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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
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
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.
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.
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

80% 🔺
Email Marketing Tech
80%+ companies use an email marketing software to manage their email marketing.

51% 🔺
Email Automation
Just over half of companies use email automation that would save time and money.

119% 🔺
Click Rates
Automated emails get 119% higher click rates than broadcast emails.

13% 🔺
Revenues
An automated welcome email series nets 13% higher revenues than a single welcome email.

60% 🔺
Conversions
Automated offers boost conversions 60% over non-timed emails with the same offer.
Join a live, online group Demo.
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Thoughtful membership software