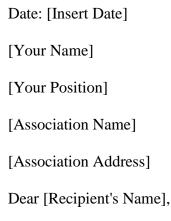
Online Presence Improvement Plan



I hope this message finds you well. As we continue to enhance our association's online presence, I am proposing a comprehensive plan to improve our digital outreach and engagement with our members and the public.

Objectives

- Increase website traffic by 30% over the next six months.
- Grow social media followers by 50% within a year.
- Enhance member engagement through targeted email campaigns.

Strategies

- 1. Revamp the association website to make it more user-friendly and content-rich.
- 2. Implement a content calendar for consistent social media updates.
- 3. Utilize SEO best practices to improve search visibility.
- 4. Conduct webinars and online workshops to engage members.

Budget

The estimated budget for this plan is [Insert Amount], which will cover web development, marketing tools, and promotional activities.

Conclusion

By following this plan, we aim to create a stronger online footprint that captures the interests of our current members and attracts new ones. I look forward to discussing this proposal with you in more detail and receiving your feedback.

Thank you for your attention to this important initiative.

Sincerely,

[Your Name]

[Your Position]

[Association Name]