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CAUSEIS PRESENTS

Digital Academy for Associations
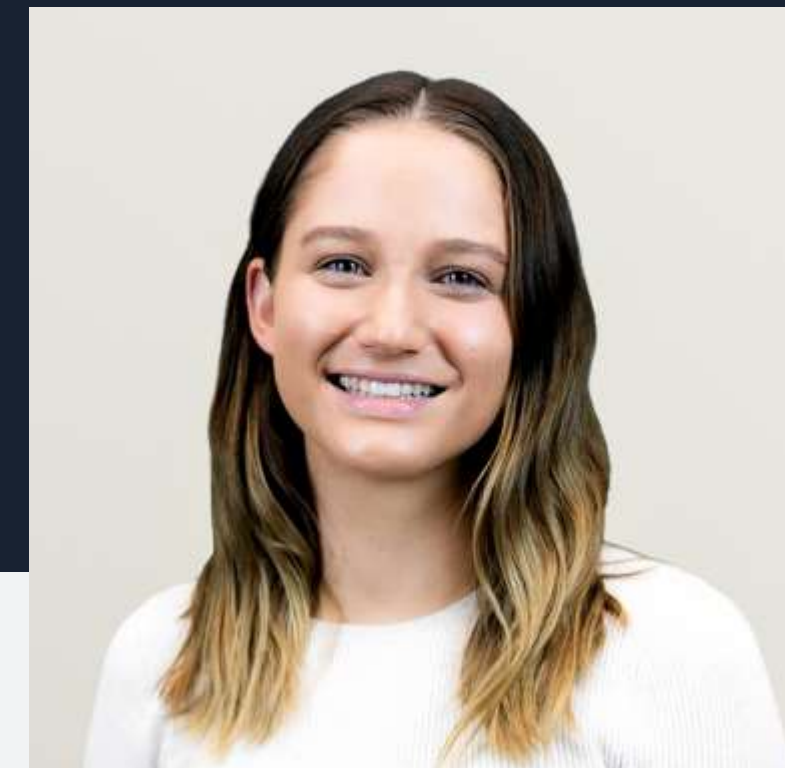
→ Course: Digital Marketing for Associations

Presenters & Facilitators

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Account Manager

Causeis

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Digital Marketing Specialist

Causeis

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Maximise your Workshop Experience

Mute as required

To allow for clear audio please mute yourself when presentation sessions are in session. At times we may mute your line if you may have forgotten.

Session recording

Today's presentations are being recorded however to maximise you're sharing and networking the breakout rooms will not.

Presentation Slides

Presentation slides and recording will be distributed on course completion.

Chat and engage

Engage your fellow peers through the breakout rooms and the Zoom chat. Share ideas, successes and learnings.

Use your camera

Especially in the breakout rooms, please don't be shy and turn on your camera to increase your engagement.

Update your Name

So that we know who you are, and to let everyone know where you are from – lets rename ourselves to show our full name & acronym

Thursday 4th August

Day 2: Agenda

- Email Marketing Essentials

- Segmentation for Marketing

- Data for Digital Marketing

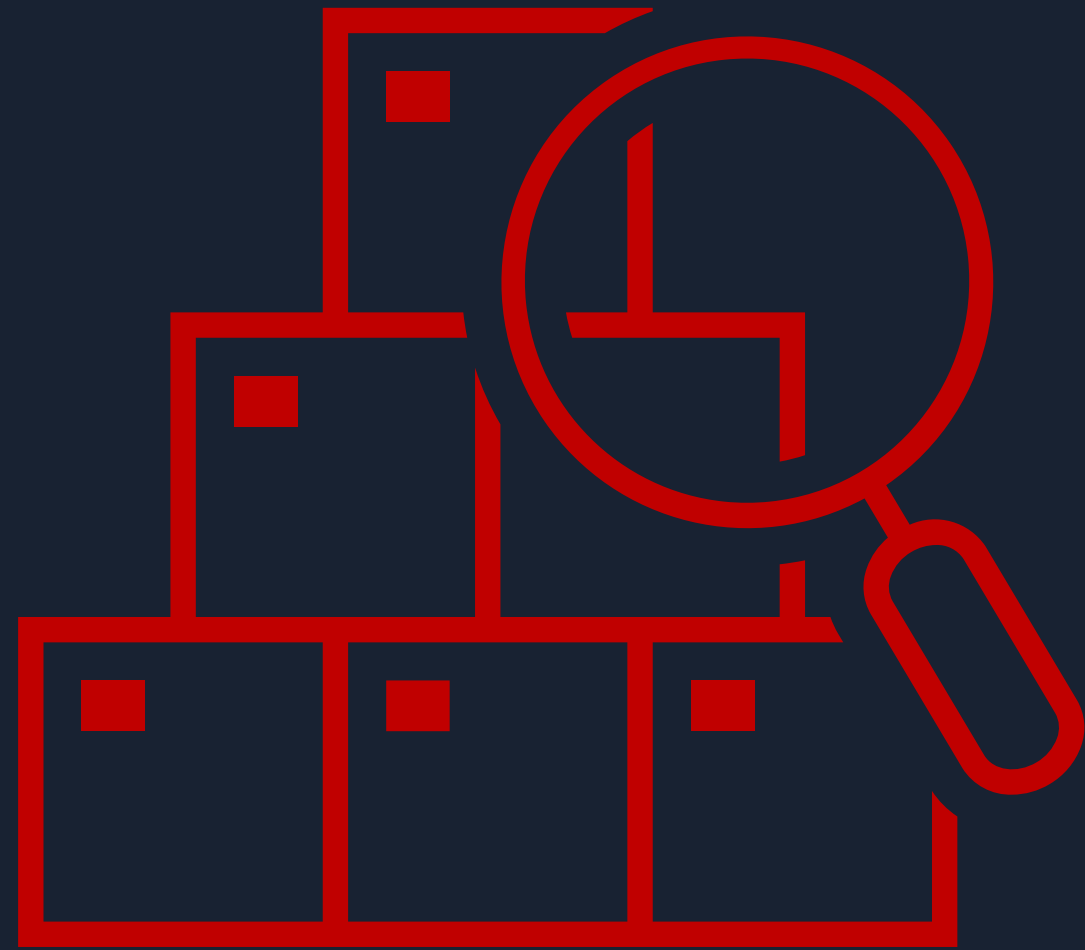- Bringing it all together – Your Digital Marketing Strategy

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Let's Recap

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The Member Journey.

The Member Journey.

Consideration

Getting educated on your services and benefits.

Loyalty & Engagement

Continuing to use your services and member may require assistance.

Awareness

Researching options and need.

Acquisition

Joining your association and sense of belonging.

Advocacy & Retention

Renewing membership and advocating to others.

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SEO

What impacts your SEO?

- Site performance
- URL structure
- Anchor text
- HTML tags
- Broken links
- Keywords
- Content
- Internal links
- Image tags

Site performance

Google Lighthouse: Measure your sites across

- Performance & Speed
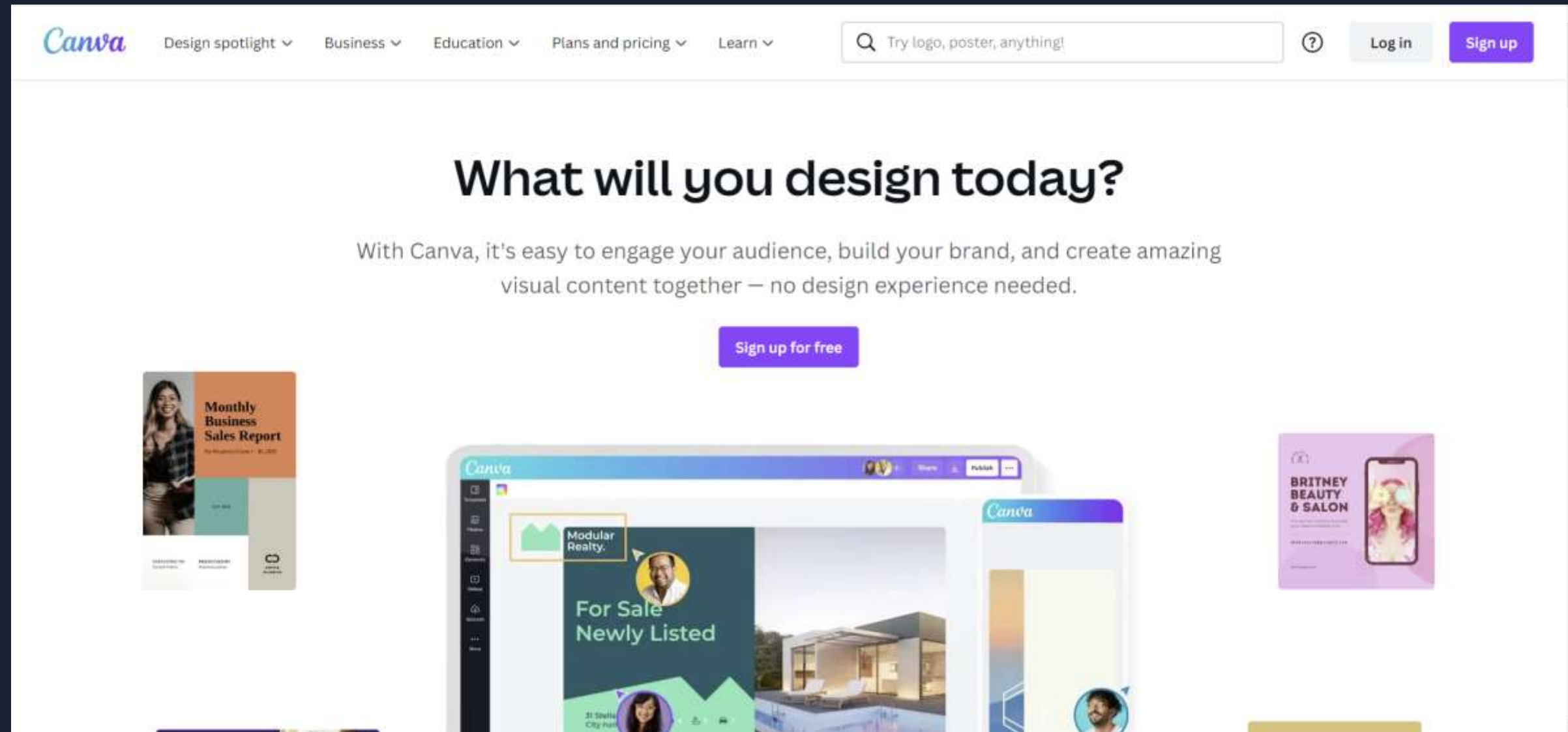- Accessibility
- Best Practices
- SEO

Paid Search Advertising

- Google Adwords

- LinkedIn

- Google Remarketing

- YouTube

- Facebook

- Twitter

- Media (SMH, The Age, Courier etc)

Canva Introduction

In preparation for today

- Did anyone apply for either the Google Grant or Canva NFP?

Email Marketing Essentials

1.

Design for mobile, not desktop

- Over half of all emails sent daily are opened on a mobile device

- Designing for desktop can lead to a lesser experience on mobile

- The solution = mobile-first designs

Use a single column layout to prevent emails from getting too long.

Sentences < 25 words.
Paragraphs <3 sentences.
Left-aligned.
Subject line = 17-24 characters.

Set the width of the email to 600px-650px.
Paragraph text to 14px.
Headings to at least 22px.

Critical information should be immediately visible upon opening the email without having to scroll.

Aim for 15% white space to allow for easy scanning and click-friendliness.

2.

Personalise the experience

- More than just Hi *|FNAME|*

- Subject line, preview text, sent from, sent to, sign-off

- Proven effectiveness in increasing open rates and bypassing spam filters

- 'Advanced personalization' – *think about how you might be able to personalise email content based on preferences*

3. Compelling call to actions

- One clear CTA per email

- Reiterate the CTA

- Don't rely on imagery to convey the CTA

- Use **power words**, numbers and statistics – shown to have positive effects on open/click rate

- Remove words that decrease open rates

What do you think the top "power" words?

100 subject line words that increase open rates

% off	Celebrate	Expired	Holiday	New	Really	Steps	Upgrade
24-hour giveaway	Congratulations	Expiring	Hurry	News	Recipe	Still time	Voluntary
About	Content	Fastest	Important	Notice	Register	Stock	Voucher
Add	Contest	Find	Information	Off selected	Remember	Summer	Waiting
Advice	Continues	Freebie	Introducing	On orders over	Renew	Tell	Ways
Available	Course	Fwd	Iphone	On sale now	Review	Thanks	Weekend
Back in stock	Daily	Get this now	Is coming	Orders over	Revision	This	Weekly
Better	Deserve	Get your	Jokes	Painting	Several	Today only	What
Brand new	Do	Go	Just	Plus	Ships	Tomorrow	Won't
Breaking	Easiest	Golden	Last chance	Prettiest	Sleeps	Top stories	Wonderful
Can	Event	Great deals	Latest	Promotional	Snapshot	Try	Yesterday
	Exclusive		Limited time	Re	Soon	Update	You
	Exhibition		May		special		Your
			Monthly				

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What do you think the
top "detractor" words?

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100 subject line words that decrease open rates

100%	Cancel	Eliminate debt	Homebased	Lowest price	Once in a lifetime	Request	Supplies
#1	Celebrity	Email marketing	Increase sales	Maintained	One time	Risk free	Terms and conditions
Access	Certified	Exclusive deal	Incredible deal	Message contains	Opportunity	Satisfaction	This isn't spam
Announcing	Clearance	Extended	Innovate	Midnight	Perfect	Score	Thousands
Alert	Compare rates	Fantastic deal	Intelligence	Money	Performance	See for yourself	Time limited
Apply now	Congratulations	Finances	Internet marketing	New customers only	Pre-approved	Shocking	Vacation
Attend	Deal	Free	Join millions	Newsletter	Priority mail	Shopper	Volunteer
Bargain	Dear friend	Friday!	Legal	No cost	Prize	Sign up free today	Weight
Being a member	Debt	Furry	Limited	No credit	Problem	Special promotion	Where
Best price	Discount	Get ready for	Loan	No interests	Program	stop	Who
Billing	Don't	Get started	Lower interest rate	No obligation	Quickest registration	Success	
Boss	Download	Giving away		Not intended			
Budget		Greetings		Not spam			
		Hello		Obligation			

3. Compelling call to actions

- One clear CTA per email

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- Don't rely on imagery to convey the CTA

- Use **power words**, numbers and statistics – shown to have positive effects on open/click rate

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4. Avoid long-winded emails

- Avoid information overload

- Capture interest with email, deliver info via article or landing page

- Landing page creator tools exist (i.e. Higher Logic, Unbounce, Canva, Mailchimp)

- Landing pages work across **all** digital marketing activities

5.

Test and experiment

- Always test your emails

- Create a testing checklist

- A/B testing – learn what works for your audience (or segments of your audience)

- Reallygoodemails.com for inspiration, dos and don'ts

- Subject Line

- Offer/promotion/Call-to-action

- Layout of the email

- Design (colours, images etc.)

- Level of personalisation (Mr. _____ vs. First name)

- Content (balance of written copy and visuals)

- Mobile Version

- Light vs Dark Mode

- Segment

reallygoodemails.com

Let's take a 5-minute break

Grab a refreshment

Please feel free to mute and turn off your camera

Don't close the Zoom session

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Data for Digital Marketing

Effective segmentation is critical for success

Why Segment Data

What is segmentation?

Customer segmentation relies on identifying key identifiers that divide customers into groups that can be targeted. Such as

- demographics (age, race, religion, gender, family size, ethnicity, income, education level)

- geography (where they live and work)

- psychographic (social class, lifestyle and personality characteristics)

- behavioural (spending, consumption, usage and desired benefits)

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Why segment your data?

Associations that adopt segmentation operate under the fact that recognise that every member or donor is different.

Provide relevance and a personalised experience.

Tailor a members call to action that is relevant to them.

Drive engagement and ultimately membership growth.

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Why segment your data?

Effective segmentation
can drive improvements to
retention, engagement,
donations or operational performance.

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Demographic: Career Lifecycle

Demographic:
Generational Segmentation
Applied to career lifecycle

Student/University Years: 18 to 22 years
Early Career: 22 to 29 years
Career Builder: 30 to 40 years
Mid Career: 40 to 50 years
Consolidator: 50 to 60 years
Pre-retirement: 60 to 70 years
Retired

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Demographic: Gender

Demographic: Gender

Ability to identify trends by gender in:
Joining
Event Participation or Communication
Industry vs Association
Committee representation

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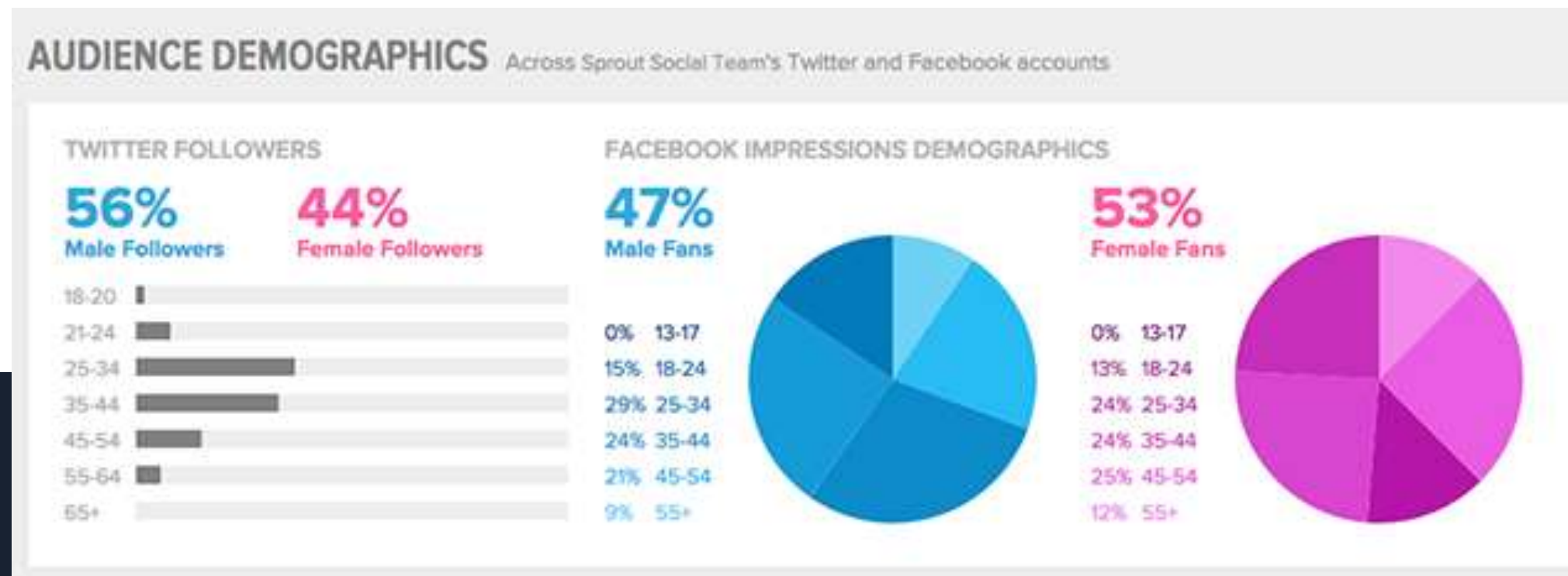
Behavioural: Purchases

Previous or current payment method
Event attendance
Time of year
Size of donation

What are the common segmentation methods used in Associations?

Association Segmentation

There are four fundamental segments to any association:

Member
Prospect Member
Former Member
Non-Member (never been a member)

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Association Segmentation

Member

Category
Years of membership
Payment type
Engagement score
Demographic

Prospect Member

Lead type
Engagement score

Former Member

Category
Years of membership
Payment type
Engagement score

Non-Member (yet to be a member)

Lead type
Engagement score

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Association Segmentation

Prioritise your segments to ensure each member is accounted for and only fits into one group!
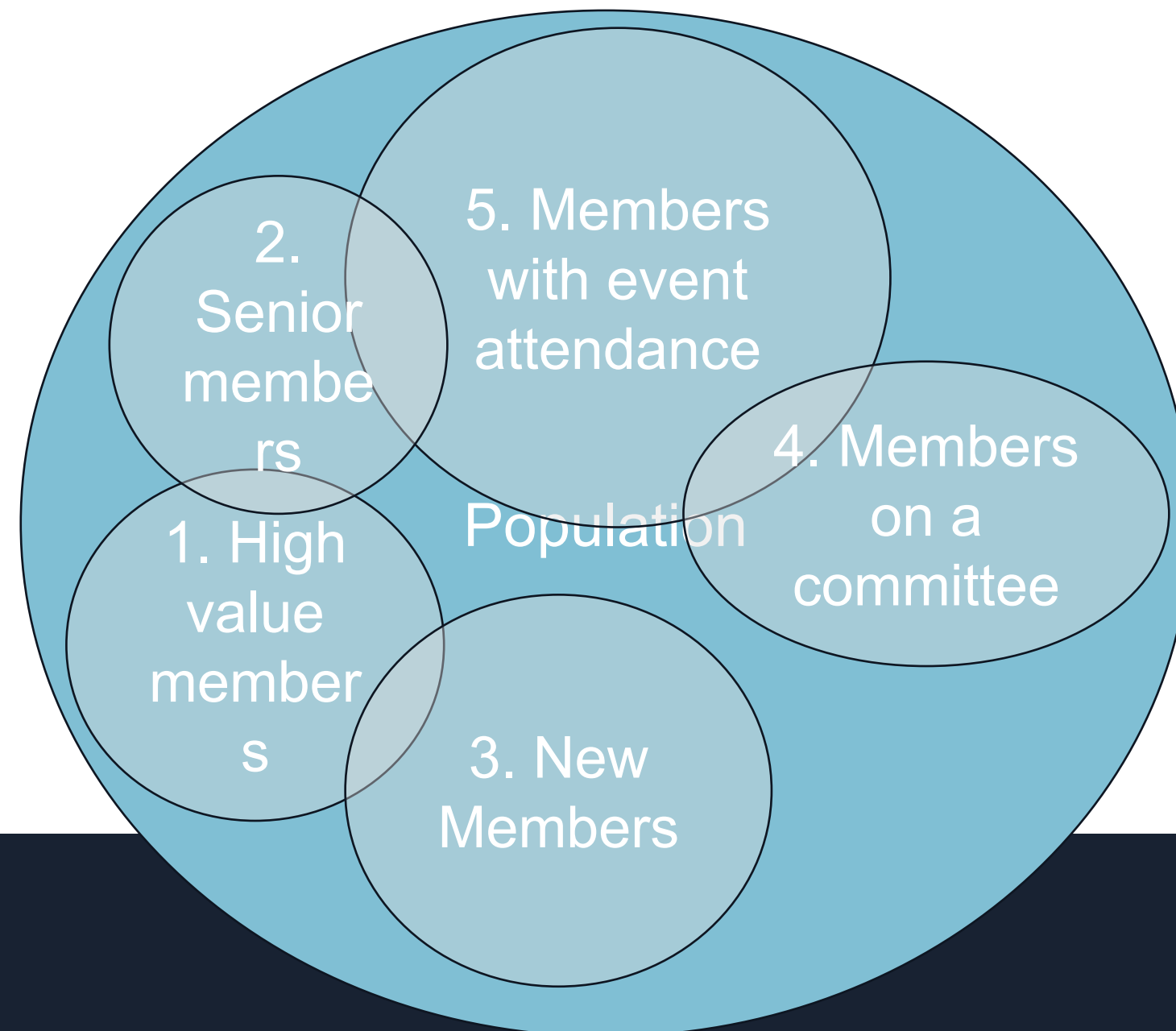
Association Segmentation

Tips for segmenting on database for communications or renewals

Step 1 – Confirm total members (population)
Step 2 – Develop segmentation reports (count totals)
Step 3 – Confirm that all members are accounted for
TEST: Export to excel and combine all then dedupe
Step 4 – Final list should be reimported as an activity for tracking with segment code

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Association Real World Example

Example: Invite prospective members to join committee

Previous: Blanket email to all members about vacancy, then rejecting nominations

Goal: Target relevant members based on their profile

Segment: Members that have not joined a committee in the last year, members that are registered for the annual conference, female and have been a member for 10 to 20 years.

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Association Real World Example

Example: Segment your renewals by influencing factors

Previous: Blanket mail or renewal notice to all members, regardless of if they are new or their category.

Goal: Improve communications and alignment to benefits

Segment: All members into the following groups new/existing and category.

Association Real World Example

- Segmentation needs to be practical and different
- Segmentation should lend itself to being used within organisational strategies and campaigns
- Segmentation should not be complex but simple that it can be used operationally
- Remember to consider everyone in your priority segments
- Great segmentation doesn't live in the marketing department
- Build it into your ongoing research
- You need to be able to monitor and evaluate your success

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What are **data driven associations** measuring?

Data Driven Associations.

✓ Ability to talk with metrics and performance KPIs.
✓ Measure past success to enable future decision-making.
✓ Collect the right data for reporting.
✓ Eradicate data-silos.
✓ Data managed, secure and maintained.
✓ Ability to access real-time metrics (retention, conversion, engagement, performance).

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Data Driven Associations.

Retention Rate

Dive into retention across categories, segments, and member stage. Comparing year on year and impacts.

Membership Churn or Tenure

Defines how long members stay with your association. Average retention is 84% then the tenure is 6.25

Marketing Effectiveness

Beyond the individual email campaign, but driving readership, behaviour and outcomes through learning your marketing impact across communication medium, readership, action.

Online Behaviour

Tracking how members are accessing your secured, gated content or benefits. What number of members are logging into your website? How many haven't accessed the site in a few months?

Engagement Scoring

Measure of participation and the ability to rank members behavior. To identify the utilization of members accessing your benefits and services. 20% of members access CPD in a year, 4% use advisory line.

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Data Driven Associations.

Retention Rate

Dive into retention across categories, segments, and member stage. Comparing year on year and impacts.

Retention Formulae

[TOTAL NUMBER OF CURRENT MEMBERS − NEW MEMBERS IN THE PAST 12 MONTHS] ÷ TOTAL NUMBER OF MEMBERS IN PREVIOUS YEAR × 100

Data Driven Associations.

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Data Driven Associations.

Membership Churn or Tenure

Defines how long members stay with your association on average.
Average retention is 84% then the tenure is 6.25

LAPSE RATE =

1 - Renewal Rate

Tenure Formulae

$$1 \div [\text{LAPSE RATE}]$$

LAPSE RATE
Expressed as a decimal

Data Driven Associations.

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![CAUSEIS logo]

Data Driven Associations.

Marketing Effectiveness

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Marketing Effectiveness Statistics

- Member Segments that are opening your emails

- Behavior from the marketing effort

- Percentage of members that open and click any email in the month or year

- Number of members you reach via social media (LinkedIn or Twitter)

- Number of communications sent to each member per week, month or year

Data Driven Associations.

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Data Driven Associations.

Online Behaviour

Tracking how members are accessing your secured, gated content or benefits. What number of members are logging into your website? How many haven't accessed the site in a few months?

Online Behaviour Statistics

- What percentage of members log into your website per week, month or year?

- Which segments are accessing secured content?

- Which members are participating in online community content?

- What is the most valuable gated content in your portal?

- What is the most popular public content?

Data Driven Associations.

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Data Driven Associations.

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Engagement Scoring Statistics

- Who are the most engaged members?

- Who are the least engaged members?

- What is the most accessed benefit or service?

- What is the least access benefit or service?

- What segments are not accessing services or benefits? Is this a gap in your value proposition?

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Let's take a 5-minute break

Grab a refreshment

Please feel free to mute and turn off your camera

Don't close the Zoom session

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Digital Marketing Strategy

In preparation for today

- Identify what your Digital Marketing Strategy includes?

- Do you have any metrics available on performance?

Digital Marketing Strategy

Identify your Segment or Customer Journey Phase

Awareness, consideration, acquisition, retention or loyalty. Who, what, why?

Get to know your audience and segment

Create a persona of your target audience, use segmentation to learn more about them.

Identify your marketing channel (or omni-channel)

What platform will you use? Can you consider an omni-channel? Draft, test, prepare and execute!

Set a Measurable Goal

Define a goal of what you are trying to achieve.

Know your Member Value Proposition and Competitors!

What separates you from the competition? What is your MVP? Why will you attract your member or prospect? Compare your competition!

Prepare to measure

Consider your goal, your KPI and identify what statistics you can access and measure. Page hits, open rates, CTR, or New Members.

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Where to from here?

DIGITAL ACADEMY SUMMIT 2022

October 12-13 | Melbourne

The first dedicated digital transformation conference for innovative associations proudly presented by Causeis.

Explore now →

Thought-Leader Organisations

Keynote: The Loyalty Loop

CAUSEIS

Thought-Leader Organisations

Next Course:
Digital Academy

iMIS Reporting – Focusing on Events

16th August: 10 am – 12 pm AEST

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