

# Let's Create Gravity

**You launched the platform.  
Now let's make it work.**

A Milieu-powered site gives you a strong foundation—but what you do next determines whether it thrives or stalls.

Too many associations launch a beautiful platform... then hope members will show up, post content, and sponsors will see the value. That's not how digital engagement works. It takes consistency, strategy, and a partner who's been in the trenches.

That's what Milieu Coaching delivers.

## What You're Getting: More Than Coaching

When you invest in Milieu Coaching, you're not just getting strategy calls or email templates. You're getting a fractional Chief Revenue Officer and Chief Marketing Officer for your platform.

We act as an extension of your team—leading sponsor strategy, shaping campaigns, crafting your pitch decks, and helping you prove ROI to your board, members, and sponsors.

We'll co-create the plan. We'll help you sell it. And we'll be the ones watching the dashboard with you every month to make sure it's working.

This is real partnership—not just advice.



## What We Help You Do: with Milieu Coaching

- Build and run campaigns that actually get members to engage—no more guessing what to post or when. We give you a calendar, content, and cadence that works.
- Coach your sponsors—and your staff—on how to sell visibility. We help you pitch upgrades, position value, and support sponsor success from day one.
- Turn your directory into a revenue-generating marketplace, not just a member benefit. We help you structure pricing, create upgrade paths, and measure ROI.
- Embed Milieu into your renewal workflows, events, and marketing so it's not an “extra,” it's an expectation.
- Create executive-ready reports that show traffic, visibility, engagement, and sponsor performance— so leadership understands the value.
- Build trust and traction fast, even if your last community launch didn't go well. We help you relaunch with credibility, clarity, and confidence.

## Every month, you'll get:

- A dedicated Milieu strategist (your fractional CRO/CMO)
- A custom 12-month engagement roadmap
- Strategy and accountability calls
- Hands-on help launching campaigns
- Sponsor sales coaching and pitch support
- Analytics tracking and performance dashboards
- Scripts, emails, templates, and tools
- Quiet behind-the-scenes work that makes your team look great



## Why It Works

We've helped associations grow marketplace revenue by over 170%, launch award-winning podcasts, and drive more search traffic than paid ads ever could.

## Real Results

*"CSIA's Exchange grew from \$74K to over \$200K in directory revenue. Website traffic grew by over 300%, with the majority of it coming from search. Sponsors stayed. Members engaged. And the industry took notice."* — Anthony Veroeven, CRO, Diamax (CSIA Case Study)

## Pricing

Starts at \$5,000/month

You're not just getting consulting. You're getting revenue leadership at a fraction of the cost of hiring in-house.

## Who Uses Milieu Coaching?

- Staff leaders juggling marketing, membership, and sponsorship
- Associations launching their first digital exchange community platform
- Organizations relaunching after a stalled or underperforming rollout
- AMC Staff with multiple clients and roles

## Want to See What We'll Do for You?

Ask for our Month-by-Month Coaching Calendar—it shows exactly how we guide your launch, drive momentum, and help you scale.

- An experienced in-house champion
- Marketing and analytics capacity
- Time to test, adjust, and iterate independently

**Tony Veroeven, CAE, CNAP**  
Chief Revenue Officer  
+1 571 495 3388  
[tveroeven@diamax.com](mailto:tveroeven@diamax.com)

Schedule a strategy call.  
Let's build something that lasts.



1934 Old Gallows Rd, Suite 350  
Tysons Corner, Virginia 22182

[www.diamax.com](http://www.diamax.com)

