

# HOP Committee Call

Friday March 2, 2018 | 11:00 AM – 12:00 PM |

(712) 451-0200 Access Code: 475454



## AGENDA

### Welcome, Roll Call and Introductions

**Updates** (*will not be discussed in the meeting unless needed*)

### HOP Leader Trainings

- Nashville = 53 Attendees (**Final Count**); New Orleans = 35 Attendees (*Meeting is April 16*); Minneapolis = 12 (*Meeting is June 16*)

## TOPIC OF THE MONTH

**Journey Maps for Marketing Campaigns** – to assist small and medium sized agencies in running marketing & awareness campaigns in all mediums.

- Define the campaign types we want to focus our attention on
- Define the deliverables from HOP Committee to membership
- Define what a successful campaign looks like for ALTA members
  - Success/failure stories from the frontlines of marketing campaigns in title insurance
- Decide how we will roll out our Journey Maps to membership

## HOP Homework

**ALTA Digital Print Ads** (see attached files page 1)

Moved to Canva Teams, you can view the links here: [alta.org/homebuyer/c4nv4-ads.cfm](http://alta.org/homebuyer/c4nv4-ads.cfm)

### Pros

- ALTA member Benefit (links will be invisible until the user logs in)
- Canva files are fully customizable, slogans are separate image file from the background
  - User has the power to make their own advertisements if they choose to
- User can create other sized ads, Facebook posts, etc
- Links will be trackable using google event tracking

### Cons

- User will need to create a username and password for Canva (No single sign-in)
- Will need to upload their logos again (Not connected to ALTAprints)
- Requires some working knowledge of Canva (development of Canva basics is required)

### Homework

- Review ads and offer any input before these are made live
- What other HOP advertisements should we move to Canva?
- Please take the ads for a test drive and let Shawn know the pain points in the process

**ALTAprints advertisements for ALTA.org** (see attached file page 2)

Created ads to slot in when there is an opening in NYCU and TNO

- Need help curating the messages (mine are contrived)
- Do the months of use make sense? Should these be reordered?

**Next Full HOP Committee Call:  
Monday, March 19, 2018 at 2:00 p.m. EST in Room Industry 4**