of each other and to ensure no stone is left unturned.

- **Social Media**
Rather than choosing just one, share your content across all major social media platforms like Facebook, Instagram, and LinkedIn to reach a broader audience.
- **Emails & Newsletters**
Send targeted content directly to members' inboxes to keep them informed and engaged with the union's most recent and relevant content.
- **Ads**
Repurpose existing content, such as videos or articles, for paid ads. This cost-effective approach allows unions to test what resonates most with members and the wider audience while maximizing the impact of content already created.

Content marketing is a **powerful tool** for labor and trade unions that is able to **strengthen their message, engage members, and grow** their influence.

By creating value-driven content, unions can provide members with relevant information while showcasing their efforts and advocacy.

This will **keep visitors interested** and coming back for more information, entertainment, and relevant updates.

5 Drive Union Interest

Lead generation for unions is **key** to growing membership and industry influence.

The most effective strategies combine **broad outreach methods with personalized messaging** to engage on the macro and micro levels.

Email Lists

Build categorized email lists for **mass outreach campaigns** that target wide audiences.

Use personalized messaging targeting high-priority prospects and organizations to create tailored interactions with decision-makers.

Ideal Member Profiles

Use collected market data and competitor research to **create ideal member personas** for what the perfect member looks like.

This persona will look different depending on whether you're looking to attract new members, sign new affiliates, or create new business partnerships.

Pre and Post Event Outreach

Before events, contact leads with **personalized invitations and teasers** to build anticipation for your booth.

Post-event follow-up emails and messages help to maintain interest and nurture relationships.

Meeting and Booth Bookings

Schedule meetings with potential leads during events to encourage deeper conversations and **increase conversion rates**.

This direct engagement helps build trust and credibility and lays the foundations for more meetings after the event.

A successful lead generation strategy for labor and trade unions is one that covers **all** important elements.

It includes **mass email output** and **subtle personalizations** to capture audience attention and guide them towards converting.

By following these five steps, you can build a successful digital marketing strategy that amplifies the voice and impact of your labor or trade union.

inSegment has provided a multitude of services to NEIEP. From SEO, at the very beginning of our relationship, to the public relations end of things, to the website development and everything in between.

Our experience with inSegment has been nothing but positive: the reaction time, the planned job times, the attention to detail have been second to none.

David T. Morgan
Executive Director of the National Elevator Industry Educational Program (NEIEP)

Contact inSegment today to build a winning digital strategy for your union!

LET'S TALK!

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