

Five more steps for eMembership Success

“Let’s Get Going”

1) **Develop and test ways for your web site and e-mail contacts to add value to your member relationships**

- ✓ Make your Web site the most convenient channel for joining, renewing, and upgrading
- ✓ Use your Web site to provide members with the fastest possible service
- ✓ Give members the option of receiving e-newsletters
- ✓ Use e-mail to deliver time sensitive news and reminders
- ✓ Conduct Web surveys and capture member preferences
- ✓ Offer “Web-only” special promotions for membership like “Spring Break”, “Holiday” or “Event” specials

2) **Create and promote e-publications**

- ✓ Offer your e-publications to all who want to sign up for them
- ✓ Use your e-publications to drive attendance and promote new membership sales
- ✓ Promote your e-publications as environment-friendly and a cost-saving alternative to paper publications
- ✓ Make sure your e-publications include an “opt-out” option
- ✓ Always include “click here to join or renew” hotlinks
- ✓ Consider using an ASP for a cost-effective way to get started

3) **Test strategies for using e-mail for member acquisition**

- ✓ Build an in-house database of e-mail prospects
- ✓ Test the rental of targeted, “double opt-in” e-mail lists
- ✓ Use the “immediacy” power of e-mail and create special offers timed with events, holidays and peak visitation
- ✓ Use hotlinks to make it convenient for prospects to get their special offer and join on your Web site

4) **Develop and test strategies for e-mail as a member renewal tool**

- ✓ Use e-mail with an incentive for an early renewal notice
- ✓ Use e-mail as a final reminder prior to member expiration
- ✓ Be sure to include the member ID# in your e-mail
- ✓ Streamline the entire renewal process for maximum member convenience

5) **Make sure you allocate a portion of your budget to test Web and e-mail offers and promotions**