

Growing the CSIA Exchange

— CASE STUDY —

From Launch to High-Traffic, High-Revenue Marketplace

The Control System Integrators Association (CSIA) launched the Exchange—a Milieu-powered buyer's guide and digital marketplace with a clear vision: connect system integrators to prospective clients and build a sustainable stream of non-dues revenue. In its inaugural year, the platform validated that vision with \$74,000 in revenue; after only three full years, the Exchange was generating **just over \$200,000 annually—about 11 percent of CSIA's total income, cementing its role as a high-value engine for visibility, credibility, and lead generation.

How did they do it?

Recognizing the Exchange's potential, CSIA made a strategic decision to give the platform focused attention. They appointed a dedicated staff to lead its growth and integration into all areas of the association's operations. Rather than simply selling listings, staff worked with CSIA leadership to position the Exchange as



Your association needs a better directory.

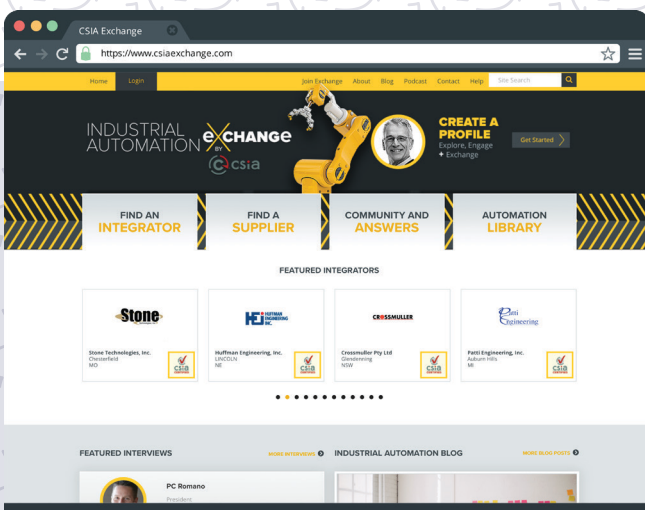
an engagement-driven business development engine.

A comprehensive **profile completion campaign** was launched, with personalized outreach to help members optimize their listings with SEO-rich content, backlinks, and portfolio examples. Members were shown how their profiles could act as digital storefronts—amplifying their visibility and converting views into real-world opportunities.

At the same time, the Exchange became embedded across CSIA's membership and sponsorship programs. It was featured during onboarding, in sponsor sales conversations, and in renewal campaigns. By treating the platform as a central part of CSIA's member value proposition, adoption and participation increased steadily.

To expand visibility even further, CSIA launched the **"Talking Industrial Automation"** podcast—interviewing members about their work and spotlighting integrator success stories. This content marketing initiative drove significant traffic back to the Exchange and helped showcase member expertise to a broader audience. The podcast grew quickly, with over **100,000** downloads and strong sponsorship interest.

The association also leveraged its annual conference to promote the Exchange, encouraging **board members to lead by example** by completing and promoting their profiles. In parallel, CSIA's well-established company certification became a key differentiator on the platform—boosting trust among buyers and influencing client RFPs to specify CSIA certification as a preferred requirement.



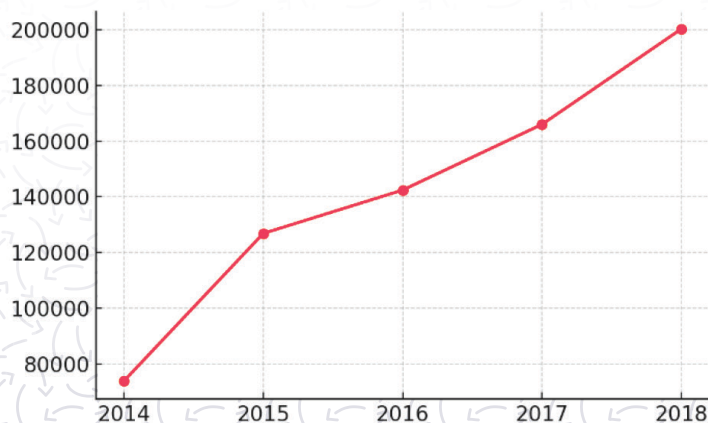
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The Exchange's success reflects the power of intentional leadership, strategic alignment across departments, and consistent investment in content and community. CSIA transformed what began as a valuable member directory into a trusted industry destination—built to serve members, generate revenue, and fuel long-term growth.

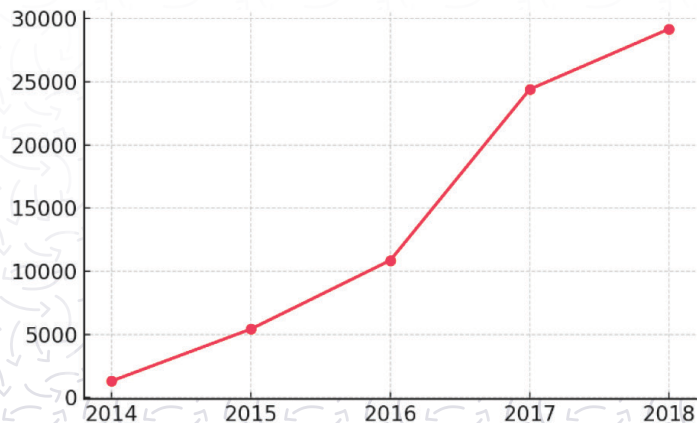
"This wasn't just a marketing win. It was a shift in trust, culture, and member behavior. And it's replicable in any industry willing to invest in content, relationships, and consistency."

— Anthony Veroeven, CAE, CNAP
Chief Revenue Officer, Diamax
Former CSIA Exchange Manager (Milieu Client)

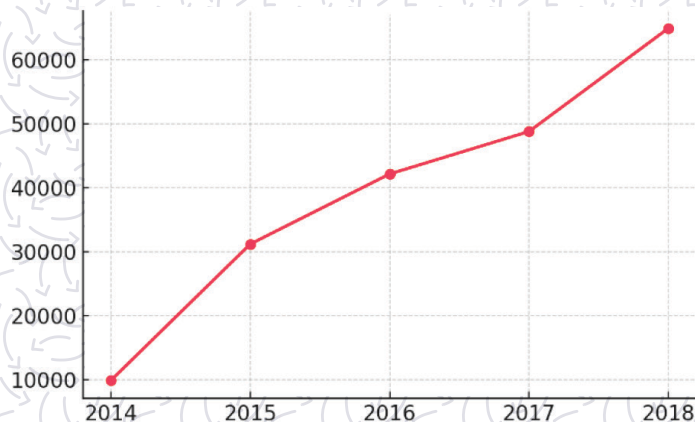
Annual Revenue



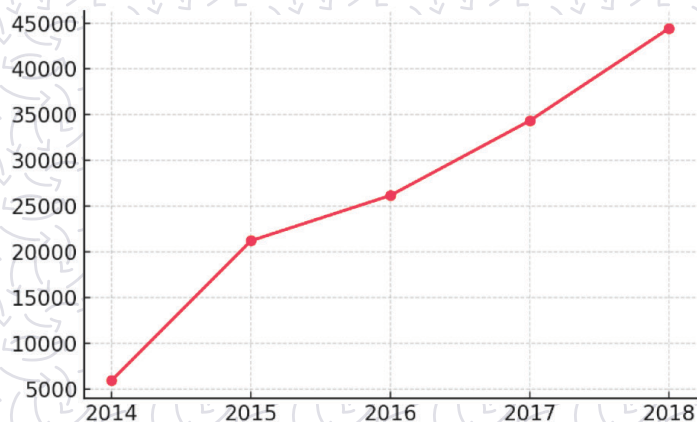
Organic Traffic



Total Sessions



Total Users



We help associations turn under-performing directories into trusted, **revenue-generating** platforms.

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or request a free strategy call.

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