



Media Contact:

John Cook
VP of Marketing
GrowthZone
800-825-9171 ext. 230
john.cook@growthzone.com

GrowthZone AMS Releases Marketing Automation Feature

NISSWA, MN – September 23, 2020 – GrowthZone, an industry leader in association management software, recently announced the addition of the Marketing Automation Module to its association management software platform.

The module helps organizations more effectively market to members, sponsors, and prospects. The intuitive interface empowers association staff to quickly develop, execute, and automate email marketing activity – all within a single AMS platform.

“The Marketing Automation Module helps organizations manage intelligent campaigns and minimize manual processes, improving productivity.,” said John Cook, EVP. “By automating workflows, association staff can focus on other important things – especially those requiring a more human touch.”

The easy-to-navigate module features a drag-and-drop email builder and landing page creator, as well as pre-loaded templates. The automated workflows are ideal for new-member onboarding, audience segmentation, lead generation, committee communications, and more.

“Having the ability to quickly and easily modify messaging, targeting, and personalization helps associations ensure successful engagement.” Cook continued, “At its core, the module helps associations tell their story resulting in an optimized onboarding process, improved retention, increased revenue, optimized lead generation, and expanded membership.”

The addition of the Marketing Automation Module furthers GrowthZone’s mission to empower organizations with the tools they need to grow membership, keep members engaged, keep members longer, and do more in less time.

About GrowthZone

With headquarters in Nisswa, Minnesota, USA, GrowthZone, Inc., provider of ChamberMaster Membership Management Software and GrowthZone Association Management Software, has helped over 3,000 member-based organizations grow and retain membership, generate revenue, engage and communicate with members and prospects, and streamline their day-to-day operations. For more information, visit <https://www.growthzone.com/>.

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