



SocialMedia.org Membership Benefits

There are a lot of ways to spend your budget in social media, but there aren't many that give you as much value-per-dollar as this community.

For your \$15,000 annual membership, you get:

- 7 membership seats for your senior-most social media leaders
- 45 annual training calls
- 8 annual passes to Member Meetings (+ registration fee)
- Unlimited questions and real-time answers from our discussions
- The best support and service from a member organization that you've ever seen

Key benefits you also receive:

- A brands-only, exclusive community
- High-value conversations you can't get anywhere else
- Current, real-time content — before other sources can deliver it
- Better answers to critical questions from private, off-the-record sources
- Market intelligence and peer benchmarking
- Risk avoidance
- Vendor screening

And you also get some really important things that are a little harder to quantify:

- A trusted place to ask about vendors before signing those big contracts
- When a crisis happens, we'll help you craft a better plan, faster
- When new tools and technologies emerge, we'll be the first to share hands-on experiences and strategies
- The ability to benchmark your program against other big brands across a wide range of industries
- You won't get caught by surprise when big, unexpected changes happen
- A network of social media leaders you can count on for support

Everything's included.

Membership in SocialMedia.org comes with no upsells, ever. The only thing you'll pay for are your annual dues and meeting fees. You'll never get a pitch to buy a report, a trade show booth, or consulting services.

WHAT YOU REALLY GET

BETTER ANSWERS: You'll get fast answers you can't get anywhere else, from people who've actually been there and done that.

LESS RISK: Membership significantly reduces the four types of risk you face: vendor risk, paradigm risk, project risk, and policy risk.

CREDIBILITY AND CONFIDENCE: You'll get external validation for your strategy, you'll benchmark your program with other big brands, and you'll never be caught by surprise.

A COMMUNITY OF PEERS: You'll get a community of people who know exactly what you're going through and are here to help you win.

ABOUT MEETING FEES

We typically charge \$500 for our smaller Member Meetings and \$1,500 for the annual Brands-Only Summit.

We keep ticket prices well below industry averages, and we break even on these events because we consider them a part of your member service.

Remember: We don't sell sponsorships or speaking slots, so all fees go to covering the logistics it takes to put on an amazing meeting.

WE'LL NEVER UPSELL YOU. EVER.

As a member, you'll pay membership dues and meeting fees — and absolutely nothing else.

We will never come back to you for an upsell. There are no products for sale, no reports to buy — nothing.

We're a bait-and-switch-free membership organization.