

Cultivating Connections and Cutting Costs

How NALP Saved \$35,000 and Boosted Engagement with iMIS

OVERVIEW

The National Association of Landscape Professionals (NALP) represents over 1 million landscape, lawn care, tree care, irrigation, and horticulture professionals in the U.S., Canada, and internationally.

Committed to advancing the industry, NALP supports member success through advocacy, education, networking, training, and professional development.

PROBLEM

With a large, diverse membership base, NALP struggled to track and enhance member engagement effectively. Limited insights and segmentation capabilities meant missed opportunities to engage at-risk members, potentially leading to membership lapses.

NALP relied on a costly third-party provider for engagement tracking, but fast-paced organizational changes made it challenging to keep the system updated. Fragmented data across multiple systems added to the administrative burden, with staff spending valuable time managing data inconsistencies.

AT A GLANCE



INDUSTRY

Professional Trade Association for Landscape and Lawn Care Professionals

SOLUTIONS

iMIS, TopClass, OpenWater

MEMBER SIZE

5,000+

WEBSITE

landscapeprofessionals.org

“Implementing engagement scoring in iMIS has transformed our understanding of member involvement. Not only have we improved retention, but we can also target specific engagement needs and build stronger member connections.”

- Associate Vice President, IT, & Database Operations at NALP

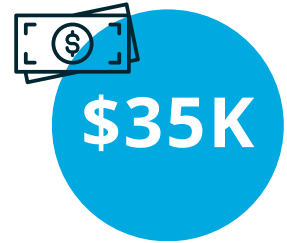
SOLUTION

NALP adopted iMIS to centralize member engagement, events, and communications in one platform, replacing costly third-party services. With iMIS's engagement tracking, NALP could segment members by activity and personalize outreach, improving retention and data accuracy.

iMIS seamlessly integrated with NALP's website, enabling members to access profiles, events, and resources through a central Member Hub. Staff can now monitor engagement, automate campaigns, and manage targeted outreach, creating a streamlined system.

- ✓ **Customized Scoring Buckets:** Members are segmented by annual revenue, allowing NALP to better assess engagement for key member groups.
- ✓ **Engagement Report Cards:** Tailored reports detail a breakdown of each member's interactions, highlighting areas of high and low engagement for intervention.
- ✓ **Real-Time Engagement Tracking:** With iMIS, NALP monitors member interactions across events, training, and resources, gaining up-to-date insights into engagement trends and seasonal activity peaks.
- ✓ **Targeted Member Segmentation:** By categorizing members based on their engagement scores, NALP can proactively provide them with exclusive content, building stronger, long-term relationships.

THE IMPACT



**Reduced
Administrative Costs**



**Streamlined Event
Management**



Targeted Outreach



Improved Data Accuracy

“ *The engagement report cards have been invaluable for our team, allowing us to see exactly where members are participating and where there are gaps. This insight helps us tailor our outreach and improve member satisfaction.* ”

- Associate Vice President, IT, & Database Operations at NALP