

Association of Independent Authors

CASE STUDIES



The Association of Independent Authors (AiA) offers a culture of excellence, teamwork and professionalism in a community environment where sharing and collaboration benefits each individual member and independent authors as a whole.

As the publishing industry continues to change and evolve in ways previously unimagined, AiA provides “authorpreneurs” with an online community devoted to their needs to help them understand all aspects of the publishing process, as well as the essentials of writing.

The Situation

AiA is just beginning its business and so they had to find a cost-effective solution that would not sacrifice capabilities; plus they wanted something that had the potential to grow with their organization.

The AiA knew that in order to realize its full potential, the community solution and membership software had to be professional, enticing and more robust than their competitors’.

Membership Goal

The primary goal was to offer a professional environment, something more alluring to authors than the run-of-the-mill public networking sites; one where they could exchange ideas and information in a secure environment.

Results

AiA has received a great deal of positive feedback from its members and the high caliber of members who are joining the site speaks to its appeal to their target market.

Favorite Thing

AiA writes, “The support team have been brilliant. The backend is so easy to manage, and we like the auto-generated newsletter – that’s a great feature. We also love that news items can be linked to Groups, so that this can then appear in the auto-generated newsletters.”