



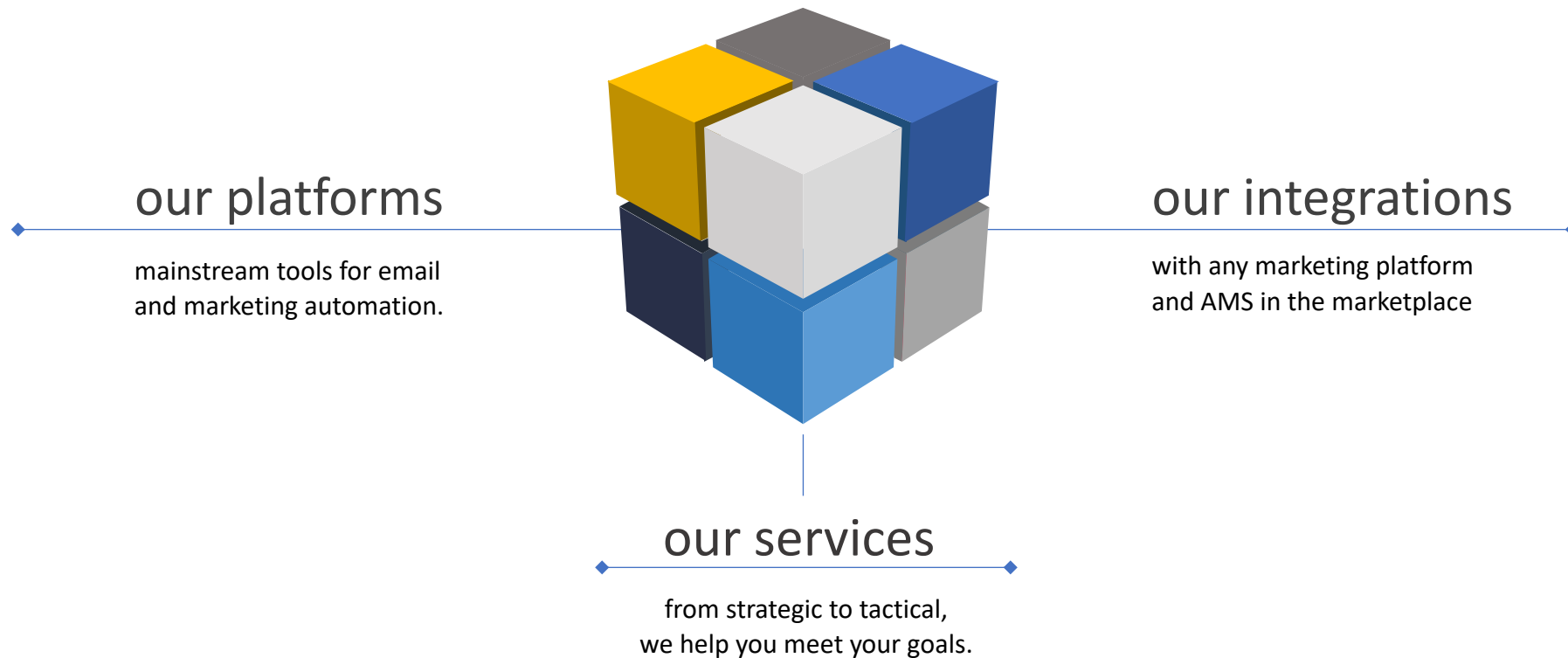
HighRoad Solutions





What we bring to associations.

We bring you the digital marketing platforms, data connectivity, and expert services to grow your digital footprint, and ultimately, your business.



We bridge the gap...

Between mainstream technologies and associations

We **speak**
your language

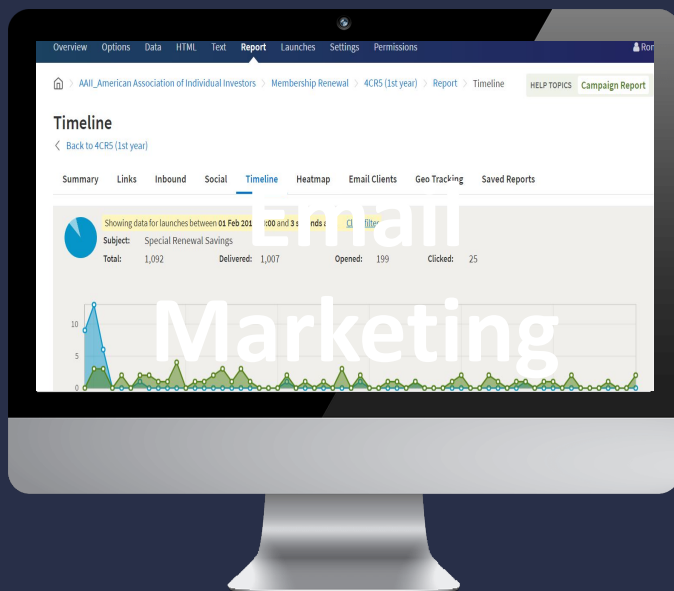
We **understand** your unique
challenges, goals, and models

We **train** your teams
both strategically and tactically

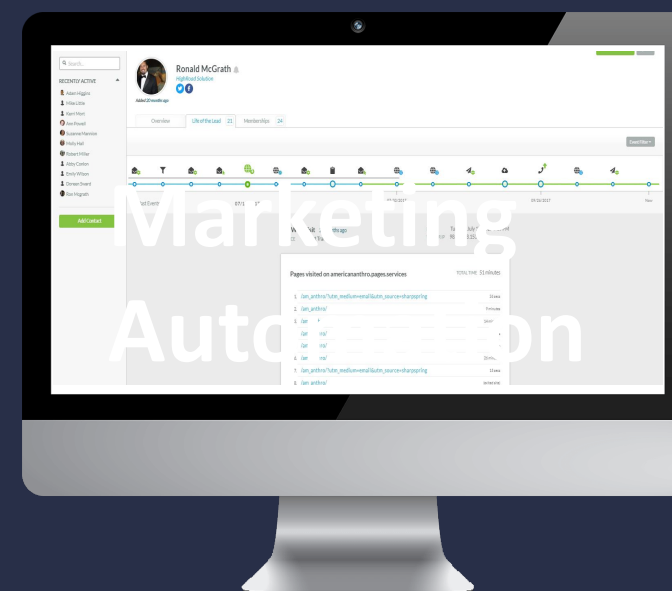
We **prescribe** the tools
and services that make sense for you



Our platforms...



 adestra



 SharpSpring

 HubSpot



Plus Connector – our Integration Product.

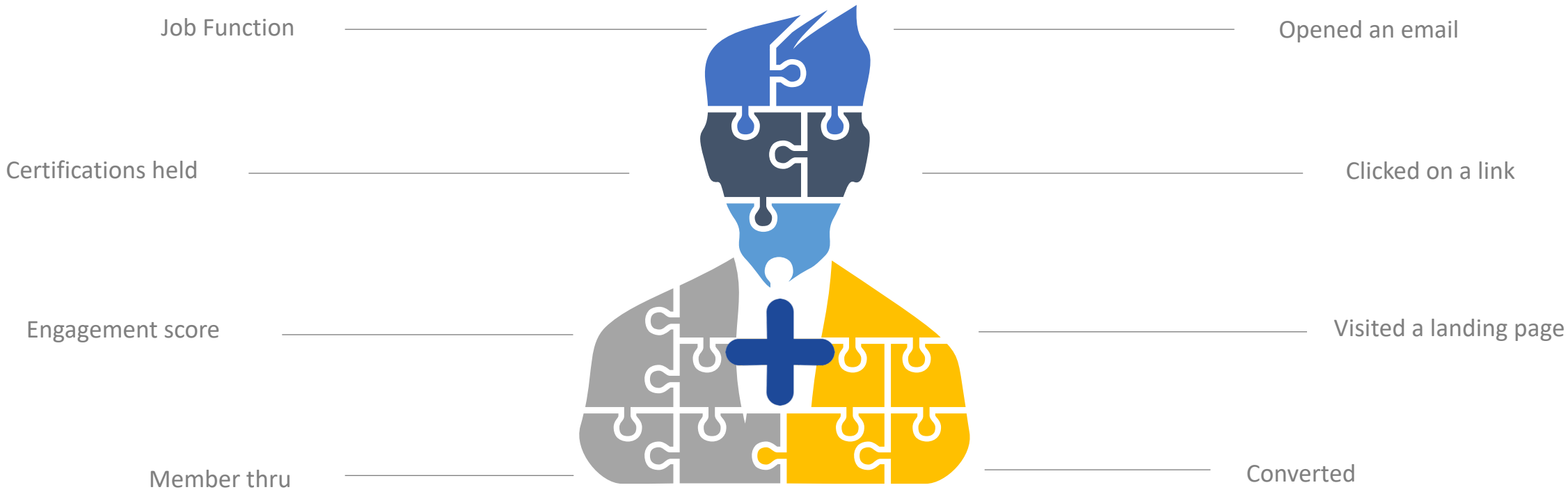
Centralizes two worlds of data to give you access to the full picture.

Association Management System (AMS)

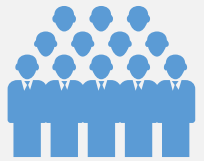
Data collected through membership application

Digital Marketing Platform

Data collected as users interact with your content



Our onboarding methodology...



Target Smart

Identify your key personas based on their challenges, interests, nuances, etc.



Curate Content

Build and map your content themes to your benefits and value prop.



Build Journey

Identify the formats of your assets and where they're going to fall in the funnel.



Define Success

Bring all the pieces together into the platform and hit go.

