



## June 23, 2023 | IFG Board meeting Bridge Commercial Realty launch

- Dr. Graham video
- Member eConnect
- CheckUp eNews
- Social boosted w/video
- Launch letter and flyer
- Full-page print ad
- Endorsed vendor list/full-page ad
- Recoup Your Dues brochure
- Services brochure
- Editorial

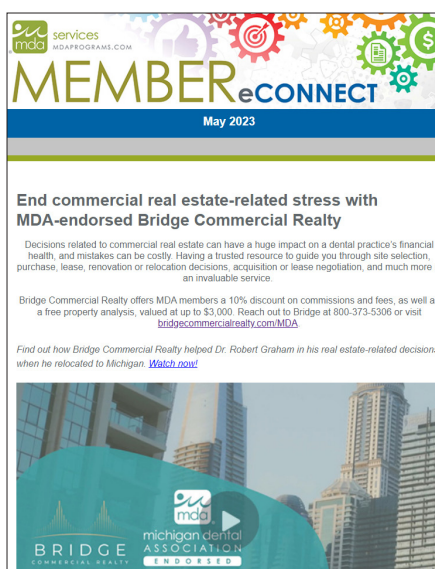
### Dr. Graham video



### Social Media

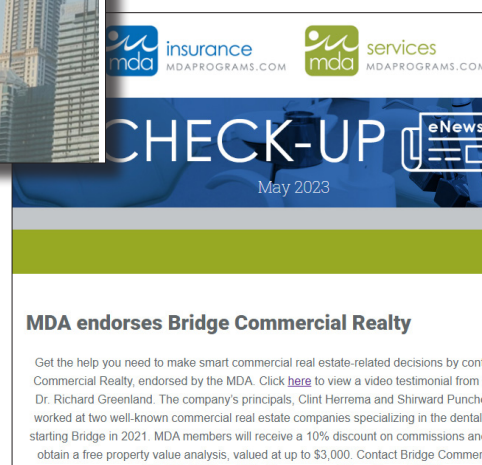


- 5 social media posts, April-June.
- \$200 marketing budget to boost.
- 9,741 reach, 698 engagements (April-May).
- Data for June is not yet available.



### Member eConnect

- Sent May 09, 2023.
- 3,646 members.
- 582 unique opens.
- 40 click-throughs.



### CheckUp eNews

- Sent May 12, 2023
- 3,651 members.
- 532 unique opens.
- 27 click-throughs.

## Bridge launch elements

### Launch Letter and Flyer

- Letter and flyer.
- Mail date: 04/11/23 to 3,292 MDA Members.

### Full-Page print ad

Published in the *MDA Journal*

- April *Journal*: Inside Front Cover.
- May *Journal*: Inside.
- June *Journal*: Inside.

### Endorsed Vendor List

- Circulated to all staff.
- Updated in MDA Services Brochure.
- Updated in Recoup Your Dues Brochure.
- Full page ad published in *MDA Journal*, May 2023.
- Full page ad published in Printed CheckUp, May 2023.

### Recoup Your Dues

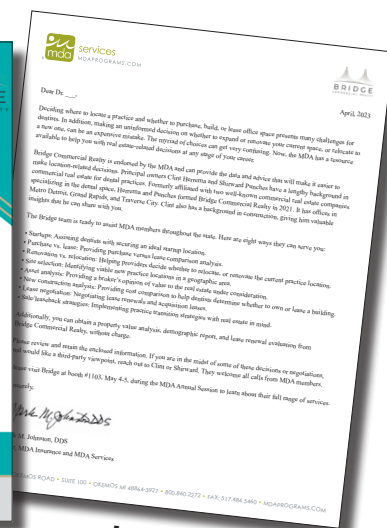
8.5x11 Brochure

### MDA Services Brochure

5.75x8.75 Brochure

### Editorial

- *MDA Journal*, June 2023: 300-word article.
- MDA Services Printed CheckUp, March 2023: endorsed vendor booth listing.



### Flyer and full-page ad

### Launch letter

### Endorsed Vendor List



### Recoup Your Dues brochure

### MDA Services brochure