



# ANGEL CAPITAL ASSOCIATION

## Tap in to the ACA Marketing Engine

ACA offers a wealth of knowledge and information to fuel your own group marketing. Use the Marketing Engine as a quick and easy way to leverage ACA resources. If you do your own marketing, use these tips as a reference guide or pass this document to your marketing committee or resource for consideration.

### Tips & Ideas

#### *Using ACA content and marketing to fuel your group marketing*

#### 1. Your Website

- ◇ **Create an ACA page on your website:** This is a great way to demonstrate added benefit to your members. An ACA page can be created with simple descriptions and links to the following valuable content:
- ◇ **Link to ACA:**
  - Member benefits: including sponsor discounts and special offers
  - ACA Knowledge Center
  - Investor IQ resources for angels
  - ACA members in the news
  - ACA and industry event calendar
  - Public Policy news
  - ACA Angel Insights Blog
  - Post the ACA member handouts and PPT to keep your members informed about ACA benefits
- ◇ **Use ACA Images:** Enhance your website look and feel with ACA event images; JPG-ready files are available and usage only requires an ACA approved caption
- ◇ **Display your ACA Member Logo** with a hot link to ACA to demonstrate your group's access to the 13,000+ and growing ACA network of angels

#### 2. Email Marketing—the Easy Way!

- ◇ **Let ACA do the work:** ACA provides a fast, turnkey and super easy way to keep your members informed about ACA trends, members, public policy, news and events.
- ◇ **One step:** Simply send your group member email list to ACA membership director Sarah Dickey [sdickey@angelcapitalassociation.org](mailto:sdickey@angelcapitalassociation.org). Your members will receive personal access to the ACA Members Knowledge Center and automatically receive weekly ACA news and important, time sensitive alerts. ACA keeps this information confidential and never shares it with anyone.

#### 3. Email Marketing – More Ways to Connect:

Use ACA content to keep your members current on angel investing trends, issues and opportunities. Encourage members to sign up for ACA eNews, [and](#) feel free to repurpose ACA's content:

- ◇ **Repurpose ACA content in your newsletter:** Include ACA eNews content, blog posts and links in your newsletter (reference that this content is courtesy of ACA)
- ◇ **Forward ACA Alerts:** to your members so they can take advantage and sign up for valuable webinar content and opportunities to connect with angels nationwide at special, limited time events
- ◇ **(Coming Soon!) If you don't have a member newsletter:** Add your group logo to the ACA eNews template or simply forward the weekly ACA eNews to your members not yet signed up for ACA eNews (ACA logo must remain on the eNews)



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4. **Public Relations:** Repackage ACA press releases for your market to build local visibility
- ◇ **ACA PR template:** Use the ACA press release template to quickly repackage ACA news for your own local marketing
  - ◇ **Leverage ACA news stories:** Visit the ACA online newsroom and
    - Send relevant news coverage to your local media suggesting a similar story with a local slant and commentary from you
    - Share the news stories with your members
5. **Social Media:** Use ACA social sites to keep your members connected to the largest angel community in the country
- ◇ **LinkedIn:** Use the ACA investors-only LinkedIn plugin on your website to access lively discussions between investors and to keep your colleagues informed of events, portfolio company job openings, and other great news for your group.
  - ◇ **Twitter:** Use the ACA Twitter plugin on your website; encourage members to follow ACA and tweet on topics on interest
  - ◇ **ACA Angel Insights blog:**
    - Encourage your members to subscribe to the ACA blog to stay connected
    - If you don't have a blog, link to the ACA blog on your website

**How are you already leveraging ACA resources?** Send your examples, questions or ideas to ACA membership director, [Sarah Dickey](#) at (913) 894-4700.

### ACA Marketing Links:

- \* **ACA Member Benefits:** [www.angelcapitalassociation.org/member-benefits/](http://www.angelcapitalassociation.org/member-benefits/)
- \* **ACA Member's Knowledge Center (requires log-in):** [www.angelcapitalassociation.org/members-login/](http://www.angelcapitalassociation.org/members-login/)
- \* **ACA Members in the News:** [www.angelcapitalassociation.org/news/](http://www.angelcapitalassociation.org/news/)
- \* **Investor IQ Resources:** [www.angelcapitalassociation.org/investor-iq-angel-resources/](http://www.angelcapitalassociation.org/investor-iq-angel-resources/)
- \* **ACA Events Calendar:** [www.angelcapitalassociation.org/aca-events-all/](http://www.angelcapitalassociation.org/aca-events-all/)
- \* **Industry Events Calendar:** [www.angelcapitalassociation.org/industry-events-all/](http://www.angelcapitalassociation.org/industry-events-all/)
- \* **Public Policy News:** [www.angelcapitalassociation.org/public-policy/](http://www.angelcapitalassociation.org/public-policy/)
- \* **ACA Member Marketing Handouts (requires log-in):** [www.angelcapitalassociation.org/member-tools](http://www.angelcapitalassociation.org/member-tools)
- \* **ACA Image Library:** [www.angelcapitalassociation.org/aca-picture-library/](http://www.angelcapitalassociation.org/aca-picture-library/)
- \* **ACA LinkedIn Plug-in:** [www.linkedin.com/groups?gid=2744510&trk=myg\\_ugrp\\_ovr](http://www.linkedin.com/groups?gid=2744510&trk=myg_ugrp_ovr)
- \* **ACA Angel Insights Blog:** [www.angelcapitalassociation.org/blog/](http://www.angelcapitalassociation.org/blog/)