

NYSLTA Member Acquisition Initiative

Executive Objective

Design and execute a structured member acquisition campaign to generate 40 new business entity members from approximately 1,700 non-member licensed title agencies in New York State. This represents a 2 to 3 percent conversion objective from the available universe.

Strategic Context

NYSLTA has access to the DFS licensee database. The challenge is value perception.

Based on internal feedback, common objections include:

- Reliance on underwriters for information
- Concern about joining competitors
- Sensitivity to dues in a stressed market
- Limited awareness of advocacy impact

This indicates that membership is not currently viewed as strategically essential. The initiative, therefore, focuses on clarifying NYSLTA's role in regulatory advocacy, industry representation, and collective leverage.

Financial Logic and Rationale

Published annual dues begin at approximately \$295 for smaller entities, with higher tiers applicable depending on firm size. At a conservative minimum, 40 new members represent at least \$11,800 in new annual recurring revenue. Depending on firm composition, this figure may be materially higher.

Beyond revenue, increased membership strengthens:

- Advocacy credibility
- Legislative influence
- Industry representation
- Long-term association stability

This initiative is structured to align investment with measurable revenue and strategic growth.

Proposed Approach

1. Strategic Messaging Framework

Develop a focused acquisition narrative tailored for business owners, principals, and senior decision-makers.

This includes:

- Primary value positioning
 - Objection reframing
 - Advocacy impact clarification
 - Clear membership value articulation
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2. Structured Email Campaign

Design and deploy a sequenced campaign to the eligible universe.

The campaign will include:

- Initial positioning message
- Objection focused follow up
- Authority reinforcement
- Clear membership invitation

Deployment will take 6 to 8 weeks to allow for proper reinforcement.

3. Conversion, Alignment, and Implementation

Ensure messaging consistency between outreach and enrollment experience.

This includes:

- Membership page alignment recommendations
- Clear enrollment pathway
- Full campaign setup and deployment management
- Performance tracking

Adri Santos Marketing will manage build and deployment.

Timeline

Development: 4 to 6 weeks

Deployment: 6 to 8 weeks

Total initiative window: approximately 3 months

Measurement

Target outcome: 40 new members

Conversion benchmark: 2 to 3 percent

Performance indicators:

- Engagement rates
- Click behavior
- Membership conversions