

*"Click it!"*

# Tactics and Trends in Online, Digital, & Social Media for Membership

**fivESEED**



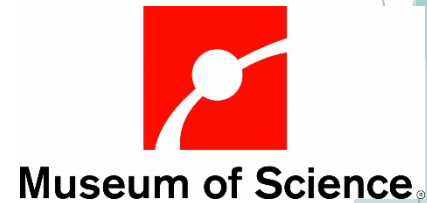
Museum of Science®



**MEMBERSHIP  
CONSULTANTS**

# Presenters

- ▶ Dana Hines, Membership Consultants
- ▶ Angela Perillo, The Field Museum
- ▶ Angela Brink, Museum of Science, Boston
- ▶ Rosie Siemer, fiveseed



# Membership Marketing Realities

- ▶ Membership is operating on a multi-tiered, multi-channelled superhighway
- ▶ There is no easy slow road to Membership's success today



# Membership Marketing Realities

- ▶ We have to include the well-worn and familiar paths

- ▶ Direct Mail (20-30%)
- ▶ On-site Sales (40-60%)



- ▶ Plus the newer, higher speed superhighway to attract additional members

- ▶ Email (5-20%)
- ▶ Social Media (2-5%)
- ▶ Digital Options (2-5%)



# Trends

## Statistics from Membership Consultants' *PULSE OF MEMBERSHIP* Surveys 2009-2014

- ▶ Surveys are sent at year end and mid-year
- ▶ Generally, 150 and 200 participants in each survey from a variety of nonprofit organizations
- ▶ Thanks for your participation in the *PULSE OF MEMBERSHIP*! You make these statistics possible!

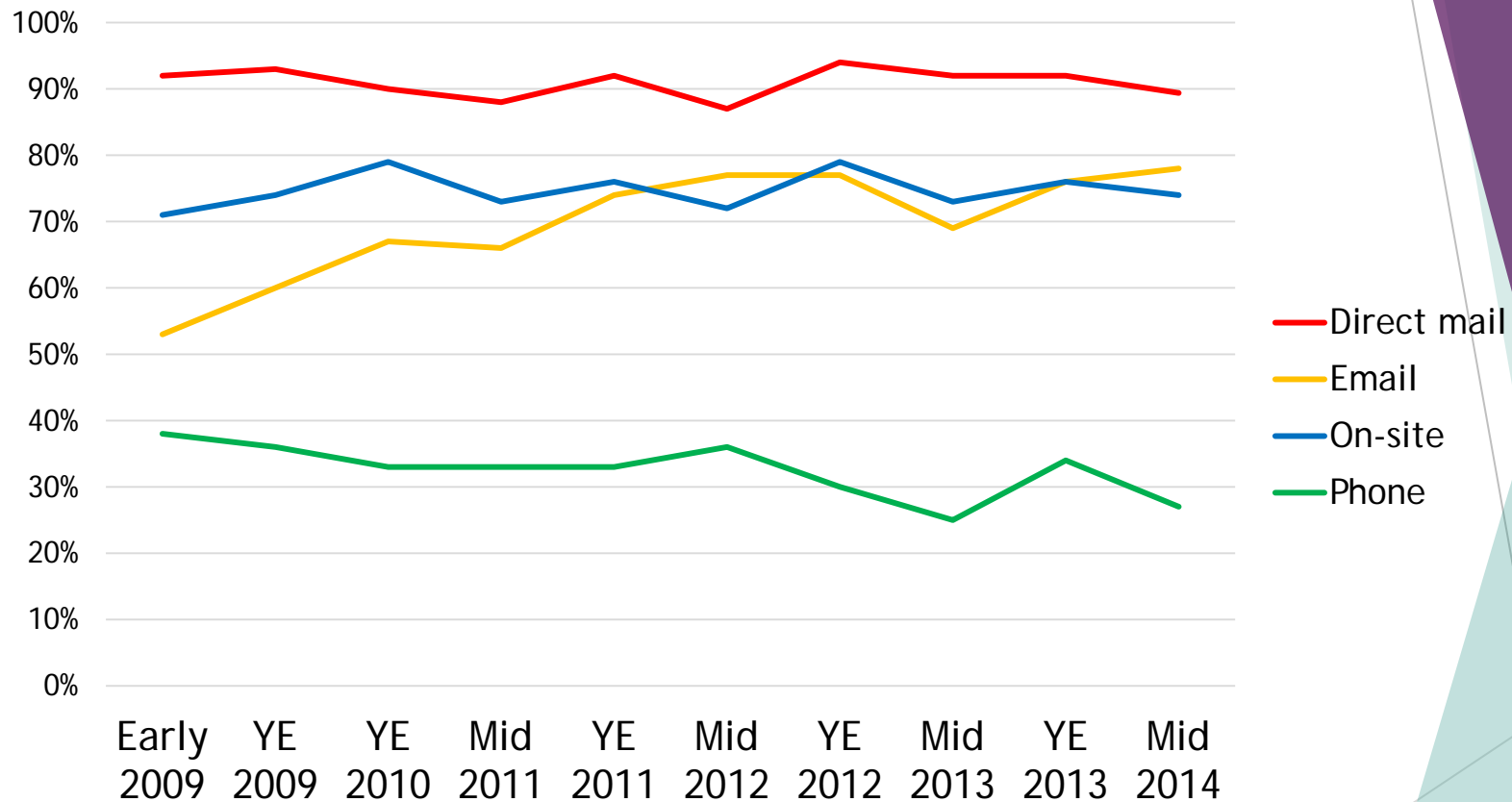
# Membership Trends

	% Utilized
Direct Mail	73%
On-Site Sales	93%
Email	61%
Social	65%
Online Ads	32%
Website	90%
Facebook/Social Media	65%
Gift	72%

# Membership Trends

	% Received
Phone	<5%
Direct Mail	31-40%
On-Site Sales	31-40%
Online	20%

# Methods Utilized to Drive Membership Renewals





# Trends

## Memberships and Online, Digital, and Social Media

- ▶ Does Membership have a voice in your organization's social media strategy? **NO - 35%**
- ▶ Does Membership have a voice in your social media content management? **NO - 35%**
- ▶ What type of role does membership have in social media content management?
  - ▶ Highly Active or Full Authority **20%**
  - ▶ Somewhat Active **39%**
  - ▶ Reactive **16%**
  - ▶ Passive, Minimal, None **25%**
- ▶ Does Membership have access to and/or do you review website/Google Analytics reports? **NO - 50%**

# Memberships and Online, Digital, and Social Media

- ▶ Does Membership have a dedicated line item in the budget for digital marketing (e.g. online advertising, social media campaigns, email marketing, etc)? **NO - 35%**
- ▶ Does your organization have a mobile marketing strategy? **NO - 78%**
- ▶ **83%** of social media is managed by another department
- ▶ **60%** report social and digital media management is an add-on to someone's existing duties (time for YOUR needs?)

# Membership Trends

- ▶ Who are the most likely people to demand online transactions?
- ▶ Make purchases/decisions in advance or while standing in line?

MEMBERS or POTENTIAL MEMBERS!

# Takeaway?

Membership needs to be at the decision making table for social and digital media at your institution!

# Siloed Departments

► IT   Marketing   Membership   Development   Finance



- Are a threat to Membership getting the services they need for their members for
  - Email
  - Easy transactions
  - Access to online stats
  - Social media
  - Advertising
  - Mobile
  - Software

# “Advertising” for Membership has always been a Challenge...

Sales are easier when Membership is positioned as a product

- ▶ Sales are easier when Membership is positioned as a product
- ▶ Successful ways of “packaging” membership is as a gift
  - ▶ For holiday gift giving
  - ▶ And other special occasions
  - ▶ An offshoot for some programs is an adopt program...  
...animals, artifacts.....or a dinosaur!



Angela Perillo  
Member Benefits Manager

Adopt | Gift Membership Campaign

# Adopt | Gift Membership





# T-Rex in a Box!

## Campaign Overview

- Its all about the packaging!
- It is very mission specific!



# Anatomy of a Gift Program

## Campaign Overview

- A “Cute and Fun” idea
- Something that people (Kids!) love
- A receptive audience (42,000 members)
- A multi-level marketing with membership “products”



# Anatomy of an Adopt Campaign Launch

## Campaign Overview

- Launched in February 2012 via dedicated emails and enews
- Via on-site sales at popular Members' Nights (average 8,000 attendees)
- Primarily on-site sales during summer months
- June promo to Grads and Dads
- Busy summer sales on-site
- Huge spike in holiday sales – October postcard mailer
- “Buy now, free shipping” offer – November to mail list was a shared list from the cultural co-op, a list and idea sharing community out of Chicago

# Holiday Campaign 2012

- Free-Shipping Offer and Discount for Adopt/Gift
- List share was not used for Adopt/Gift promotions in the past; new products and new segment



# Anatomy of an Adopt Campaign – Year 2

## Campaign Overview


- 2013 – sales are more challenging with a mature product
- Focus shifted to being a primary staple in email efforts
- Featured at Museum sleepover events – “Dozin with the Dinos”
- 2013 summer months were slower but steady with on-site and constant mentions in email



# Adopt a T.rex Showcase

Adopt Showcase program launched in late summer 2013

flickr Sign Up Explore Upload  Sign In

 **Adopt a T.rex Showcase**  
The Field Museum  
Going somewhere this summer? Take your T.rex with you and show us where you go! Whether you... See more

69 Photos 698 Views

View all albums Photos



# 2013 Holidays

## Campaign Overview

- Introduced Dino Delivery Brachiosaurus
- Holiday mail and email promotions – to members and lapsed audiences



## Campaign Overview

- Same efforts as the past two years
- Sales have declined over our past initial two years
- Adopt Showcase was reintroduced in August 2014; cancelled due to resource limitations
- Sales spike during Members' Nights but not as high of a return with the Dozin with the Dinos
- Holiday campaign for 2014 is targeting lapsed member database and current members and Adopt supporters
- Free shipping offer will only be given with online promotions and mail piece will not include discounts
- Exploring expanded email campaign



# Holiday Card 2014



# Holiday Card 2014

## Give the gift of discovery—a membership to The Field Museum—and save up to \$20!

Your friend or family member receives one full year of memorable experiences and these benefits:

- Free admission and free tickets to our 2014-2015 special exhibitions
- Invitation to Members' Nights on May 14 and 15
- Discounts in the Museum's stores and restaurants and on education programs
- One-year subscription to *In the Field* member magazine
- And more!

Go to [fieldmuseum.org/membroffer](http://fieldmuseum.org/membroffer) or call 312-665-7700.

The Field  
Museum

1400 S Lake Shore Dr  
Chicago IL 60605



## Adopt a *T.rex* or Brachiosaurus!

With your tax deductible gift you receive:

- ✎ A carrier crate for your very own Dino plush
- ✎ A fact sheet about your Dino
- ✎ Your certificate of adoption
- ✎ An official species tag
- ✎ A sticker
- ✎ Plus, you will also be invited to the most exclusive, engaging evening at The Field Museum—Members' Nights on May 14 and 15! Explore our vast collections, interact with curators and witness behind-the-scenes work that defines the Field Museum as one of the world's great scientific and cultural institutions.

You can Adopt a *T.rex* or Brachiosaurus for only \$39 plus shipping and handling. Visit [fieldmuseum.org/support/adopt-dino](http://fieldmuseum.org/support/adopt-dino), call us at 312-665-7700, or purchase during your next visit.

Please allow seven business days for delivery.

# Sales

## Adopt A Dino Sales as of October 7, 2014

Total	2012	2013	2014
January		41	27
February	146	96	48
March	183	120	124
April	185	106	39
May	75	32	53
June	111	48	13
July	98	33	22
August	60	27	9
September	30	13	14
October	27	29	1
November	222	130	0
December	142	135	0
<b>Total</b>	<b>1279</b>	<b>810</b>	<b>350</b>

# 2013 Gift/Adopt Holiday E-blast

To promote gift memberships and Adopts for the Holiday

Eblast #1	
Number Sent	78,730
Open Rate	18.36%
Click Rate	0.46%
Action Rate	0.03%

Eblast #2	
Number Sent	78,270
Open Rate	14.35%
Click Rate	0.29%
Action Rate	0.02%

# Most Interesting Findings & Lessons Learned

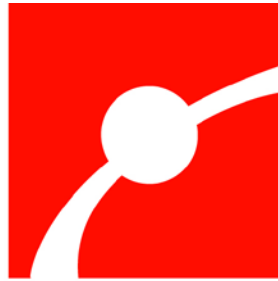


# Most Interesting Findings

- Be flexible. If one form of marketing isn't working, don't continue to do it because "that's what we do".
- Program created avenues of additional revenue and retention at a beneficial price point to the member
- Packaging tied with Members' Nights as a benefit create value







**Museum of Science®**

Angela Brink  
Member Relations Officer

Gift Membership  
&  
Summer Acquisition Campaigns

# Gift Membership





# Holiday Gift Membership

## Campaign Goals

- Establish a baseline for using digital marketing for membership
- Acquire new givers from untapped sources - social media and online
- Test a set of messaging and offers
- Build on the successes of an already mature gift membership program



# Challenges

- E-coupons only
- Abuse of codes for non-gift purchases
- Leveraging in house resources
- No direct access to social media for implementation
- Late start for planning



# Creative

**Give Them  
a Year of  
Memories**

Buy one  
and get  
**20% off**  
additional gifts

[Shop](#)



Museum of Science.

**The Best Gift You'll Ever Give**



Buy one and get  
**20% off**  
additional gifts



**'Tis the Season  
for Savings**



**'Tis the  
Season  
For Savings**

**Give Them a  
Year of Memories**



Museum of Science.

**Gift Giving Just Got Easier**  
\$25 off a gift membership

[Shop](#)



Museum of Science.




**Cyber Monday Sale!**  
**20% OFF** all gift memberships



Museum of Science.





**Gift Giving  
Just Got Easier**



**Give  
Them a  
Year of  
Memories**

[Shop](#)



Museum of Science.



# Components

## Blogger Giveaway



## Tent Card



## Omni Promo



## On-Site, Online, and Phone Sales

## Postcard

**Give Them a Year of Memories**  
with a Museum Membership!



## On-Site Poster



## Retargeting

**'Tis the Season For Savings**

Buy one and get 20% off additional gifts

[Shop](#)

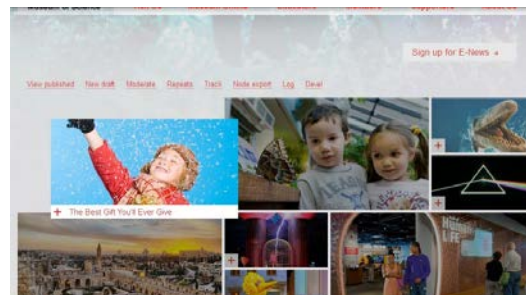


## Facebook Ads



## CONTENT STORIES

## Website



## Email



## Marquee



## Box Office



## Online Ads



**Give Them a Year of Memories**

[Shop](#)





# Messaging: What's More Compelling?

**Experience**

**Experience**

**Convenience**



# Offers: What's More Compelling?

30

The Best Gift You'll Ever Give



Museum of Science.



\$25 off  
a gift membership

0

Not Gift

Gift

off  
off

The Best Gift You'll Ever Give

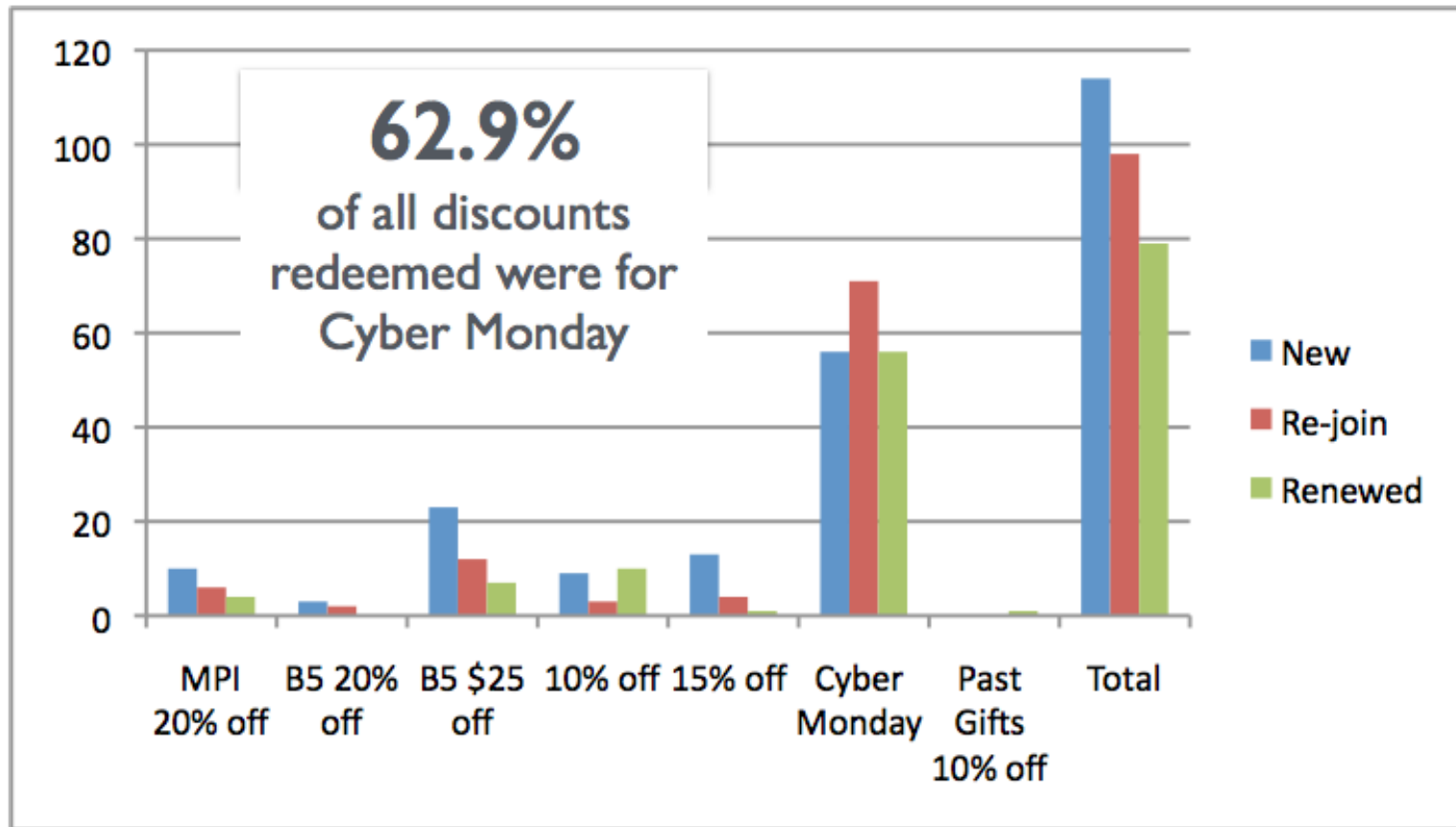


Museum of Science.



20% off  
a gift membership

# Offers: The Cyber Monday Boost



**30.6%**

of Cyber Monday  
discounts were New

**38.8%**

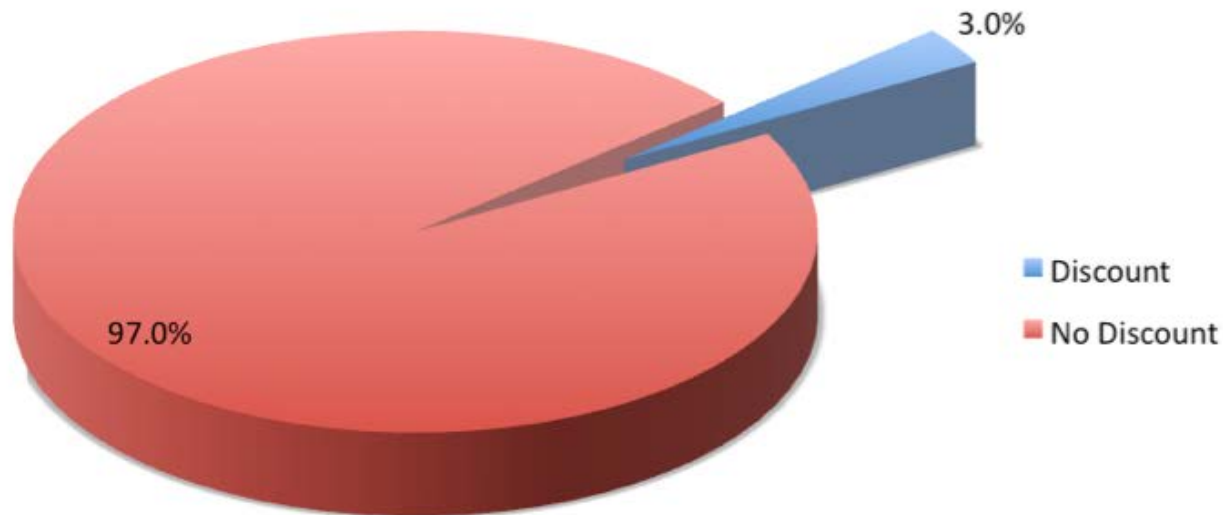
of Cyber Monday  
discounts were Re-join

**30.6%**

of Cyber Monday  
discounts were Renew

# Offers

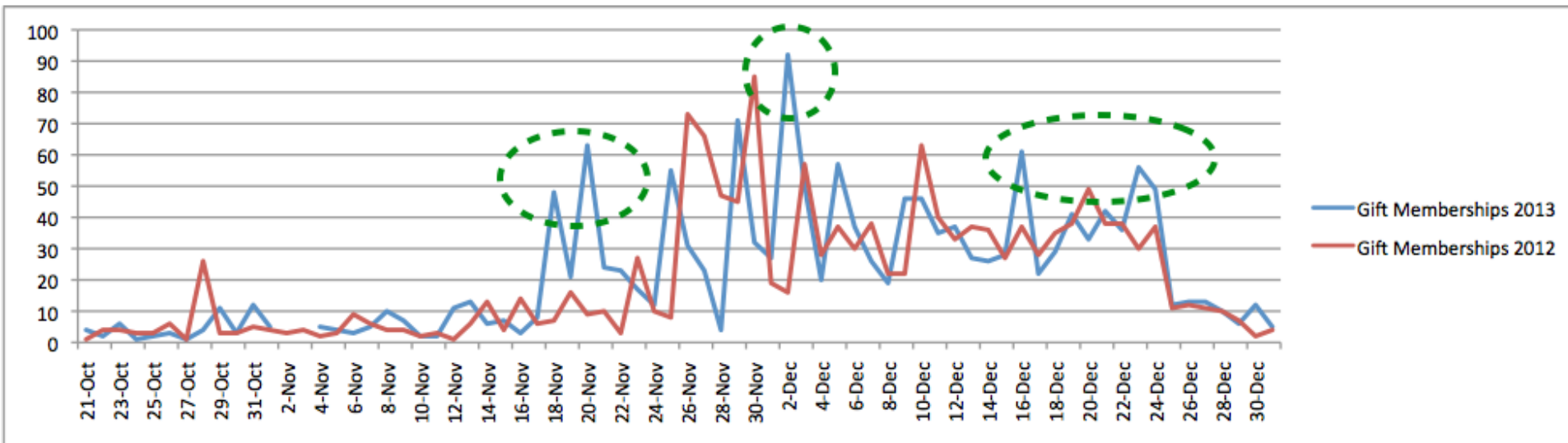
**Of the total gift memberships sold during the campaign period, discounts represented a very small percentage overall.**



For period between October 21-December 31, 2013



# Gift Membership Sales



**9.1% ↑**  
in total gift  
membership sales

**16.6% ↑**  
in new gift  
membership sales

**19.8% ↑**  
in gift memberships  
sold online in 2013

# Successes

## Campaign Results

- Established a strong baseline for digital
- Demonstrated a capacity for growth and a clear opportunity to reach new audience pools for acquisition
- Identified a compelling message and offer
- Successfully leveraged Facebook fans for membership
- Generated sales in previously slow periods
- Increased overall gift membership revenue and saw positive return on investment



# Mother's Day | Father's Day Gift Membership Creative



Museum of Science.

Give the  
Gift of  
Geek Chic



**\$10 Off**  
A Gift Membership  
for Mom



Don't Settle For Just  
Any Mother's Day Card

**\$10 Off**  
A Gift Membership  
for Mom



Museum of Science.



Happy Mother's Day



Museum of Science.

The Coolest  
Dads Are  
Card-Carrying  
Members



**\$10 Off**  
A Gift Membership  
for Dad

Say "I Love You" With Science

Museum of Science.



**\$10 Off** A Gift Membership for Dad

Helping You  
Solve Another  
"Dad's Day"  
Dilemma

**\$10 Off**  
A Gift Membership  
for Dad



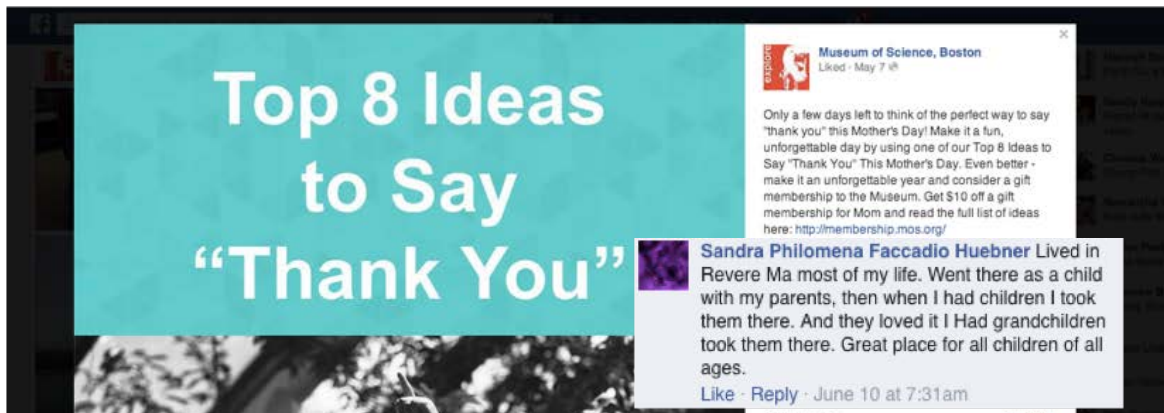
Museum of Science.



# Facebook

Promoted posts leveraging Mother's Day related content extended the reach of the campaign.

Post Engagement = 1,271      Reach = 25,001



**Top 8 Ideas to Say "Thank You"**

**Museum of Science, Boston**  
Liked · May 7 9h

Only a few days left to think of the perfect way to say "thank you" this Mother's Day! Make it a fun, unforgettable day by using one of our Top 8 Ideas to Say "Thank You" This Mother's Day. Even better - make it an unforgettable year and consider a gift membership to the Museum. Get \$10 off a gift membership for Mom and read the full list of ideas here: <http://membership.mos.org/>

**Sandra Philomena Faccadio Huebner** Lived in Revere Ma most of my life. Went there as a child with my parents, then when I had children I took them there. And they loved it I Had grandchildren took them there. Great place for all children of all ages.  
Like · Reply · June 10 at 7:31am

Post Engagement = 348      Reach = 20,056



**Museum of Science, Boston**  
Liked · June 9 9h

Father's Day is fast approaching! How will you celebrate your dad not only this Sunday, but all year long? Consider a year-long Museum membership. If you shop now, you'll save \$10 on your purchase of the gift membership. [http://membership.mos.org/d2\\_giveandget10\\_facebook/](http://membership.mos.org/d2_giveandget10_facebook/)

Like · Comment · Share  
270 people like this.      Top Comments ·

4 shares

**Sandra Philomena Faccadio Huebner** Lived in Revere Ma most of my life. Went there as a child with my parents, then when I had children I took them there. And they loved it I Had grandchildren took them there. Great place for all children of all ages.  
Like · Reply · June 10 at 7:31am

**Harry John Bickford** Lived in Boston with my mothers parents on Boyleston St. 🙄  
Like · Reply · June 9 at 10:24pm

**Lenny Greene** Celebrating Dad at Disc Jam ❤️  
Like · Reply · June 9 at 6:01pm

**David Harper** Perfect.  
Like · Reply · June 9 at 5:39pm

**Annie Campos Brooks** Great place to visit.....  
Like · Reply · June 9 at 5:00pm

**Faez Assad Akram WALDMire**...  
Like · Reply · June 9 at 5:00pm

Write a comment...

# Email

Use the coupon code **Mom\$10E** at checkout to receive \$10 off your gift membership purchase!

**Buy Now**



Museum of Science.

Happy Mother's Day



© Michael Malyszko

## Top 8 Ideas to Say "Thank You" This Mother's Day

Mom deserves something special this year. Here are the *Top 8 Ideas To Say "Thank You"* and create moments that she will remember all year.

Content stories were used to encourage click-through via email.

### Father's Day Mad Lib

Copy and paste the coupon code **Dad\$10E** and use at checkout to receive \$10 off your gift membership!

**Buy Now**



Museum of Science.

Father's Day mad lib word puzzle

### Fizzy, Fun Father's Day!

#### Father's Day mad lib word puzzle

##### Word Key:

Fill in the blanks below and then place each word in its corresponding blank within the story below!

1. adjective : \_\_\_\_\_
2. noun : \_\_\_\_\_
3. noun : \_\_\_\_\_
4. adjective : \_\_\_\_\_
5. noun – a taste : \_\_\_\_\_
6. verb ending in –ed : \_\_\_\_\_
7. verb ending in –ed : \_\_\_\_\_
8. noun : \_\_\_\_\_
9. noun : \_\_\_\_\_
10. verb ending in –ing : \_\_\_\_\_
11. adjective : \_\_\_\_\_
12. number : \_\_\_\_\_

1

### Picnic Lunch

Set aside some time from everyone's busy schedules, and head out to the park for a "Fizzy, Fun Father's Day" - mad lib word puzzle



One Father's Day, before our big family trip to the Museum of Science, Boston, we all came up with a [ ] plan to cook Dad a breakfast at home that he would never forget! The menu [ ] 1. adjective included waffles with [ ] and [ ] — Dad's favorites. Despite our [ ] 2. noun 3. noun [ ] 4. adjective intentions, breakfast was a bust. Things went [ ] 5. noun – a taste, when juice from my lemon [ ] on my dog! He was so stunned he [ ] 6. verb ending in –ed 7. verb ending in –ed on the [ ] 8. noun and knocked over the [ ] 9. noun - which sent breakfast [ ] 10. verb ending in –ing. Lemons fell into the milk, raisins plunged into the sparkling lemonade, and the baking soda collided with the vinegar in one [ ] 11. adjective mess. Within [ ] 12. number minutes, things started fizzing, foaming, bubbling and burning! The kitchen looked like a science lab experiment gone bad! The sight of curdled milk, dancing raisins, and foaming food caused us to

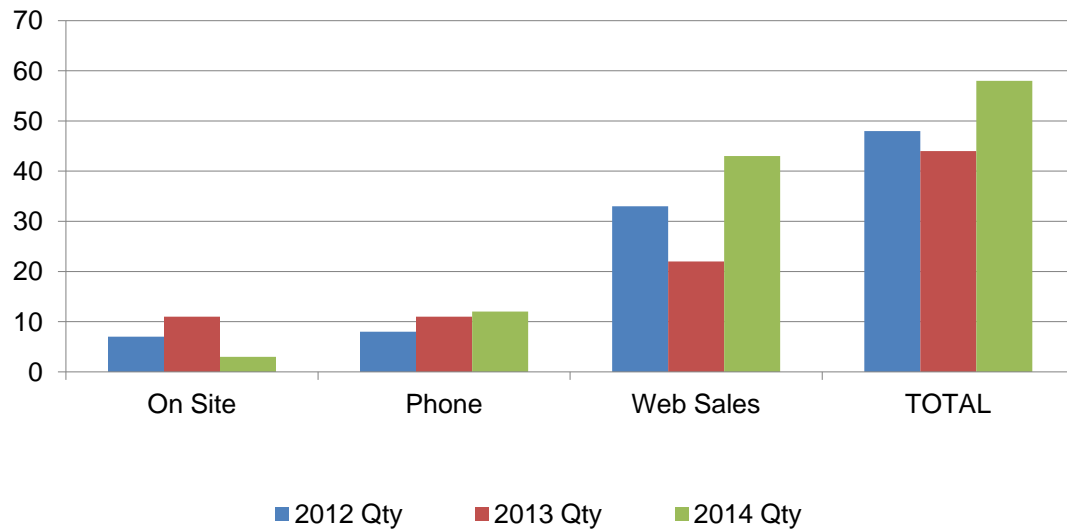
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### Flower-Frenzy

Grab the family and purchase colorful fake flowers. Before Mom wakes up on Mother's Day, stick the fake flowers throughout her yard or display them in front of her entry door. When she walks out of her home she will see the "flower-frenzy" that will no doubt

# Gift Membership Sales

**Gift Membership Sales (QTY) 2012-2014**



For period between April 17-June 15

- +56% increase in online sales (QTY) for 2014 over 2013; +40% increase over 2012
- +63% increase in online sales (Dollars) for 2014 over 2013; +35% increase over 2012



**Museum of Science®**

# Campaign Results

## Successes

- Generated increased exposure to a new nation-wide audience
- Increased overall gift membership sales by 19%
- Increased online gift memberships sales over previous year by 56%
- Prompted general membership sales
- Established a strong baseline for future gift membership campaigns
- Positive ROI



# Summer Membership Acquisition



Avoid  
Summer  
Squishy  
Brain

Buy a Membership, Get 2 **EXTRA** Omni Passes  **Museum of Science.**



# Summer Acquisition

## Campaign Goals

- Boost sales for year end
- Leverage *Panda: The Journey Home* IMAX<sup>®</sup> film, and Grossology: The (Impolite) Science of the Human Body and 2theXtreme: MathAlive exhibits
- Create an emotionally connecting, exciting, and engaging “themed” campaign
- Emphasize experiential messaging
- Promote limited time offers




# Creative

Avoid  
Summer  
Squishy  
Brain

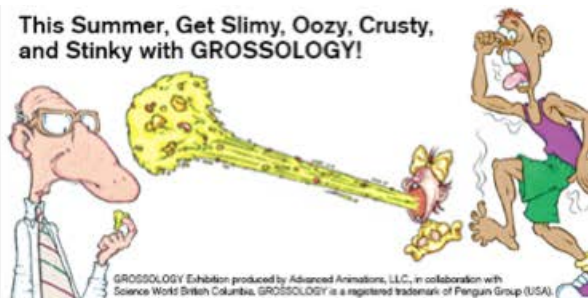


Buy a Membership, Get 2 **EXTRA** Omni Passes  **Museum of Science.**

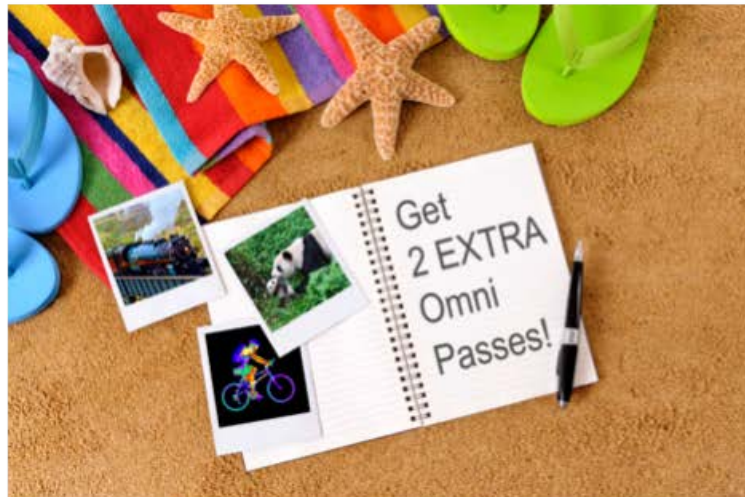
Buy a Membership,  
Get 2 **EXTRA**  
Omni Passes



**This Summer, Get Slimy, Oozy, Crusty,  
and Stinky with GROSSOLOGY!**



GROSSOLOGY Exhibition produced by Advanced Animations, LLC, in collaboration with Science World British Columbia. GROSSOLOGY is a registered trademark of Penguin Group (USA).



Get  
2 **EXTRA**  
Omni  
Passes!



**Beat the Heat  
with Science  
This Summer**



Buy a Membership,  
Get 2 **EXTRA**  
Omni Passes



**Museum of Science.**

**This Summer,  
Get Slimy,  
Oozy, Crusty,  
and Stinky with  
GROSSOLOGY!**



GROSSOLOGY Exhibition produced by Advanced Animations, LLC, in collaboration with Science World British Columbia. GROSSOLOGY is a registered trademark of Penguin Group (USA).

Buy a Membership,  
Get 2 **EXTRA**  
Omni Passes



**Museum of Science.**

# Components

## Added Digital Channels

- Expanded email campaign
- Facebook Retargeting
- Boston Parents Paper



# Content Stories

Copy and paste the solicitation code **MP1E14** and use at checkout to receive 2 EXTRA Omni

[Buy Now](#)



Museum of Science.



## Sizzle, Fizzle, Fun Summer Experiment Guide

Get ready for some sizzling, fizzling, fun science experiments! (Remember that we always recommend adult supervision for at home experiments.) After performing these experiments at home, come visit us at the Museum of Science for more in-depth learning!

[Get your membership today and visit us throughout the summer!](#)

Plus you'll receive 2 EXTRA Omni passes with your membership when you join by July 6.

### Experiment **#1**

Summer **Sizzling** With a Solar Oven



# Expanded Email

- 35k new prospects who matched our member profile
- 21.63% Click to Open Rate

Deployment Date	Delivered	Opens	% Opens	Clicks	% Clicks	Clicks-to-Opens
6/27/14	35,000	3,486	9.96%	754	2.15%	21.63%



REPORT & MEASURE CLICKS BY SPECIFIC LINK		
Main Logo Image – Link to Main Page		217
Button and Text Hyperlink – Link to Fee Omni Page		118
Button and Text Hyperlinks – Link to Summer of Science Pages		263
Button – Link to Pandas Page		62
Learn More Button – Link to Free Omni Page		14
Membership Button – Link to Summer Join Now Online Page		15
Social Icon – Link to Facebook Page		65
<b>TOTAL</b>		<b>754</b>

**VERTICAL:** Arts and Entertainment

**OBJECTIVE:** Membership Acquisition

**TARGETING:** Age of Children under 15 within Suffolk, Norfolk, and Middlesex Counties

**SUBJECT:** Receive 2 Extra Omni Passes with Your New Membership



# Boston Parents Paper

- Facebook promoted posts
- Blog
- Eblasts
- Advertising



**Boston Parents Paper** shared a link.

June 21

Avoid Summer Squishy Brain at the Museum of Science! Learn about the slimy, oozy, crusty, and stinky side to the human at the temporary exhibit GROSSOLOGY: The (Impolite) Science of the Human Body. Check out our Burp Machine, Nigel Nose-It-All, and Urine: The Game. Become a Member by June 30 and Receive 2 EXTRA Omni Passes!

[http://membership.mos.org/free\\_omni\\_online](http://membership.mos.org/free_omni_online)



[membership.mos.org](http://membership.mos.org)

[membership.mos.org](http://membership.mos.org)

School's out and the kids are home. Do more this summer at the Museum of Science! Get moving with the kids by playing, learning, and exploring with some of our temporary exhibits like 2theXtreme: MathAlive!

Unlike · Comment · Share

1 Share

You and 54 others like this.

Top Comments ▾



Write a comment...



**Boston Parents Paper** It is awesome!

Like · Reply · June 22 at 3:14pm



**Mary B Tobin** Nice

Like · Reply · 1 · June 22 at 4:45pm



**Jean Healey Silverio** The grossology room was Livie's favorite when we went to the Museum of SCIENCE on her field trip

Like · Reply · 1 · June 22 at 2:11pm

Write a comment...

# “Blitz” Promo: 2-2-2 Offer



Discover More with the  
**Summer of Science: 2-2-2 Offer!**

**THIS WEEK ONLY**

- 2 EXTRA  
Omni Passes
- 2 EXTRA  
Planetarium Tickets
- 2 EXTRA  
FREE Months



Museum of Science.



Keep Minds Motivated with the  
**Summer of Science: 2-2-2 Offer!**

**THIS WEEK ONLY**

- 2 EXTRA  
Omni Passes
- 2 EXTRA  
Planetarium Tickets
- 2 EXTRA  
FREE Months



Museum of Science.

**THIS WEEK ONLY, Celebrate with the Summer of Science: 2-2-2 Offer!**



**2 EXTRA  
Omni Passes**

**2 EXTRA  
Planetarium Tickets**

**2 EXTRA  
FREE Months**



Museum of Science.

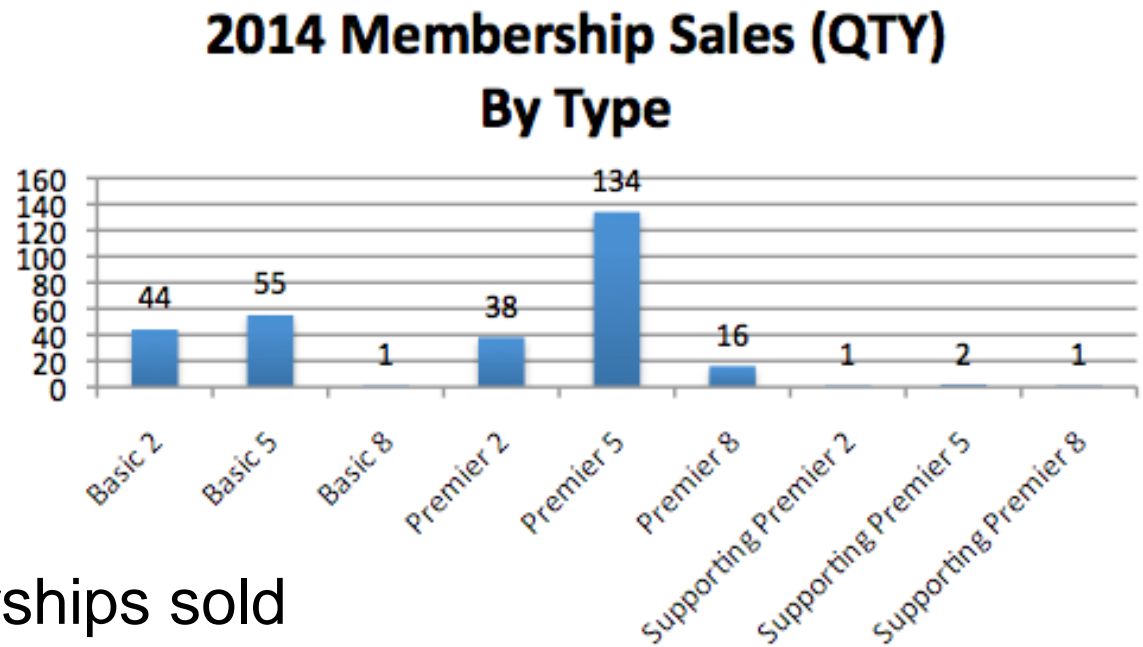
# Website Traffic

## Top Referral Sources: May 1, - July 15, 2014

Source	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	Sales (Goal 1 Conversion Rate)	Sales (Goal 1 Completions)
	56,658	73.06%	41393	53.00%	2.75	132.01	0.76%	428
membership.mos.org	1,136	45.07%	512	29.31%	7.34	379.96	19.72%	224
mos.org	1,158	11.31%	131	57.69%	3.19	179.18	2.94%	34
legacy.mos.org	4,639	79.76%	3700	54.80%	2.45	106.57	0.58%	27
store.mos.org	1,084	41.79%	453	37.18%	2.92	184.34	1.01%	11
web.mail.comcast.net	250	61.20%	153	44.40%	3.62	150.73	3.60%	9
museumofscience.org	208	62.98%	131	47.12%	3.98	140.60	4.33%	9
facebook.com	830	51.69%	429	57.35%	2.50	114.24	0.96%	8
eventkeeper.com	4,416	71.40%	3153	56.00%	2.80	121.83	0.16%	7



# Membership Sales



- Total of 292 memberships sold
- Premier 5 was most popular level (134)
- Prompted 222 re-joins
- 59 new members
- Blitz promotion drove 152 sales



# Most Interesting Findings & Lessons Learned



# Most Interesting Findings

- Grandparents participation
- “Experience” messaging wins
- How significant the impact was on year end efforts
- The power of Facebook advertising for membership



# Lessons Learned

- Allow more lead time and budget for creative development to prevent campaign from getting stale
- Optimize website remarketing for segments
- Increase budget to allow for additional display and remarketing opportunities (e.g. direct placement)
- Implement direct to purchase links with pre-populated codes for improved tracking





Rosie Siemer  
Founder & CEO

Trends in Digital  
Membership Marketing

# What's Next?


## Trend #1

- Social media will become a critical customer service channel



# Social Media = Member Services

- 18 to 29-years-old are more likely to use a brand's social media site for customer service interactions (43%) ~ J.D. Power and Associates
- The number of questions asked on brand pages on Facebook has increased by 85% over the last year. ~ *Social Bakers*
- 57% expect the same response time at night and on weekends as during normal business hours ~ *Edison Research*



1 in 3 social media users prefer social media over phone for customer service

53% of Twitter users expect a response within 1 hour

32% of social users expect a response within 30 minutes

# What's Next?

## Trend #2

- Digital advertising will become infinitely more sophisticated (Think: seamless)





# Retargeting

A cookie-based technology that uses simple a Javascript code to “follow” an individual around the Web.



# Retargeting



## **Website Retargeting:**

- (1) Existing members/donors you want to bring back to your site to add value or reach with targeted offers
- (1) Potential members/donors who visit your site, but leave without converting

## **Other Types of Retargeting**

- CRM
- Facebook
- Search
- Browsing History
- Email
- Intercept

# Facebook is King



- Organic reach has been greatly diminished
- Newsfeed has become the primary area of engagement for users
- Tailor ads to specific audience segments from your existing CRM data
- Creative rotation strategies are becoming increasingly important
- Target friends of current members – *Birds of a Feather*
- Retargeting
- Use engagement strategies to create a path to membership

# Look Alike Audiences



A predictive targeting tactic that allows us to reach prospects who haven't visited your site or searched for your keywords, but who are nevertheless ideal targets for your mission.

# What's Next?

## Trend #3

- Mobile ~~will~~ is no longer an “emerging” technology



# Mobile



- Will become a critical channel for membership in the next 3-5 years
- 30% of all web traffic comes from smartphones and tablets
- Millennials live, learn, and shop via smartphone
- 2x higher click through
- Google will be prioritizing mobile optimized sites
- 90% “multi-screen”
- 80% impulse buy on mobile devices



# Mobile For Membership



- Apps

Educate and inform, engage, capture prospective member info, members only access

- Location based marketing & geofencing

- SMS

Text-to-give, renewals, targeted offers, surveys, show some member love

# Why We Abandon



## Top 4 Reasons for Cart Abandon

- User experience at checkout
- Technical issues
- Emotions
- The Almighty Dollar

*Don't create obstacles! Help them make the right choice!*

# What's Next?

## Trend #4

- Millennials will demand a focus on engagement, real-time communication, and instant gratification



# Millennials...

## ...or the future of your membership program

- Crave community
- High tech-High touch
- Instant gratification
- Expect real-time communication
- 72% want to spend money on an experience
- Support issues, not organizations
- Want VIP treatment and recognition
- Things they like: Discounts, contests, games, celebrity endorsements, relatable characters, visual content



# What's Next?

## Trend #5

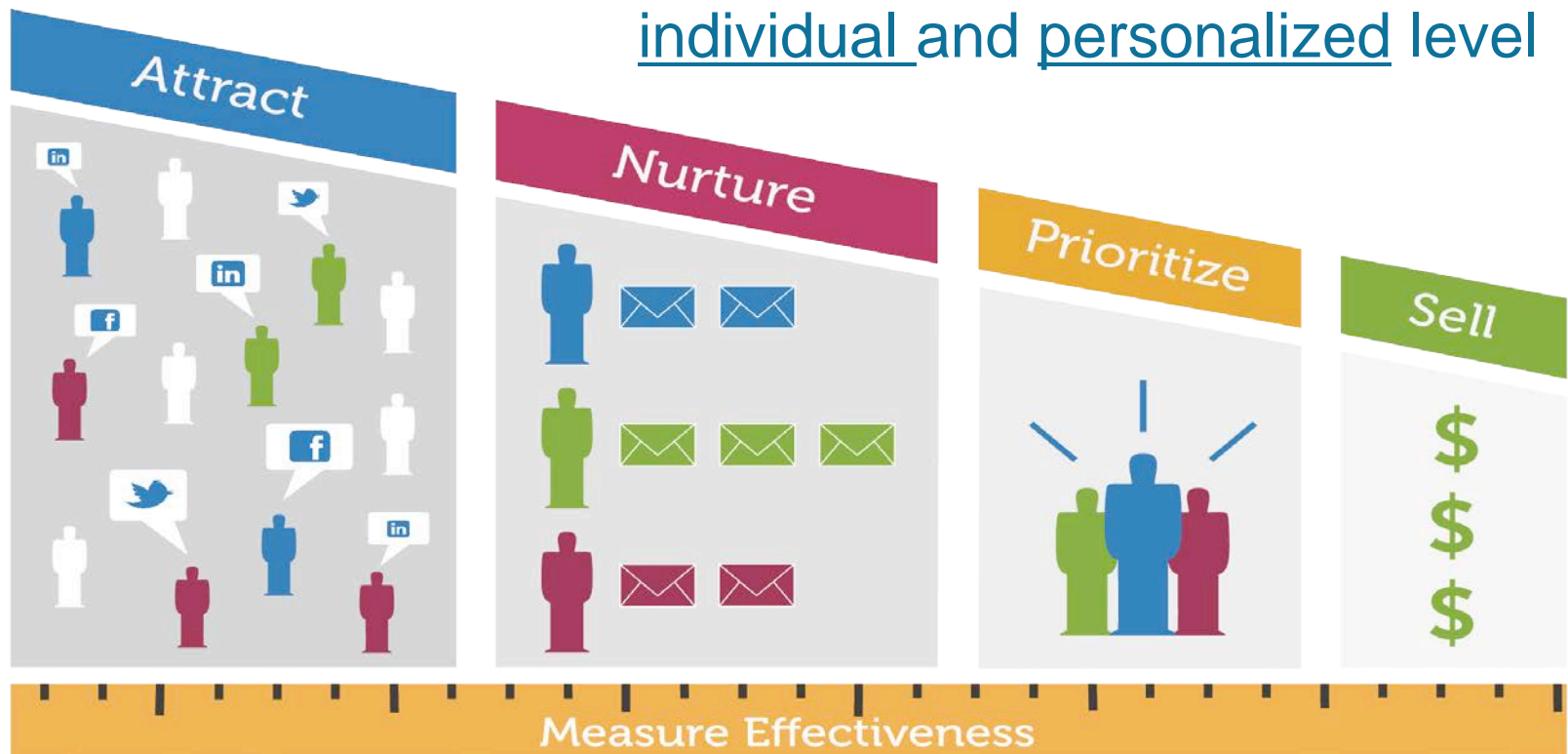
- “Lead nurturing” will be the new way we identify prospective members and donors
- Membership will become even more data-driven
- To be effective, Membership marketing must be relevant, timely, and able to cut through the clutter



# Marketing Automation

Implementation of automated workflows based on pre-defined scenarios and user-driven triggers that are inter-connected across channels.

Using data to build deep, enduring relationships with audiences at an individual and personalized level





# The Future of Membership



...is data:

- Improve renewal rates
- Optimize the conversion funnel
- Eliminate wasteful spending
- Streamline marketing workflows
  - CRM integration
  - Analytics
  - Lead nurturing
  - Customized emails
  - List management

# Keys to Success

- Access to data
- Discrete budgets for advanced digital strategies
- Investment in software
- Real-time optimization
- Authority and responsibility for social media
- Strong partners

