



# Member Proposal

SO YOU'RE AN ISV LOOKING TO MAXIMIZE YOUR EFFORTS IN THE ERP LANDSCAPE? YOU'RE NOT ALONE.

JOIN OUR COMMUNITY.

**REMEMBER THAT SENSE OF  
POWER AND COMMUNITY AT  
EVERY CONFERENCE?**

**THAT'S WHAT THE ISV  
SOCIETY BRINGS TO YOU -**

**EVERY MONTH.**

# WELCOME!

Do you struggle with lead generation? Do you need to expand your prospect list? Do you have a hard time organizing webinars and an even harder time getting people to attend?



**MASTERMIND  
MEETINGS,  
MONTHLY  
VIDEO CHAT,  
TIPS & TRICKS,  
JOINT  
MARKETING  
INITIATIVES,  
WEBINARS, DEMO  
DAYS, AND MORE**

## **The ISV Society may be just what you need.**

This program is designed to bring ISVs together.

We focus on creating content, generating leads, and making meaningful connections in an affordable way.

Throughout the year, we host mastermind meetings, create joint marketing initiatives, design collateral and other marketing pieces and share marketing tips and tricks.

**I work with  
ISVs  
to collaborate  
and generate  
leads in an  
affordable way.**



**MEET THE FOUNDER**

I'm Amiee Keenan and I've been working with ISVs for over 20 years doing all things marketing, from partner engagement, presentations, event planning, website and blog content, to building a channel and so much more. I have worked for some amazing ISVs in a variety of industries.



## **Contact Info**

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**Follow me  
LinkedIn**

# Why you need us

The ISV Society is a powerful tool for collaboration and networking, but it can also be an extension of your team to help add more marketing initiatives throughout the year.



**We are a membership group for ISVs designed specifically to generate leads through collaboration and joint initiatives.**



## You need to work with us if you:

- don't have enough time to create all of the content you want
- need help expanding into a new ERPs
- want to leverage LinkedIn as your social platform
- need a consistent way to get in front of more partners and customers

# What we do



**Eliminate the guesswork AND the legwork.**

**What marketing tactics are working for other ISVs? Where do folks see a good ROI?**

**What is worth my time, and what it worth cutting?**

**We answer those questions and more. PLUS, we have resources to take care of the setup and execution.**



## **Mastermind Meetings**

Collaborate with other ISVs, share best practices, tips and tricks, meet with guest speakers, and more.



## **Webinar Coordination & Execution**

Email and social content creation, and imagery for the event. Participating ISVs receive the list of attendees/registrants, poll questions, etc.



## **Thought Leadership**

Build your online presence and share you expertise with 1 What's the Buzz Video Chat and 1 Podcast episode.



## **Membership Site & Online Tools**

Keep on track and on task with each joint initiative, get all the tips, resources, and recordings of the mastermind meetings.

# What you get

In addition to collaboration, you get regular **DONE-FOR-YOU** content

## Marketing **made easy**

- Exclusive access to the mastermind meetings
- 4 joint marketing initiatives
- 1 monthly video chat
- 1 podcast episode
- Get in front of more partners and customers



THE ISV SOCIETY



# What our members say

The ISV society provides our team with a platform to learn and collaborate with channel leaders. Membership has been extremely beneficial for Yooz as ERPs make market changes or drastically shift their product offerings. The Yooz team has benefited from being a member for over two years.

Partnering with Amiee and The ISV Society on the Summer Workshops has been an incredible experience for Avalara, thanks to Amiee's ability to curate impactful programs that resonate with the Dynamics and Acumatica communities.

I'm thrilled with the turnout and the number of people requesting info on CADTALK. Looking forward to more projects in the future!

## Let's Get Started

# MEDIA KIT

## WEBINARS(4)\* OR OTHER JOINT MARKETING INITIATIVES

- Coordination with other ISVs
- Content Creation
- Email and social content
- Imagery
- Blog post (to promote webinar recording published on ERP Software Blog, acu-connect blog & more based on the ERP)
- List of those who register/attend the webinar

## THOUGHT LEADERSHIP INITIATIVES

- 1 Monthly Chat on Zoom/LinkedIn Live
- 1 Podcast episode



## MASTERMIND MEETINGS

- Collaborate with other ISVs
- Share best practices, tips-n-tricks, guest speakers, and more

## ONLINE TOOLS - MEMBERSHIP SITE

- To view mastermind meetings
- Access to downloadable assets

*\*ISVs are in charge of promoting each initiative they're participating in with emails to your contact database and publishing posts to your social platforms.*

*I cannot guarantee a certain number of leads or attendees at any given webinar.*

*These numbers and results are based on the actions ISVs take to promote and execute on the joint initiatives.*

*We all win if everyone promotes it!*

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## MEDIA KIT

# JOIN US TODAY

## MEMBERSHIP FEES

- \$500/month, \$1,500/quarter, or \$5,000/year

## TERMS & CONDITIONS

- Payment must be made prior to the start of your membership (ACH or check if possible)
- Membership cancellations must be made 15 days before the next billing cycle if paying monthly
- Monthly fees will be billed the first of every month
- If paying monthly must commit to 6 months and you will get at least 2 joint initiatives during those 6 months
- Yearly members will be billed on an annual basis
- Quarterly members will be billed quarterly - must commit to 2 quarters and you will get at least 2 joint initiatives during those 2 quarters
- The Member agrees to indemnify and hold harmless the publisher against all damages, costs, and expenses including—without limitations—attorney’s fees resulting from any claim, action, or proceeding alleging that the Member's services infringe on any copyright, violates any right of privacy or other personal or property right, contains any libelous matter or other matter contrary to law, or contains any formula or instructions injurious to the user of these services.