




Marketing & Membership: The Holy Grail – Successful Member Engagement and Retention, and How to Market With Limited Staff

Patrick Farrell, MRA
Tim Sater, AAIM
Laura Woods, Employers Council

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New Member Onboarding Campaign


Why?

- Reduce turnover of new members after first year
- Get them off to a good start by using member benefits
- Honeymoon period – first 3 months
- Most amenable to receiving information from Member Relations Manager
- Saves Member Relations Managers time!

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New Member Onboarding Campaign

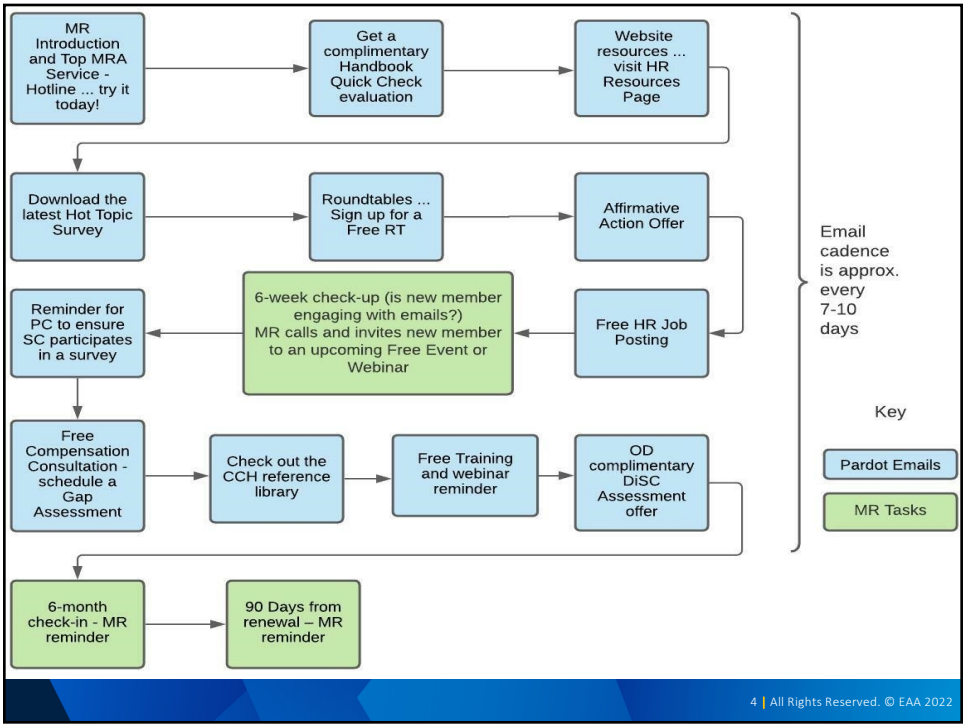


What?

- Use Pardot automation tool
- Mapped out series of 12 emails personalized from MR
- Each email reminds the new member to take advantage of a member benefit
- Campaign runs approximately 3 months
- Automatically starts 10 days after they become a new member

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New Member Onboarding Emails



Dear {{Recipient.FirstName}},

Want to know if your compensation is competitive? For a complimentary Compensation Program Gap Analysis, contact a compensation expert.

They will discuss opportunities to strengthen your compensation strategy.

- Build or enhance your compensation structure
- Gather market data on all levels of jobs
- Review or design incentive plans and executive compensation
- Conduct benefits benchmarking
- Provide compliance support with FLSA revisions

Contact me to schedule your FREE Compensation Gap Analysis.

[[Sender.FirstName]] [[Sender.LastName]]
 [[Sender.Title]]
 [[Sender.Phone]]
 [[Sender.Email]]
[My Calendar](#)
www.mranet.org



Dear {{Recipient.FirstName}},

Have you checked your handbook lately to see if it's up-to-date? Our Handbook experts will evaluate your Handbook for FREE!

- Are you compliant with all the new regulations from the state?
- Do you have correct content regarding remote work/schedule flexibility?
- Is your policy language up to date?

Contact me to get your FREE Handbook Quick Check.

[[Sender.FirstName]] [[Sender.LastName]]
 [[Sender.Title]]
 Direct: [[Sender.Phone]]
 [[Sender.Email]]
[My Calendar](#)
www.mranet.org



Dear {{Recipient.FirstName}},

As your Member Relations Manager, I wanted to personally welcome you to MRA and make sure you take advantage of all your MRA membership has to offer. Over the next few weeks, I will be sending you emails that highlight some of your key member benefits. Contact me at any time if you have a question, otherwise be sure to watch for the emails I send with the benefits and services!

First, I wanted to "call" (pun totally intended here) your attention to our #1 member service—MRA's HR Hotline!

Have an HR question? Need an answer fast? As a member, you now have access to get unlimited HR expertise 24/7!

If you have not called the HR Hotline yet... I encourage you to try it today!
866-HR-Hotline (866.474.6854) or email InfoNow@mranet.org

Call as often as you want to get the answers you need.
 No question is too big or too small!


[[Sender.FirstName]] [[Sender.LastName]]
 [[Sender.Title]]
 Direct: [[Sender.Phone]]
 [[Sender.Email]]
[My Calendar](#)
www.mranet.org



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New Member Onboarding Dashboard

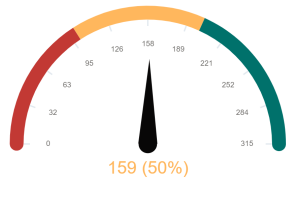


Dashboard

Marketing Dashboard - Onboarding Program (Oct 2021 Start) Refresh

As of Jul 23, 2022, 10:15 AM Viewing as Stephanie Caughen

Joins 2022



View Report (Joins This Year 2022)

Joins This Year - By MR Rep 2022

Account Owner	Record Count
Kathy Packard	24
Mike Bassi	18
Sue Stark	16
Deena Brown	14
Sara Bogan-Wood	14
Jani Edman	11
Melanie Fiser	11
Carol Shoberg	9
Susan Abler	9
Cherie Spartin	8
Kathy Kochin	8
Kristin Lynde	6
Cory Holloway	3
Doree Kaborau	3
Sherriejo Cole	3

View Report (Joins This Year - By MR Rep 2022)

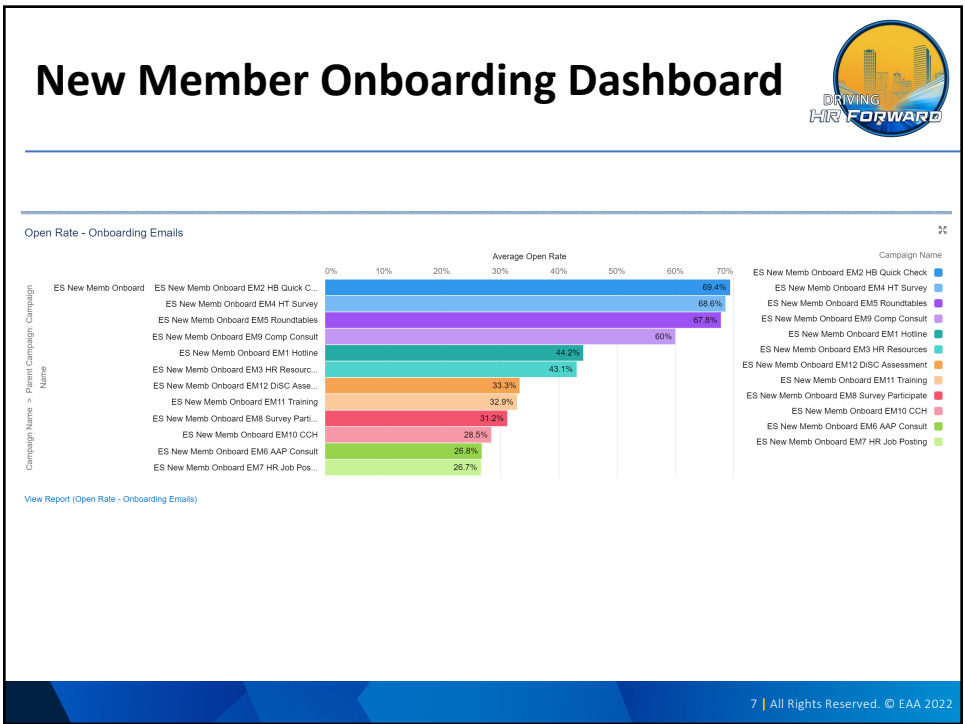
Onboarding - Total Enrolled 2022

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View Report (Onboarding - Total Enrolled 2022)

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How to Market With Limited Staff

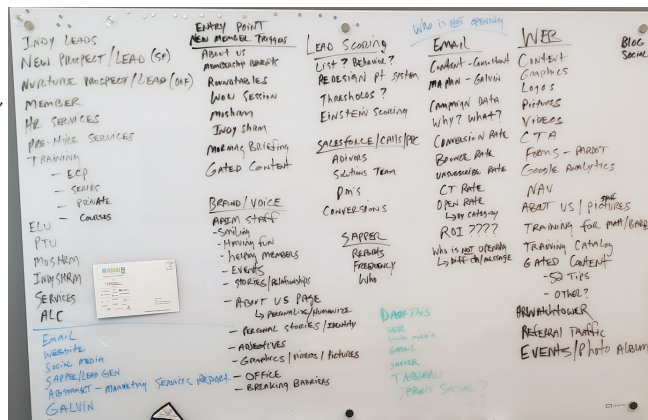
Tim Sater, AAIM Employers' Association

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One-person Department – To-do List




- Email
- Website (2)
- Video Production
- LIVE Podcast
- Social Media: LinkedIn, Facebook, Instagram, Twitter, YouTube
- Blogs
- eBooks
- Lead Generation
- Speakers (events)
- Trademarks
- Events (5 major)
- Events (small)
- Webinars
- Collateral
- Market Research
- Sponsorships
- Printing
- Direct Mail
- Photography
- New Product Launch
- Advertising
- Other: PPC/Display, Radio, Billboards, Book Publication, Press Releases, etc.



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Major Challenges



- ✓ Time
- ✓ Budget
- ✓ Priorities
- ✓ Deadlines
- ✓ Product vs. Company Goal
- ✓ Marketing Research
- ✓ Multiple Business Units
- ✓ Managing Vendors


- ✓ Vendor Selection
- ✓ Shifting Gears
- ✓ Changing Technology
- ✓ Communications
- ✓ Metrics/ROI
- ✓ Multiple Platforms
- ✓ 3 Different Markets
- ✓ Managing Staff

Broad vs. Deep Knowledge of Marketing Tools

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Major Challenges




Other Conflicts/Distractions:

Meetings, reports, travel, vacations (internal & vendors), changes in direction/scope, administrative duties, events, vendor availability & capability, managing ops roundtable, product managers, last-minute requests, supporting others, supporting misc. external projects (internal & external), branding vs. marketing, material revisions, ensure all marketing assets are current & relevant, accounts payable, move to temp office, move to new office, computer problems, people changing roles within organization, etc.

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Outside Resources




Partner	Service	Specific Contribution	Cost
Abstrakt Marketing	Email Website SEO/Keywords Social Media	Member emails/data Design & build site Web content/blogs Create & send content	Project: \$3,000/mo Project: \$4,215/mo (included above) (included above)
Sapper Consulting	Lead Generation	Prospect emails	Project: \$2,400/mo
Galvin Technologies	Pardot/Salesforce	Marketing automation Structure/data	Project: \$190/hr
Creative Circle	Content Author	Email content	Project: \$72/hr
Feature Group USA	Video Production Graphics Live Podcast Communication App Compliance App	Product/Brand promo Events, collateral, etc. Technical producer Design & build Design & build	Retainer: \$2,500 (included above) Project: \$1,000/mo Project: \$? Project: \$?

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Outside Resources



Pros

- Specialty skills/expertise
- Team input
- Capital vs. Expense?
- Per project basis (complements in-house capability)
- Relationship = Output
- Quality

Cons

- Expense/Budget
- Speed (slower turn)
- Quality??
- Educating them on AAIM brand
- People turnover (starting over)
- Limited revisions

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In-house Resources



Pros

- Team effort
- Speed of turnaround
- Quality
- Brand message accuracy
- Unlimited revisions
- Tighter control over people, priorities, timeline

Cons

- Overhead cost
- Retention
- Specialist (narrow focus)

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Questions?

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Innovative Approaches Online Communities

Laura Woods, Employers Council

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Why Did Employers Council Choose Higher Logic?

- The Higher Logic platform is targeted to serve associations; they are familiar with membership organizations and specialize in our needs.
- The community feature appealed to us as a tool we hadn't used before. It tied in well strategically and from a time standpoint with our change in member model and updating our website.

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What Is Higher Logic?



Terms and Conditions | Contact Us | Help

Employers Council | Home | Membership | Community | Resources | Surveys | News | Training & Events

Exceptional Workplaces Start Here

Welcome to Member Central! We have the tools you need to research, learn, connect, and engage. Where are you headed? Find your path below.

Find the right resource

Extensive and exclusive HR and employment law information and tools, organized by topic and resource type, and designed for you and your organization's needs.

[Explore Resources](#)

Train for the future

Receive member pricing on training and events, covering topics on everything from HR practices and compliance to innovative leadership practices.

[Search Training](#)

Community connection

Network, discuss, and engage with 4 Employers Council members. Join conversation and contribute to shared knowledge.

[Explore Communities](#)

Open Forum

Community / Community Home

Community Navigator

Community Home | Discussion (62) | Library (3) | Events (2) | Members (12)

The information and materials available on this website are for informational purposes only and are not intended to and do not constitute legal advice nor do they create an attorney-client relationship. Before posting to this forum, read the Community Rules and Terms and Conditions of Use to review limitations on appropriate topics (such as pay practices). For legal assistance, Enterprise and Consulting members can contact us at info@employerscouncil.org.

Latest Discussions

RE: Interview Templates
By: Anonymous Member · 4 hours ago

This message was posted by a user wishing to remain anonymous. Employers Council has templates, whitepapers, and checklists in...

RE: Cost of Living Increases
By: Joel Thompson · 6 hours ago

What I more commonly see is that salary budgets are apportioned by level/grade and not benefits. This might still

Latest Shared Files


RE: Payroll and HR System You Love?
By: Laurel Olson · 12 days ago

RE: Dying Employee
By: Christine Chavira · 4 months ago

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How Is This Innovative Member Engagement?



Our primary goal for the community is to give our members a tool to connect with each other.

Dying Employee | 8 total posts

Topic | Views | Managed Practices

Anonymous Member · 03-08-2022 04:44 PM

This message was posted by a user wishing to remain anonymous.

1. Dying Employee | 1 | Recommended

Posted: 03-08-2022 04:44 PM

This message was posted by a user wishing to remain anonymous.

Good afternoon,

I have a hard situation that I need guidance from fellow HR colleagues.

One of our managers has terminal cancer. He cannot come to the office anymore because he is too sick and doesn't want people to see him. He is working from home. However, things are not getting done as he is in pain and not able to keep up with his job. He and I already talked about putting him on FMLA once he can't work anymore, so he can keep his benefits and his wife can collect life insurance. He said he will let me know when that time comes.

Today, I received a call from his manager saying that they are behind on things and don't know what to do. We, of course, are not terminating him. We want to help him in any way we can, but we also have a business to run. He is concerned about not getting paid and leaving his wife in a bad financial situation.

Has anyone dealt with a situation like this? What have you done? Put the employee on FMLA? Put him to collect unemployment? This is a very sensitive topic and I want to make sure I address it the right way.

Any wisdom is greatly appreciated.

Replies: 1 | ManagersandPractices

Does Anyone Give Wellness Funds as a Benefit? | 2 total posts

Topic | Views | Managed Practices

Anonymous Member · 01-19-2022 04:41 PM

This message was posted by a user wishing to remain anonymous. Good afternoon, everyone! I have had...

1. Does Anyone Give Wellness Funds as a Benefit? | 1 | Recommended

Posted: 01-19-2022 04:41 PM

This message was posted by a user wishing to remain anonymous.

Good afternoon, everyone! I have had employees asking for the company to provide wellness funds for gym memberships, fitness equipment, etc. Are there any companies here that provide these funds to their employees? If so, how much do you provide? Is a reimbursement type of arrangement, per month, one year? My leadership team thinks the employees just have the "Spending" and I'd like to know if others have benefits like these before going back to the leadership team. Mary Baroni (@MaryBaroni@employerscouncil.org)

Traveling with someone of the opposite sex | 2 total posts

Topic | Views | Managed Practices | Recommended Practices

Anonymous Member · 27 days ago

This message was posted by a user wishing to remain anonymous. Can looking for working or travel "good practices" for when employees of the opposite sex travel together for work. Thank you!

1. Traveling with someone of the opposite sex | 1 | Recommended

Posted: 27 days ago

This message was posted by a user wishing to remain anonymous.

First and foremost, readers are advised to always read and act on terms like "opposite sex." Keep it gender neutral and make sure it is applicable to all employees fairly and equitably.

2. RE: Traveling with someone of the opposite sex | 1 | Recommended

Posted: 27 days ago

This message was posted by a user wishing to remain anonymous.

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How Is This Innovative Member Engagement?



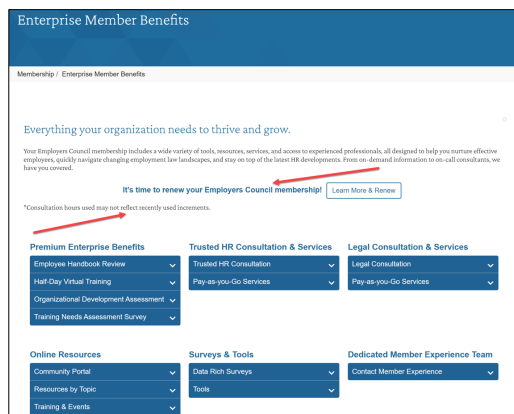
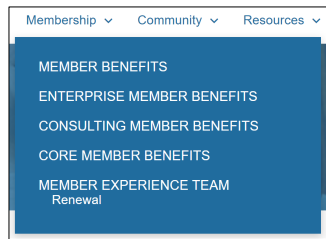
- We can also use it to refer a question to our service lines (including training), create content (blog based on discussions, white paper, HB, etc.), create personalized landing pages and libraries, or let a consultant know they might want to reach out.
- We don't make the recommendations in the discussion but will contact a service leader directly.

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We Can Create Personalized Landing Pages and Libraries



Member Level Services Pages, Hours Used, and Dues Notices



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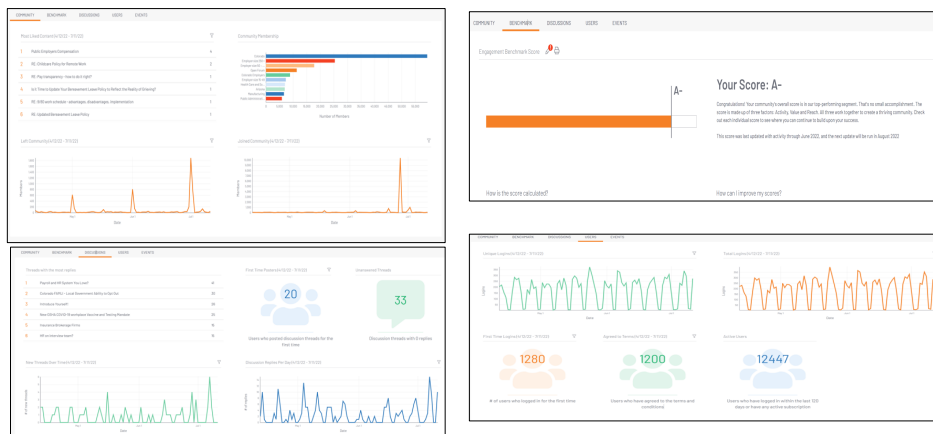
Nuts & Bolts



- Had to start with a taxonomy, create definitions of subjects and terms
- Members have to agree to the TOS before engaging. They include rules and disclaimers for the community.
- How we moderate (inappropriate button) and options for addressing
- HL pulls from our CRM for member information, and we can create reports and security groups based on that information.
- The amount of time spent on moderation is minimal after the first couple weeks.
 - Laura follows all discussions and gets the responses in her email.
 - The time spent there depends on how much an EA would like to engage in the community.

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Data

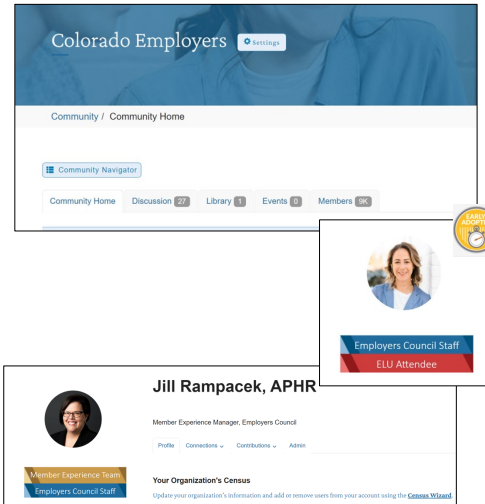


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Future/Growth



- Region and industry forums
- Host micro sites for members, associations, chambers, etc.
- Gamification
 - Badges and ribbons
 - Engagement points
- More detailed/targeted personalization forums and content
 - Will work with sales/marketing



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Questions?



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Thank You!

Patrick Farrell, MRA
Tim Sater, AAIM
Laura Woods, Employers Council