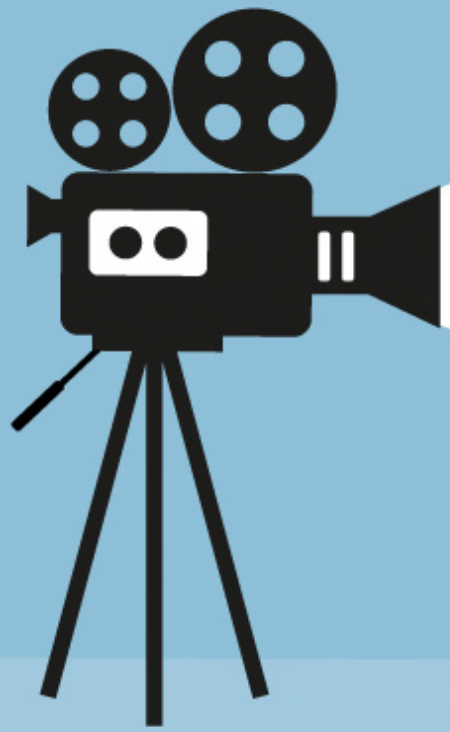
GrowthZone chambermaster

Join a live, online group Demo.

growthzone.com



THIS WEBINAR IS BEING RECORDED.

Everyone who registered will
receive the recording via email,

even if they didn't watch it live.

Automated Member Recruitment & Retention

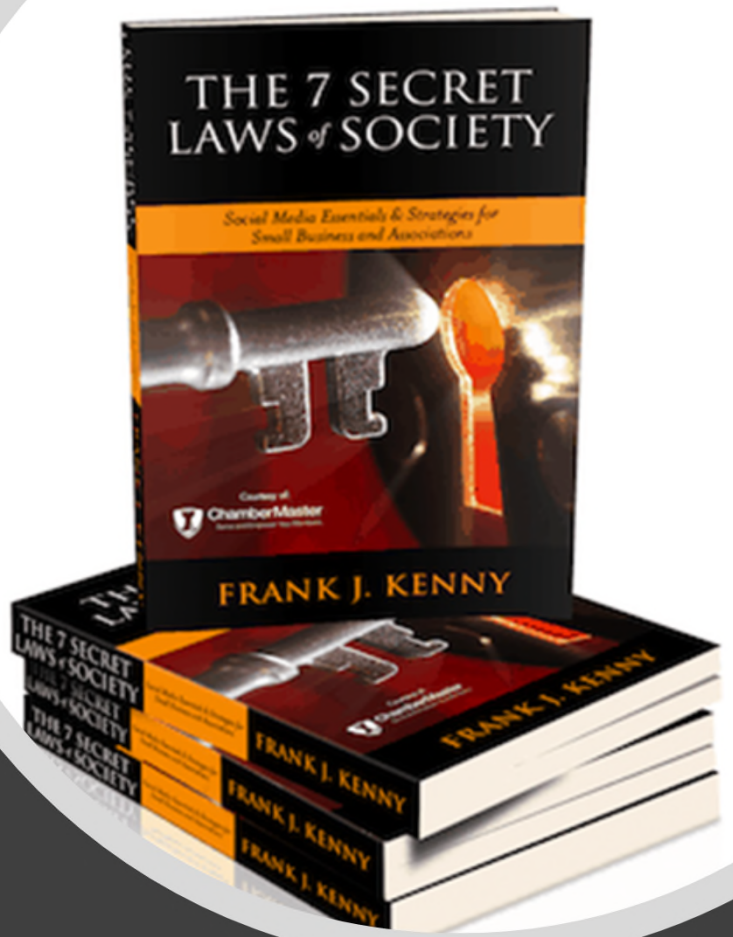
with Frank Kenny

Automated Member Recruitment & Retention

By Frank J Kenny

Frank J Kenny

- Small Business Owner
- Former Chamber President/CEO
- Doubled the size through Social Media
- Speaker - State, national, and international
  - Association of Chamber of Commerce Executives (ACCE)
  - Western Association of Chamber Executives (W.A.C.E.)
  - Zimbabwe Business Associations
- Author of 3 books
- Faculty of U.S. Chamber Institute, MBA



FrankJKenny.com

Why You Should Be Using Email Marketing Automation

Leads to member recruitment and retention

Makes you a better marketer

- **Responsive** – Immediate and delayed responses, as appropriate.
- **Saves You Time** – Once set up, you get back your time.
- **More Strategic** – Your emails will be well thought through. Salesmanship in print.

Proactive – Decide on your target market and market to them

FrankJKenny.com

What is Email Marketing Automation

A system to email members and prospects at specific times or circumstances.

- Onboarding series
- Welcome and Conversion series for prospects/leads
- Retention series

Who Do I Send These Email to?

New Members

- Onboarding series
- Retention

Prospects and Leads

- People in your area that should be members

FrankJKenny.com

How Do I Do Email Marketing Automation?

Constant Contact, Mail Chimp, GrowthZone, etc.

All do it their own way.

Set up series of emails – Copy (salesmanship in print).

Set up the timing – When they get each of the emails.

Target Market– Right people, right message, at the right time.

FrankJKenny.com

Onboarding Sequence

- Someone joins so their email has been added to membership email list -Trigger
  - Day 0 – Welcome email from the CEO. Watch your email for additional value – 70% open rate.
  - Day 1 – Welcome to the family email from Chair of the Board. Photo of the board.
  - Day 3 – Calendar of events and an invite to attend or use something. Make them a user. Call to action (CTA).
  - Day 7 – Username and password to update profile/directory.
  - Day 9 – Reminder of the benefits open to them.
  - Day 14 – Ask a question. Dear ____. We want to know your thoughts on x.
  - Day 30, 60, 90, 120, 180, 240, etc.
    - Retention sequence
- Active vs inactive – Some will need more attention than others. Are they opening these?
  - Salesperson reaches out, retention specialist, CEO, ambassadors

Prospect/Lead Welcome and Conversion Series

- Get contact info (email) and permission to email them.
  - Lead magnet – Report, guide, cheat sheet, etc.
- Email welcome series
  - Day 0 - Deliver lead magnet or promise
  - Day 1 - Your story and what you do for them. Your why. Promise more value. No pitch.
  - Day 3 – Deliver more value. Tip, calendar, resource. No pitch. Promise more value or an interesting story.
  - Day 5 – Deliver more value or tell an interesting story.
- Stranger -> Know, like, and trust

Prospect/Lead Welcome and Conversion Series

- Concurrent with welcome series…
- What? More emails? They'll unsubscribe!
- Conversion series
  - Day 4 – Gain email – What would they gain by joining?
    - Gain status for themselves
    - Gain awareness for their business
    - Gain credibility - Schapiro Group
    - Gain the ability to impact the community
    - Gain the ability to post job openings, get a ribbon cutting, meet important people, etc.

Prospect/Lead Welcome and Conversion Series

- Conversion series
  - Day 6 – Logic email – What is a logical argument for joining?
    - At only $20/month it's the least you could spend to get so much value
    - Annual dues are only $200 but we give you back $800 in value through our marketing and advertising programs
    - If you want to impact the community, the most logical option is to do it through the established business community.

This Photo by Unknown Author is licensed under CC BY-NC-ND

Prospect/Lead Welcome and Conversion Series

- Conversion series
  - Day 8 – Fear email – Scarcity
    - Subject line – You won't hear from us again on this…
    - We are sorry but the offer ends tonight at midnight for you to be included in the directory.
    - Just a friendly note to let you know the October special is ending so you won't get the bonuses.
    - This is you last chance to register to attend the Fall new member orientation.

Email Marketing Automation

- If they join from email #2, they don't get #3
- If they don't join from the series, they go on your nurture list and get your eNewsletter.
  - When your next lead magnet comes out, they go through the conversion series again but not the welcome series.
- Strangers to Friends to Members

Email Marketing Automation Statistics

FrankJKenny.com

GrowthZone chambermaster

Join a live, online group Demo.

growthzone.com

GrowthZone
smarter association software
chambermaster