



Advanced Service Network

Our Marketing Process

As an association, the Advanced Service Network (ASN) has a group of members who have come together for a common reason. Perhaps they all do business in the computer industry, work in a particular area as an IT solution provider or just use the same resources for a specific area of the computer channel business.

At ASN we have goals for our members and for our association, just as any business does for its “customers”. These goals involve helping our members prosper and grow, and involve the smooth, effective functioning of our association while we help our members.

As we work to achieve these goals, we are the common thread for our members, the glue that binds them together. We help further their cause, advocate for important issues, and act as a trusted advisor. We provide member discounts from partners in the industry as well as extra benefits like travel and leisure benefits. ASN provides essential information resources vital to their success.

The Process

Fortunately, there is a process and by following the 4 steps below, we will bring more value to the ASN membership experience and will exceed our member’s expectations, as well as our membership’s goals:

1. Utilize a web-based member enhancement system
2. Be sure to address all stages of the association lifestyle
3. Match the look, fee and branding with our technology solution
4. Ensure that our tactics for content, member center, website and integration are strategic and effective

By becoming an ASN Partner, your company becomes part of the ASN process and we can help each other grow. Don’t miss out on the opportunity!