

Case study:



Automation Alley[®]

Where Technology Builds Opportunity

Automation Alley At A Glance

- Automation Alley, the *organization*, is a non-profit technology business association driving the growth in Southeast Michigan's economy.
- Automation Alley, the *region* encompasses eight counties & the City of Detroit



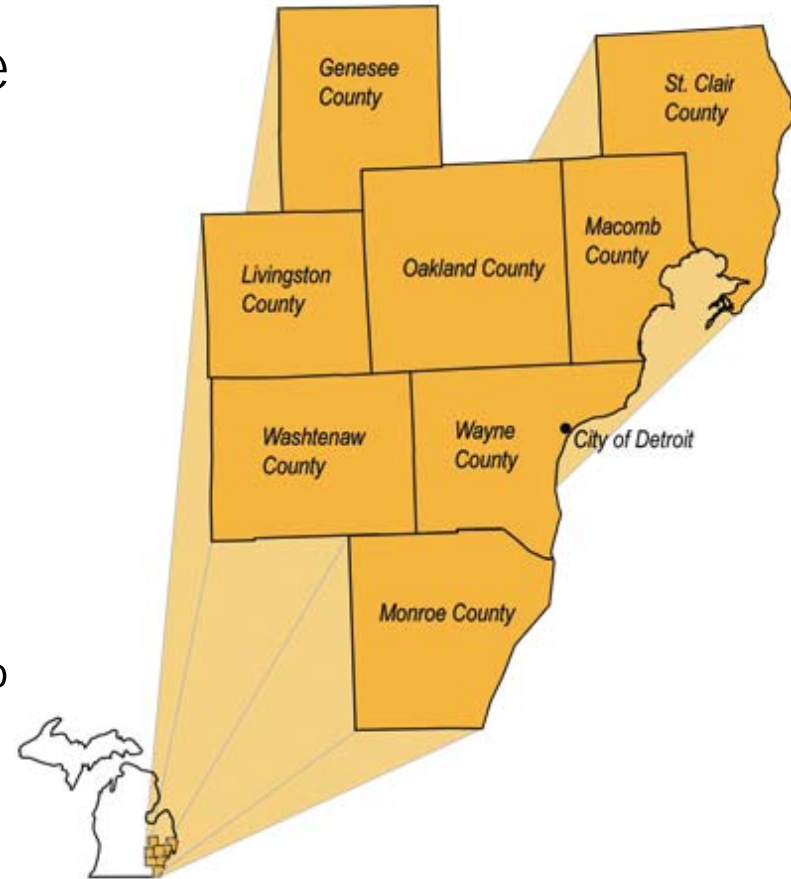
Membership

- **More than 800 members**
 - Goal: 1,000 by 2009
 - Membership increased 17% in 2006
- **Majority of members Tier 5**
 - 294 Alley companies have less than 10 employees
- **Largest industry is IT**
 - 238 Alley companies are in IT profession



Automation Alley At A Glance

- In only seven short years, Automation Alley has become one of America's largest and fastest growing technology consortiums
- Compared to Silicon Valley, Boston's Route 128 and North Carolina's Research Triangle
- Automation Alley is in the top 10% of all technology organizations



Communicate to your new members

- Welcome letter & Alley poster
- Monthly new member press release
- 3 month email with **benefits reminder**
- 6 month email with **benefits reminder**
- 9 month letter with **benefits reminder**

Timed Publications

- Monthly eNewsletter – *AlleyUpdate*
 - Distributed the first Tuesday of every month (keep distribution consistent)
 - Contents:
 - Main Article
 - Spotlight on Member Benefits
 - Upcoming Events
 - Technology Center Update
 - International Business Center Update
 - Get Involved – Committee Update
 - The Buzz – recent press releases by members
 - Featured Foundation Member
 - Leading the Way – government official spotlight
 - Legal Alert
 - Fast facts
 - New members
 - Cool Links
 - Committee Interest Sign-up



- Monthly eNewsletter – *AlleyUpdate*

- Cost:

- Initial template create by member company approx. \$3,000
- Monthly cost \$0
- Template is updated in-house and distributed through Optecomm
- Open Rates:
 - July: 1,825 were sent
 - 525 were opened = 29%
 - 277 were clicked through
 - June: 1,849 were sent
 - 590 were opened = 32%
 - 253 were clicked through
 - May: 1,840 were sent
 - 573 were opened = 31%
 - 218 clicked through



Timed Publications

- Quarterly Print Magazine – *X-ology*
 - Evolved from quarterly print newsletter
 - Approached by local publisher to create a hybrid publication that focuses on lifestyle and technology in Southeast Michigan
 - Contents:
 - Each magazine focuses on one issue, i.e., Life Sciences, Alternative Fuel, Nano-Technology, Advanced Manufacturing
 - Product updates
 - Educational update from local university



- Quarterly Print Magazine – *X-ology*

- Cost:

- Initial start-up cost: \$50,000
- Publisher in charge of selling advertising
 - Discounted rates for members
- Circulation: 20,000
- Distribution:
 - All Automation Alley members, local economic development offices
 - Local media, editor, publishers, radio personalities
 - University Presidents
 - For sale at local bookstores
 - Agreement with local car service to have available in cars
 - Northwest Airline VIP club in Detroit



Timed Publications

- Monthly Calendar of Events
 - Distributed the third Monday of each month (keep distribution consistent)
 - Contents:
 - Upcoming events
 - Sponsored and Co-sponsored Events
 - Date, time, location, sponsors, cost
 - Can click through for additional information
 - Can click through to register



- Monthly Calendar of Events

- Cost:

- Initial template create by member company approx. \$3,000
 - Monthly cost \$0
 - Template is updated in-house and distributed through Optecomm
 - Open Rates:
 - **July 2007**
 - 1,857 sent
 - 512 opened = 28%
 - 57 click-throughs
 - **June 2007**
 - 1,884 sent
 - 518 opened = 27%
 - 82 click-throughs
 - **May 2007**
 - 1,893 sent
 - 524 opened = 28%
 - 111 click throughs



Email Blasts

- Email blasts are sent out for events and special announcements
- **Summer Member Orientation**
 - 1,990 sent
 - 486 opened = 24%
 - 36 click-throughs
- **Gala 2007 Nominations**
 - 1,979 sent
 - 492 opened = 25%
 - 66 click-throughs
- **Alley-SmithBarney Finance Event**
 - 2,879 sent (this e-mail was sent to two separate groups, so the numbers are higher)
 - 586 opened = 20%
 - 31 click-throughs



Thank you!

- For templates or more information, please feel free to contact me:

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