

The Ultimate MarComm Cheatsheet

Membership Prospecting

- Prospect within your own backyard.
- Remember A/B testing and segmenting.
- Frequently review the “path to join.”
- Track, track, track.
- Create membership ambassadors.
- Create an “association in a box.”
- Create a preview page.
- They want to know, “why join now?”.... Answer them.
- Develop a strong Unique Selling Proposition (USP).
- Try a photo contest where you ask members to tell you why they love your association—National Science Teachers Association does this.
- Determine if you can get supplier members to trade services needed by the society for membership in the society.
- Try tables of 8 – Get 4 members and 4 non-members together at a table and have them network and talk about their business. Goal is to get non-members to understand value of membership without selling to them.
- Ask high profile members to prospect for your association.
- Have events where member and non-members can both attend so non-members experience the value of being a member.
- Develop a member to member referral webpage that is easy for members to use to recruit new members.
- Provide AMEX gift cards to referrer when referral becomes a member.

Membership Engagement

- Set clear goals.
- Determine delivery method.
- Be consistent with your activities.
- Determine resources needed (*staffing, financial, technical*)
- Create volunteer opportunities for members at all stages.
- Offer scholarship opportunities for members in transition.
- If you can't beat 'em, join 'em.

Membership Retention

- Spend time promoting your long term members.
- Re-examine your promotable benefits.
- Understand why members join and welcome them properly.
- Remember to “pay” members for their time through recognition.
- Almost always, first year members are least likely to renew.
- Examine payment options.. But think them through.
- Offer **gasp** early-renew discounts. (don't hurt us)
- Personalize the message.
- All hands on deck day—Association staff make calls to help lapsing members renew.

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Content Marketing

- Make it an organizational initiative.
- Repurpose content.
- Create a content marketing calendar.
- Give away “teaser” content (yes, for free.)
- Drag your ‘elite’ - *especially your ‘content elite’* - into your sandbox.
- Add your insight. (hint: they want to hear your take, too.)
- Host content curation on your site and promote it in social media.
- Curate for the sales funnel.
- Give content to industry influencers so they can use it on their blogs, etc.

Social Media

- Set SMART goals.
- Choose your channels wisely.
- Establish roles and calendars.
- Analyze past content to improve posts.
- Switch up content formats.
- Automate curated content.
- Be consistent with *#hashtags*
- Try an anniversary campaign.
- Don’t be all things to all people.
- Facilitate meaningful conversation.
- Create a social update library.
- Batch social updates as you create content.
- Put a positive spin on things. 😊
- Grammar matters.

Web

- Use responsive design.
- Use intuitive navigation.
- Do an annual audit of content.
- Give visitors breathing room.
- Have a call to action on every page.
- Allow non-members to search within the members-only section.
- Put your customers to work – add testimonials.

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