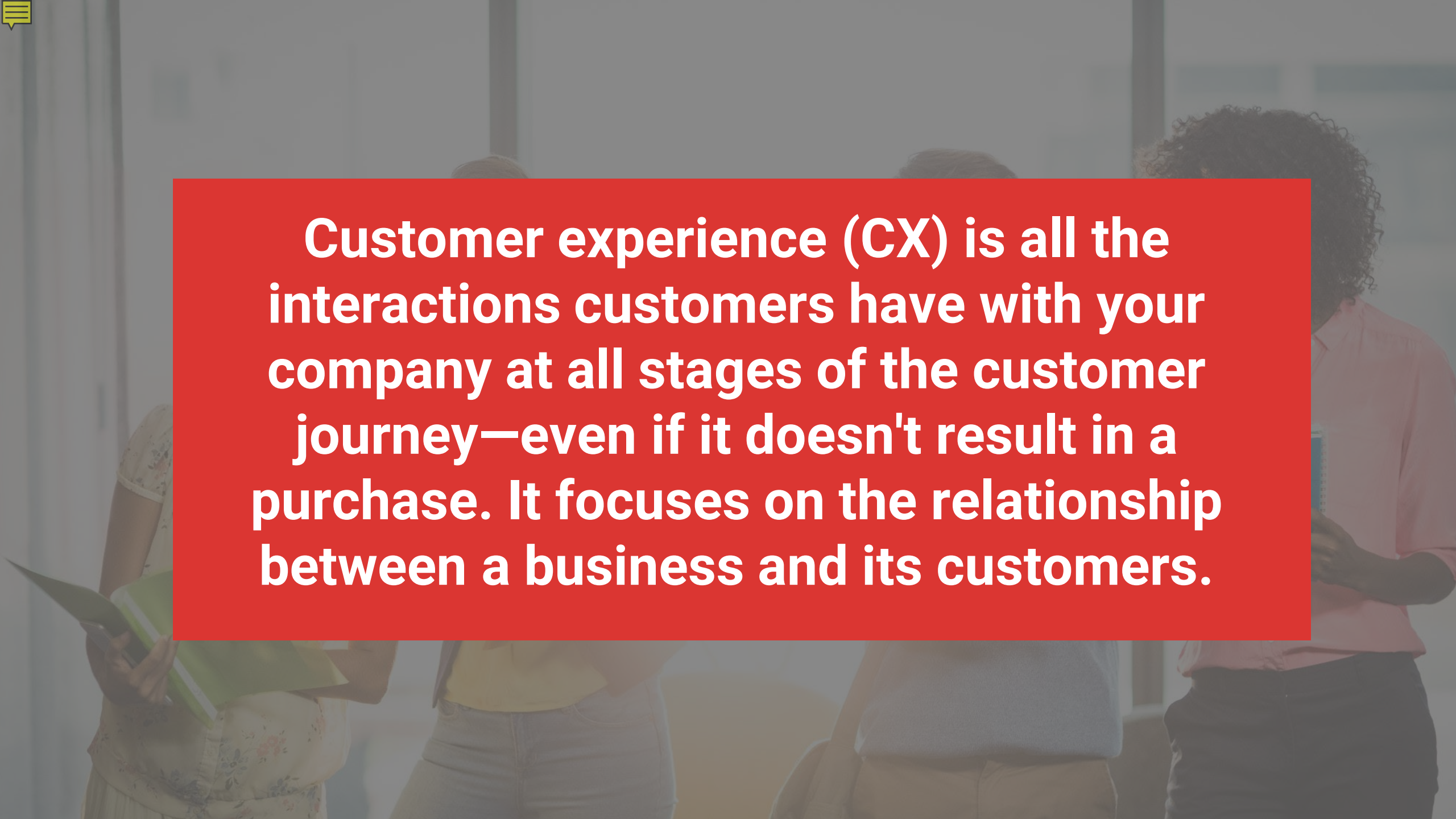


From Traditional to **Digital**:

Transforming Association
Marketing Strategies for the
Modern Age



Presenter
Olena Lima

A group of people standing in a line, possibly waiting for a service, with a red text box overlaid on the image. The text box contains the following text:

Customer experience (CX) is all the interactions customers have with your company at all stages of the customer journey—even if it doesn't result in a purchase. It focuses on the relationship between a business and its customers.



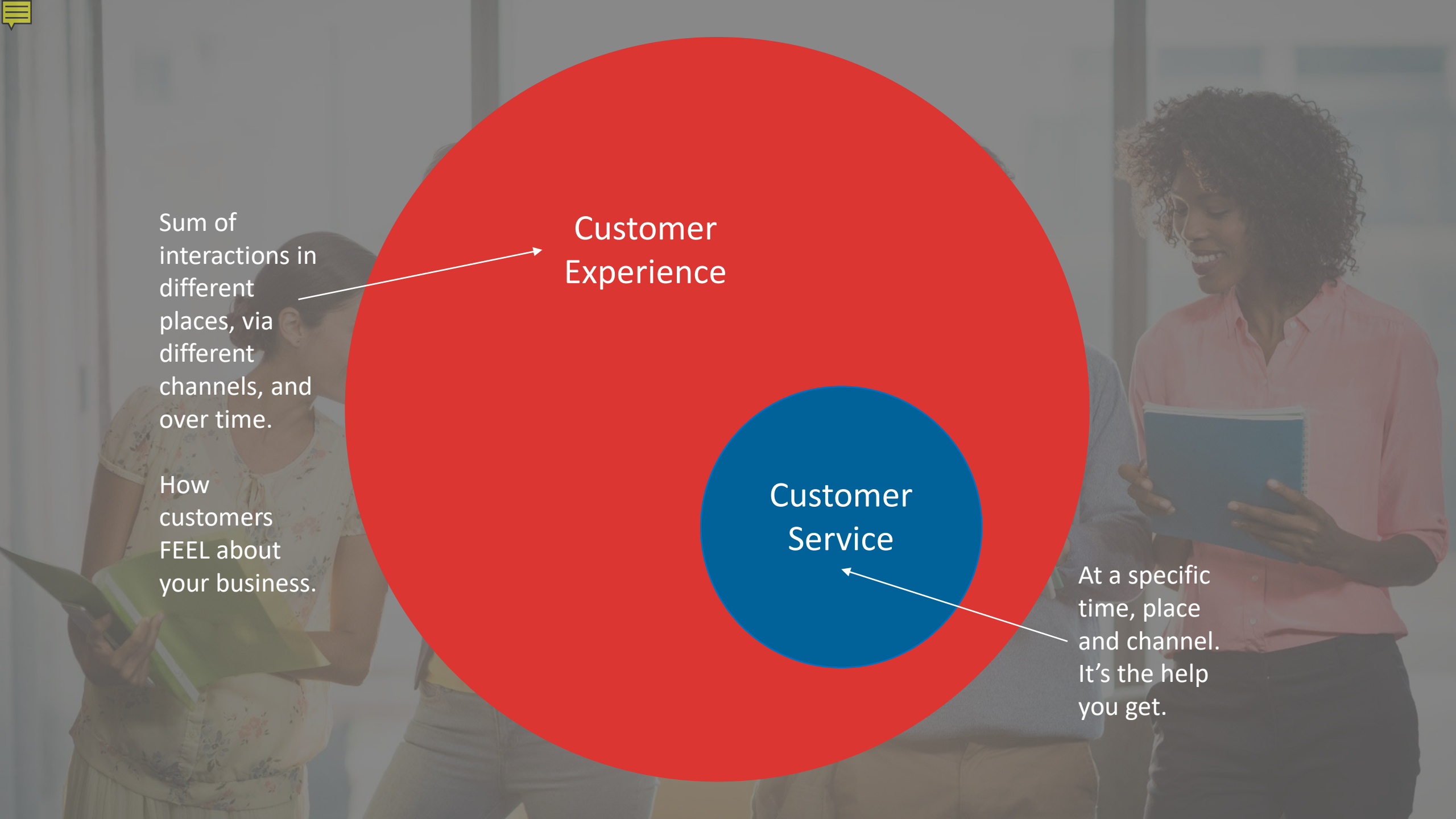
Sum of interactions in different places, via different channels, and over time.

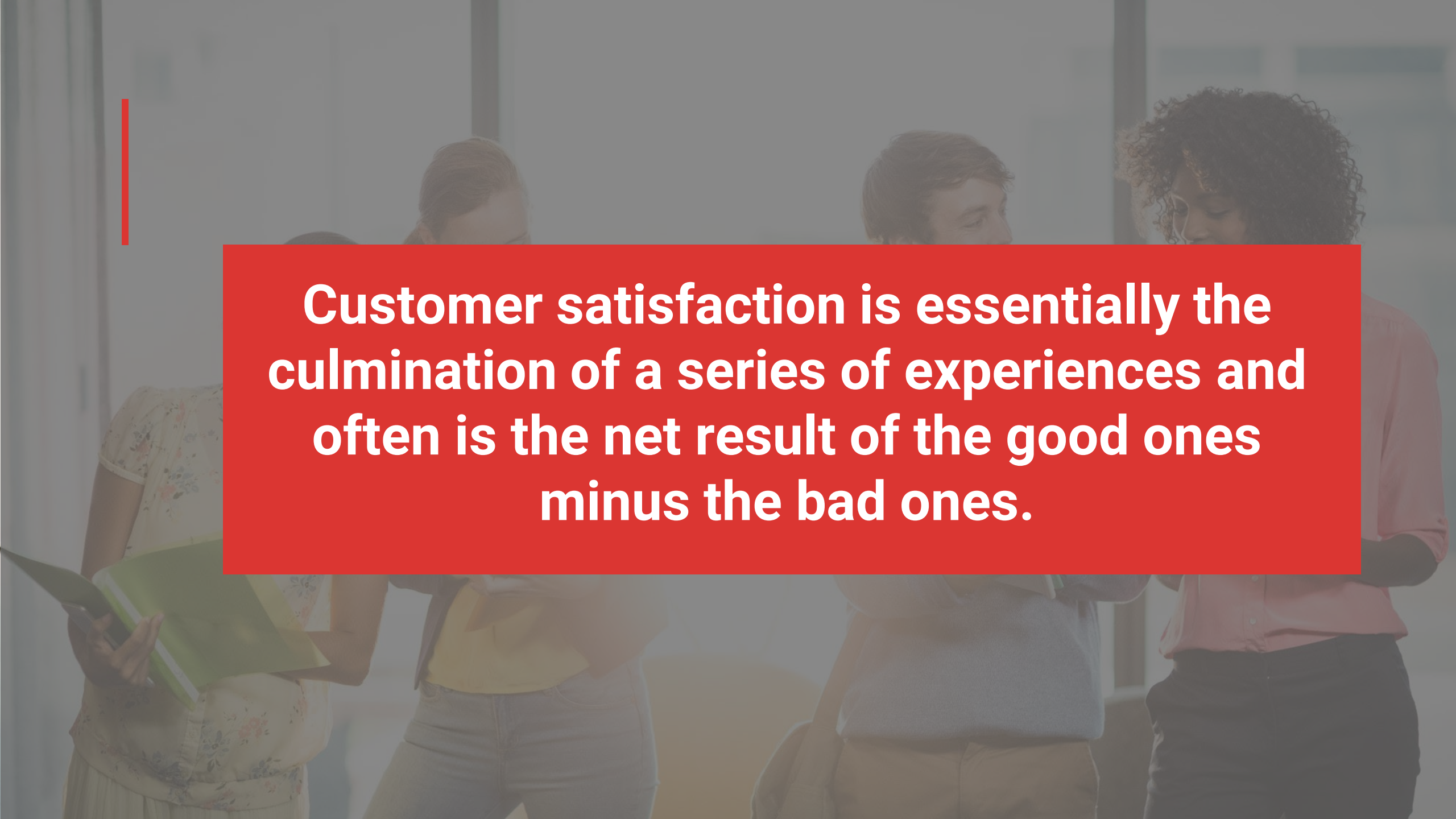
How customers FEEL about your business.

Customer Experience

Customer Service

At a specific time, place and channel. It's the help you get.



A group of four people (two women and two men) are standing in a meeting, looking at documents. A large red text box is overlaid on the center of the image. A thin red vertical line is on the left side of the image.

Customer satisfaction is essentially the culmination of a series of experiences and often is the net result of the good ones minus the bad ones.



SIX PILLARS OF CUSTOMER EXPERIENCE



EXPECTATIONS



TIME AND EFFORT



PERSONALISATION



INTEGRITY



RESOLUTION



EMPATHY

CUSTOMER JOURNEY MAPPING

Customer journey mapping is a visual representation of what your members go through from the moment they've first heard about your association to becoming loyal and engaged volunteers and ambassadors.

“Walking in your members’ shoes” is just what you’re trying to recreate when mapping your member customer journey.



OBJECTIVES

The main objectives of customer journey mapping are:



UNDERSTANDING

To better understand your members and their experiences



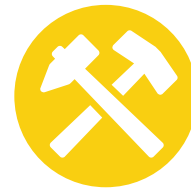
USER-CENTRICITY

Focus on a user-centred point of view rather than the association's point of view



PERSONALISATION

Allowing you to take personalisation to the next level and show your members you really know them



FIX BUGS

To identify and address issues your member may experience

MEMBER JOURNEY MAPPING PROCESS

Collect qualitative and quantitative **data** on your audience



Use the data to build your **member persona**



Identify all your **touchpoints**



Identify the different stages of the **member journey**



Test, validate & repeat



DATA COLLECTION



Digital data from your database, website & social media



Membership team



Member surveys and feedback forms

COLLECTING BEHAVIOURAL DATA

Behavioral data is data that derives from member or visitor engagement with a business. Behavioral data reveals information about a members's actions and interests. This information is collected while using your website, interacting with emails or participating in online communities.

Examples: pages visited, links clicked, average time on site, acquisition channel (such as search, email, social, paid ad, referring site) time elapsed since last visit, emails open, or call center interaction.



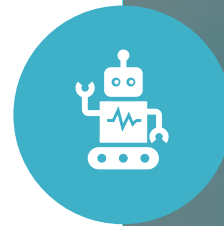
Data sources:

websites, email software, CRM systems, call centers, online communities.



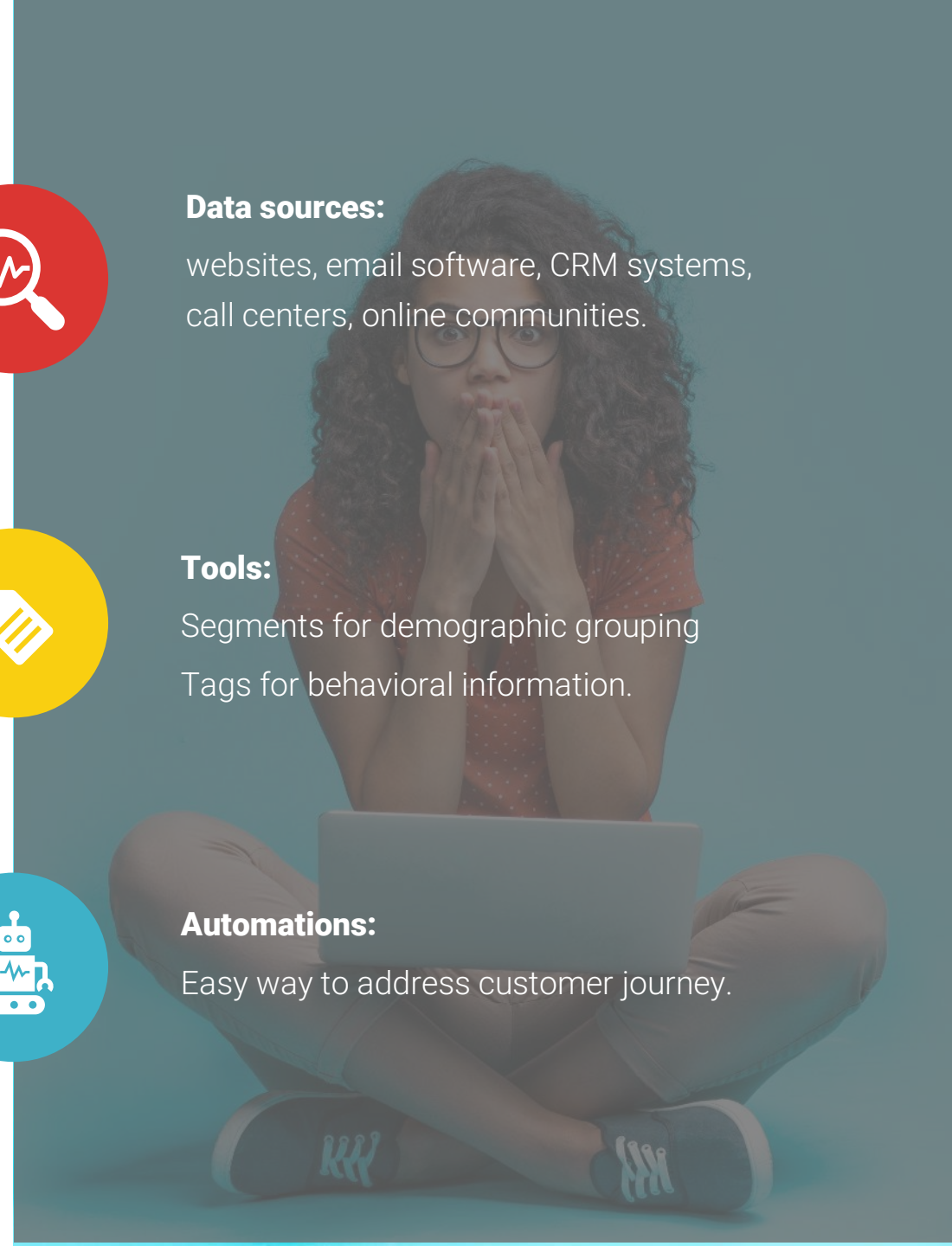
Tools:

Segments for demographic grouping
Tags for behavioral information.



Automations:

Easy way to address customer journey.



MEMBER PERSONA



Maria

DEMOGRAPHIC PROFILE

Age, location, education, stage of career, income level etc.

- 22-25 y.o.
- A graduated student taking the first steps in their career
- Going through internships or at the entry level positions

NEEDS

What matters most to your member?

- Work experience and real job skills
- Credibility
- Introduction and building first business network

PAIN POINTS

What issues does the member experience?

- Uni knowledge doesn't correspond to real employers' requirements
- Job security doesn't look certain in the future as everything seems to be getting automated

WHAT THEY THINK ABOUT YOU

What is important to understand about how this member deals with your association today?

- There is a high chance they've never heard about your association
- They might be interested in your Mentoring Programs

QUOTES

Include a few quotes from real representatives of this persona

"It's very frustrating! At first they say you need a degree, but then you need work experience to find a job. It could be a while until I can start working in my area of study."

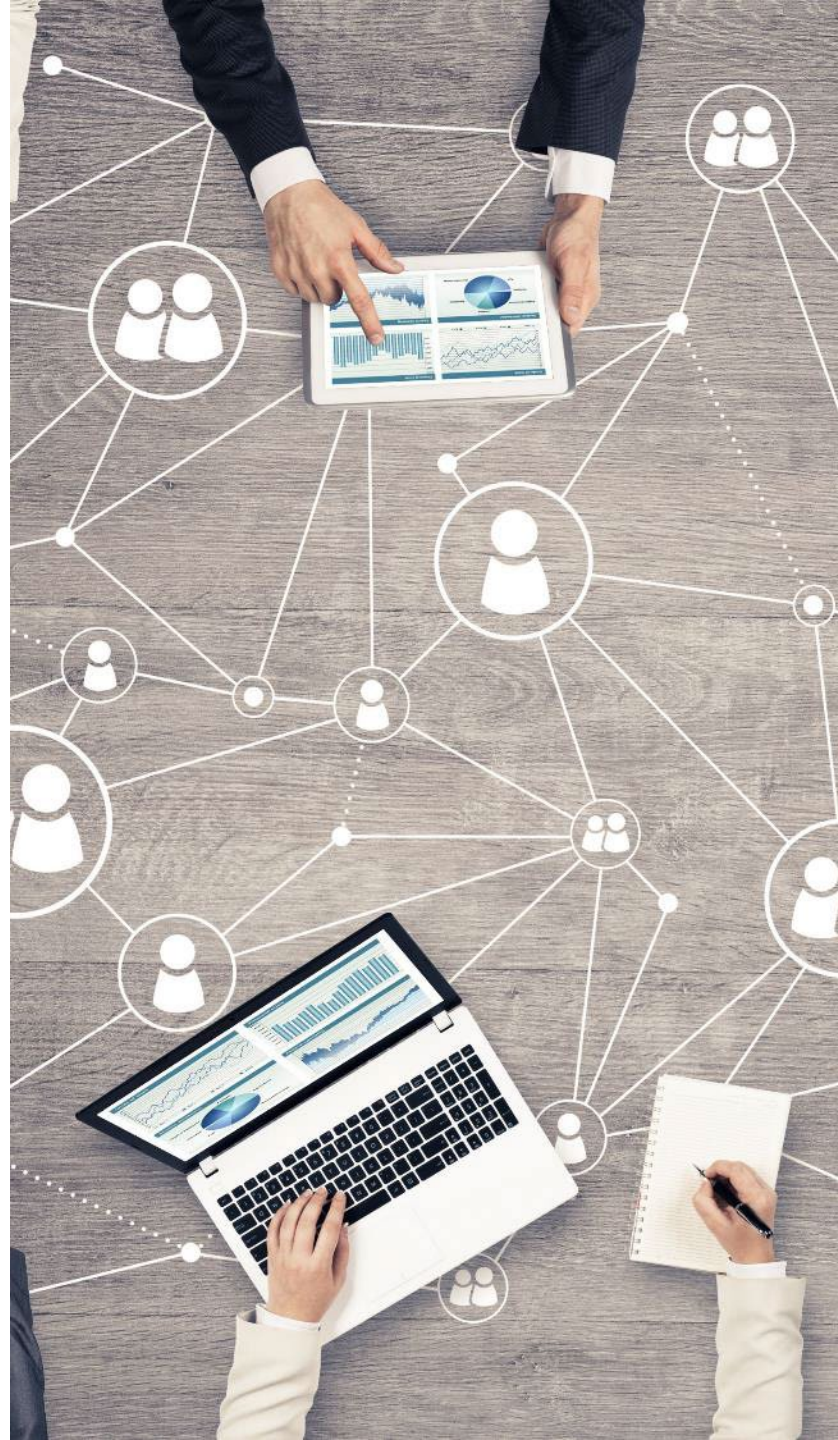
IDENTIFY ALL TOUCHPOINTS

Marketing channels (social media, print advertisement, emails, partnerships etc)

Direct interaction (website, landing pages, follow-up emails and marketing automation, call centre etc)

Customer service (purchase process, payment, cancellations, invoicing)

Indirect contacts (word of mouth, recommendations and customer reviews).



OWNED

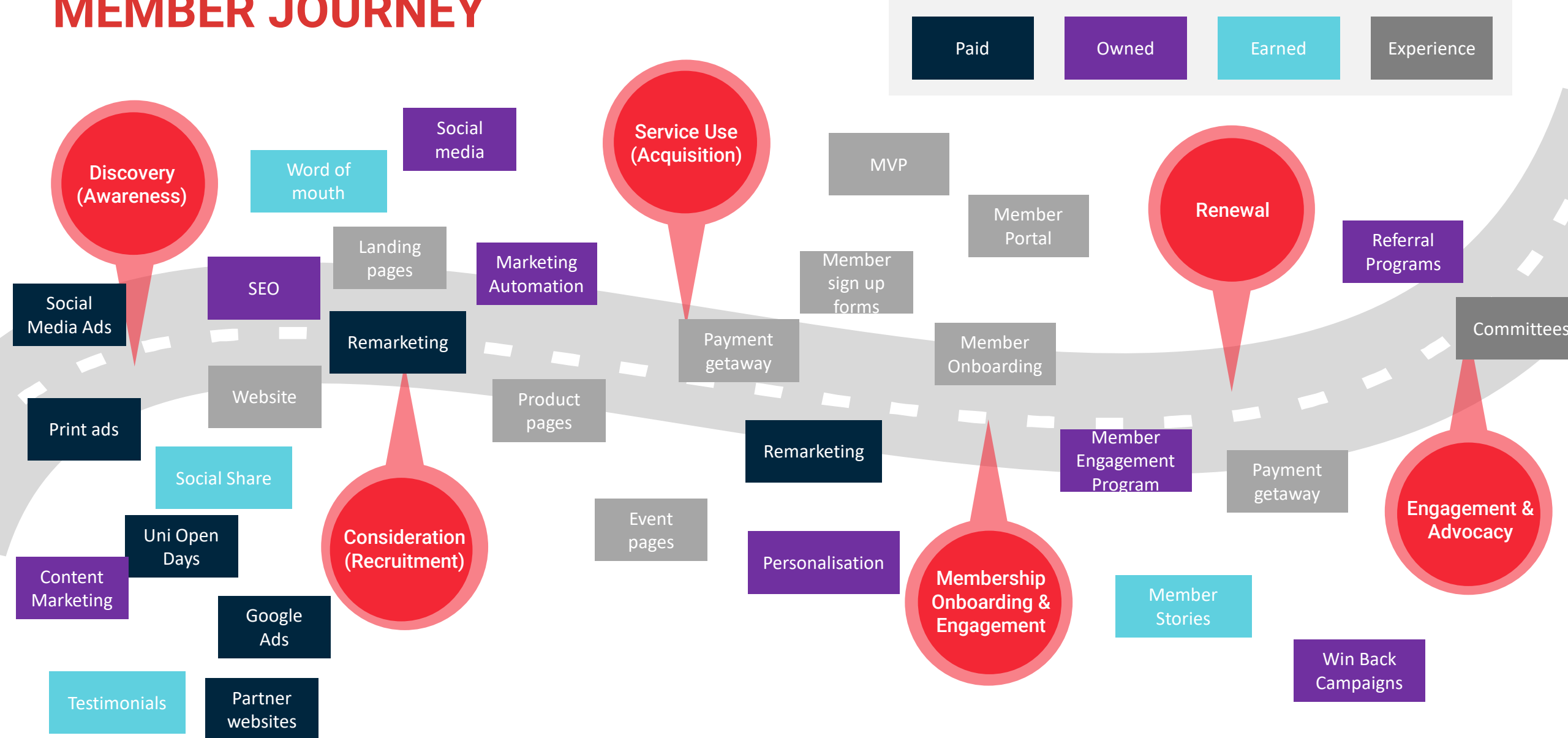


PAID



EARNED

IDENTIFY THE DIFFERENT STAGES OF THE MEMBER JOURNEY



PERSONALISATION TECHNIQUES



EVENTS



SPECIAL INTEREST
GROUP



PERSONALISED
EMAILS



SERVICE
RECOMMENDATIONS



DYNAMIC WEBSITE
CONTENT



LEAD GENERATION
CONTENT



PHONE CALL



GAMIFICATION



OMNICHANNEL
PERSONALISATION



CELEBRATIONS

BEST PRACTICES FOR PERSONALISATION

Things to consider



Balancing personalisation with privacy



Ensuring data accuracy and security



Keeping up with evolving technologies



Cross functional collaboration

BALANCING PERSONALISATION WITH PRIVACY

The variety of data

Golf clubs collect data at various touchpoints – newsletter, bookings, membership forms, surveys etc.



Build your Reputation

Give members the freedom to customise their data and cookies settings. Don't spam



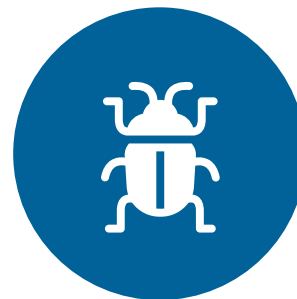
Privacy Regulations

Familiarise yourself with relevant privacy and data legislation, including General Data Protection Regulation (GDPR) guidelines.

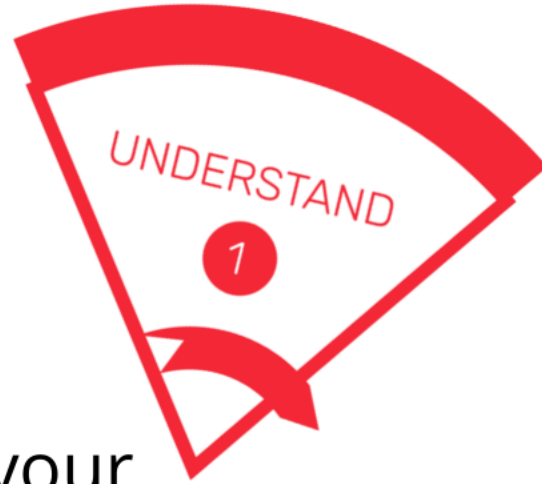


Don't be intrusive

Know your limits.







UNDERSTANDING your current membership, identifying gaps in your service delivery and analysing what works and what doesn't in your current marketing initiatives.

MARKETING TOOLS

- Membership & marketing metrics and reporting
- Market research
- Member satisfaction surveys
- SWOT analysis
- Desktop research to assess your market and competition.



NURTURING your current members, communicating your member value proposition, creating community engagement and loyalty.

MARKETING TOOLS

- Defining and communicating your member value proposition (MVP)
- Defining and communicating your member benefits and making sure members uses them
- Ongoing member engagement
- Community building



GROWING your membership by increasing your brand awareness, expanding your audience and generating leads to converting those leads into members.

MARKETING TOOLS

- Increasing brand awareness
- Traditional and digital advertisement
- PR and Influencer marketing
- Lead generation initiatives
- Leveraging the power of member stories
- Optimising your conversion rates



OPTIMISING your business processes by automating your membership to reduce repetitive manual tasks and secure ongoing engagement.

MARTECH TOOLS

- CRM
- Effective MarTech stack for your team to save time and effort through synchronised and automated campaigns
- Effectively using data to personalise your member experience



Ensuring your community is **THRIVING** by ensuring your membership structure corresponds to current market trends, and by promoting diversity and inclusivity.

AREAS TO LOOK AT:

- engaging with new target audience groups
- membership tiers
- membership diversity and inclusion

KEY METRICS TO MEASURE MARKETING SUCCESS



LEAD
GENERATION



CLICK-THROUGH
RATES (CTR)



CONVERSION



MEMBER
RETENTION



MEMBER
SATISFACTION



REVENUE

MX STRATEGY PROCESS



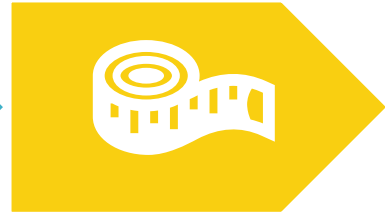
Customer

Understand your audience & create **member personas**



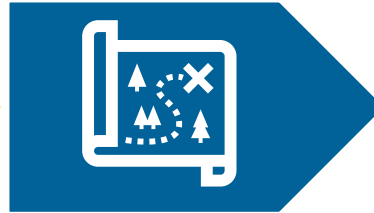
Expectations

Define what members can **expect** from you, what makes you stand out from competitors, what **benefits and experiences** you promise



Measurement

Decide on the methodology, frequency of CX **measurements** and define **metrics** set to be applied



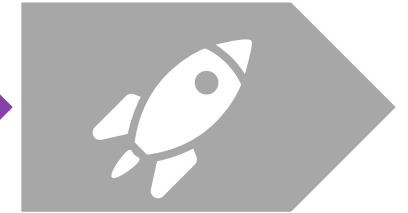
Journey

Create a clear roadmap of your **Member Journey** including touch points



Analysis

Determine the way you will analyse the **member feedback** and steps to be taken to improve your pain points



Improvement

Plan the **efficiency enhancement** aimed at CX boost via proper corrective actions

THANK YOU!

About us



MemberBoat is a digital marketing agency dedicated to helping professional associations, industry bodies and other membership organisations embrace emerging digital marketing tools, create a more commercial mindset and simplify their journey to digital transformation.

 memberboat.com.au

     @memberboat



- Check out our calendar of upcoming events at <https://membershipmarketingschool.com.au/>
- Subscribe to MemberBoat updates to receive more digital marketing tips and updated about future events: <https://memberboat.com.au/subscribe/>
- Reach out to Olena at olena@memberboat.com.au if you have any questions.