From Traditional to Digital: Transforming Association Marketing Strategies for the Modern Age
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.
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

1. Collect qualitative and quantitative data on your audience.
2. Use the data to build your member persona.
3. Identify all your touchpoints.
4. Identify the different stages of the member journey.
5. Test, validate & repeat.
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

<table>
<thead>
<tr>
<th>Maria</th>
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## 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.”

Maria
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).
IDENTIFY THE DIFFERENT STAGES OF THE MEMBER JOURNEY

Discovery (Awareness)
- Social Media Ads
- SEO
- Print ads
- Content Marketing
- Uni Open Days
- Social Share
- Website
- Google Ads
- Partner websites
- Testimonials

Consideration (Recruitment)
- Word of mouth
- Landing pages
- Marketing Automation
- Remarketing
- Product pages
- Event pages

Service Use (Acquisition)
- Social media
- MVP
- Member sign up forms
- Payment gateway
- Remarketing
- Personalisation

Renewal
- Member Portal
- Member Onboarding
- Member Engagement Program
- Payment gateway

Engagement & Advocacy
- Referral Programs
- Committees
- Member Stories
- Win Back Campaigns

Member Onboarding & Engagement
- Member getaways

Member Stories
- Member sign up forms
- Member Portal

Win Back Campaigns
- Member Engagement Program
- Payment gateway

Committees
- Referral Programs
- Member Stories
- Win Back Campaigns

Paid
- Social Media Ads
- SEO
- Print ads
- Content Marketing
- Uni Open Days
- Social Share
- Website
- Google Ads
- Partner websites
- Testimonials

Owned
- Word of mouth
- Landing pages
- Marketing Automation
- Remarketing
- Product pages
- Event pages

Earned
- Social media
- MVP
- Member sign up forms
- Payment gateway
- Remarketing
- Personalisation

Experience
- Member Portal
- Member Onboarding
- Member Engagement Program
- Payment gateway
- Member Stories
- Win Back Campaigns
- Committees
- Referral Programs

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.
UNDERSTAND
Understand your members, identify gaps in your service delivery, and explore your market and competition.

THRIVE
Ensure you're building a diverse and inclusive community to better engage and represent members.

NUTURE
Define your member value proposition, create community engagement and loyalty.

OPTIMISE
Review your marketing tools, create an effective MarTech stack, and take a data-led approach to personalise your member experience.

GROW
Increase brand awareness, expand your audience, generate leads, and convert your leads into members.
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.
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
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<th>Customer</th>
<th>Expectations</th>
<th>Measurement</th>
<th>Journey</th>
<th>Analysis</th>
<th>Improvement</th>
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<td>Understand your audience &amp; create member personas</td>
<td>Define what members can expect from you, what makes you stand out from competitors, what benefits and experiences you promise</td>
<td>Decide on the methodology, frequency of CX measurements and define metrics set to be applied</td>
<td>Create a clear roadmap of your Member Journey including touch points</td>
<td>Determine the way you will analyse the member feedback and steps to be taken to improve your pain points</td>
<td>Plan the efficiency enhancement aimed at CX boost via proper corrective actions</td>
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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

memberboat.com.au

THANK YOU!

• 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.