



ASM
INTERNATIONAL

MARKETING TOOLS & TIPS IT'S EASY TO FIND PROSPECTIVE MEMBERS

You're already surrounded by people interested in engineering and materials science – co-workers, old classmates, that new college grad, and community friends you've just met – and all could benefit from a membership in ASM. Interest these prospective members by sharing your own story, because word of mouth is the most powerful marketing there is!

Conversation Starters

- I've built strong friendships that I can count on when I'm looking for solutions.
- I really enjoy my ASM volunteer work, helping the next generation move ahead.
- I get technical answers fast through ASM's online databases, publications, and journals.
- I stay current through ASM's education, conferences, and networking.
- I found this position (or employee) through ASM's Career Center.
- I get great discounts on the services I need every day.

Getting the Word Out

Want to reach out to more than one colleague at a time? Try any of these group invitation ideas:

- Host a lunch pizza party with your department or coworkers to talk about ASM.
- Post ASM related information and events to your Facebook or LinkedIn account.
- If you're involved in a science or engineering club outside of work, ask to speak about ASM at one of the events.
- Chapters: host a local information session where every member brings one or two friends.
- Chapters: contact your local college or university and offer to send a speaker for a college engineering class.

BRING IN NEW MEMBERS IN 3 EASY STEPS!



**TELL THEM
YOUR STORY**



**BE A
REFERRAL**



**SEND THEM TO
THE ASM WEBSITE
MEMBER PAGE**

asminternational.org/join