

Why MOA Chose Vocalmeet's Platform and Marketing Assistance Program



OUTCOME

By partnering with Vocalmeet, the Minnesota Optometric Association has been able to revitalize their online education strategy. MOA now enjoys steady course sales, increased member engagement, and an efficient online marketing strategy. Members benefit from easy access to a diverse range of courses, quality optometric programs, and the use of discount codes adds an extra incentive to participate.

With Vocalmeet's support and the guidance of a dedicated project manager, MOA has positioned itself as a leader in providing high-quality online education to its members! citizens.

THE CHALLENGE

The Minnesota Optometric Association (MOA) was facing a challenge: they wanted to attract more members to their online continuing education platform and boost course sales. They recognized that to do this, they would need to enhance their online course offerings and make them more accessible to members, as well as work to better market their programs. Most important of all, they would have to meet the requirements for offering continuing education in the state.

THE SOLUTION

To address these challenges, MOA partnered with Vocalmeet, leveraging their expertise and technology. Vocalmeet offered MOA their free Marketing Assistance Program, a valuable resource that provides associations with promotional images and monthly email templates to send out to their members. MOA's templates also included exclusive discount codes for educational courses, incentivizing members to enrol in online education.

Vocalmeet's Learning Management System (LMS) played a central role in enhancing MOA's online education platform. The LMS provided members with easy access to a variety of online courses, making it simple to discover, purchase, and complete educational programs. Additionally, Vocalmeet's LMS was capable of hosting a wide range of specialty topics, catering to

ABOUT VOCALMEET

Vocalmeet has earned its reputation by providing state-of-the-art technology, unparalleled project management and customer service, coupled with an unwavering commitment to the success of our clients. Our goal is to delight our customers every step of the way.

We understand the unique needs of today's associations & organizations and what it takes to be best in class.

ABOUT MOA

The Minnesota Optometric Association (MOA) is driven by a steadfast mission: Always Advocating, Forever Empowering, United as One.

They are committed to ensuring access to the highest qualified eye care for all Minnesotans. Rooted in the core values of Advocacy, Education, Inspiration, Opportunity, and Unity, they tirelessly advocate for the recognition and accessibility of optometric services.

the diverse needs of MOA members. Not just this: Vocalmeet's completion tracking ensures that members are paying attention—not just letting videos run and collecting course credits at the end.

Moreover, MOA received dedicated support from their Vocalmeet project manager, who provided training and guidance. This support extended to areas such as understanding online marketing strategies, effectively utilizing the LMS platform, highlighting the benefits of online courses, and mastering the art of online marketing. The project manager used a variety of communication channels (including calls, easily digestible tutorial documents, and emails) to ensure MOA was well-equipped to make the most of their online education offerings.

THE RESULTS

With Vocalmeet's comprehensive solution in place, MOA saw significant improvements in their online education program. The Marketing Assistance Program played a pivotal role in raising awareness among members about the available courses, and the inclusion of discount codes encouraged more members to purchase and engage in online education, leading to increased course sales and enhanced member participation overall.

The accessibility and ease of use of Vocalmeet's LMS platform streamlined the learning experience for MOA members, allowing them to access courses with convenience. The diverse range of course offerings, including specialty topics, provided additional value to MOA members, contributing to their increased satisfaction. The MOA could also confidently meet the requirements for optometric continuing education.

The dedicated project manager's support was instrumental in empowering MOA to navigate the world of online education and advertising effectively. With a deeper understanding of marketing strategies, online platforms, and the benefits of online courses, MOA was now well-prepared to promote their programs!