

**JOIN A COMMUNITY OF  
PEOPLE WHO WANT TO HELP  
YOU BE GREAT**



DMA Communities allow *members like you* to participate in knowledge sharing, best practice development, leadership building and networking. You'll meet other smart marketers in many roles and industries. Join a DMA Community today to grow your business, your network and your career!

## **BE AN INDUSTRY LEADER - JOIN ONE OR MORE DMA COMMUNITIES!**

Join a DMA Community and take advantage of the leadership opportunities to engage with your peers on a personal level and in a non-competitive atmosphere. You can participate in any way that fits your career standing and available time –attend a meeting, write a blog post, lead a project committee, or even co-chair a Community.

### **The Analytics Community**

- Helps analytics professionals share knowledge and case studies to improve analytics strategies and techniques.

### **The Customer Engagement & Loyalty Community**

- Investigates and celebrates innovation and strategies to improve customer lifecycle marketing and loyalty.

### **The Data Community**

- Addresses the opportunities and challenges that make data and responsible data practices the lifeblood of 1:1 marketing and consumer trust.

### **The Integrated Marketing Community**

- Tackles the challenges of effectively integrating and aligning print and digital marketing for success.

### **The Mobile & Digital Community**

- Shares the latest best practices for engaging the digital-savvy, omni-connected consumer while maintaining their trust by securing and protecting privacy and preferences.

We hope every DMA member will join a Community to add their own voice to this important membership knowledge base. All membership packages include Community membership. It's a win-win for you, your company and the industry.

**JOIN NOW.**

Visit [theDMA.org/MemberCommunities](http://theDMA.org/MemberCommunities) or email Matt Baehr at: [mbaehr@theDMA.org](mailto:mbaehr@theDMA.org) to learn more.