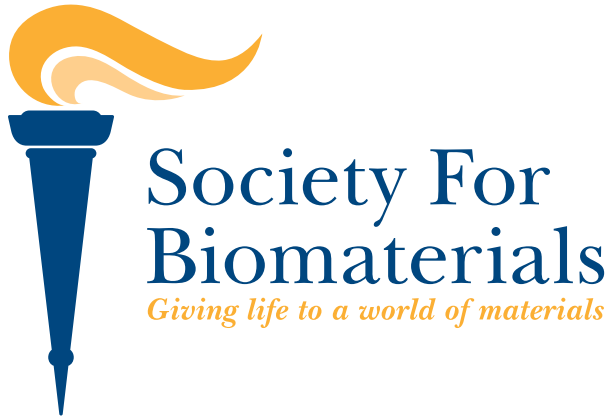




Society For Biomaterials Gains 19 New Members in 21 Days Using One Digital Tactic



Associations and societies are always looking to enhance how they communicate with current and potential members. Email automation not only can improve an association's bottom line, but can also streamline workflows and processes of the membership and marketing teams. According to Epsilon Email, automated email messages average 70.5 percent higher open rates and 152 percent higher click-through rates than "business as usual" marketing messages.

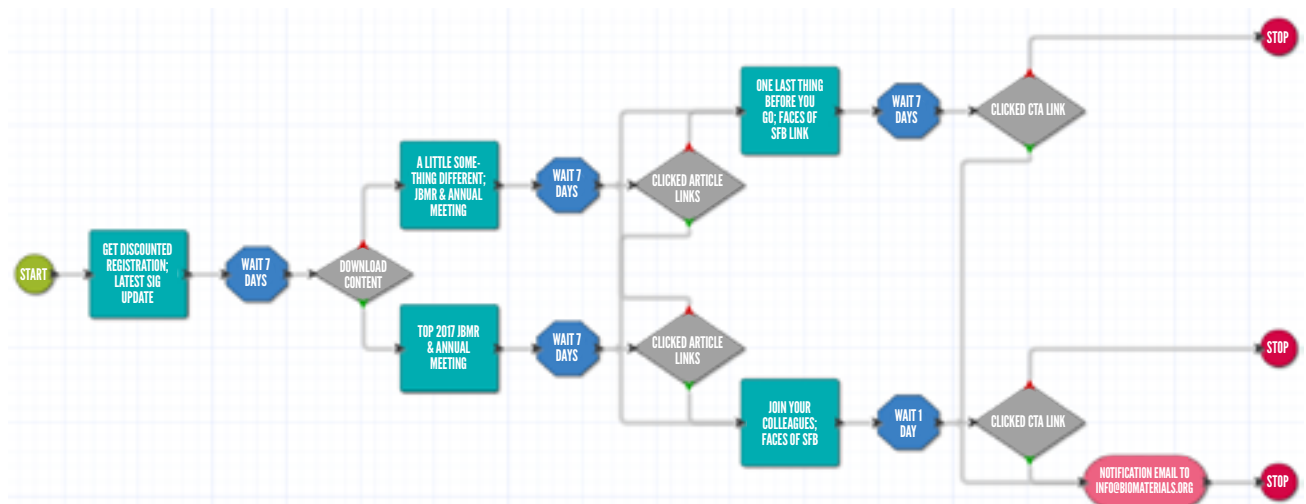
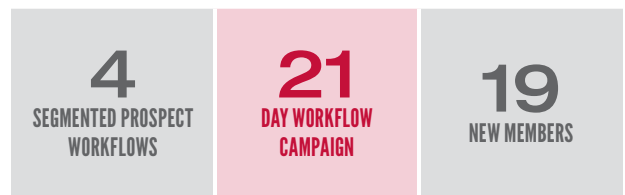
An email workflow is a series of automated emails that are sent—or not—based on a recipient's behavior. The benefit of email workflows is twofold: You can 1) better engage with leads through relevant, targeted emails, and 2) save time by automating the entire process.

The Society For Biomaterials (SFB), an AH client partner and the world's preeminent global community committed to advancing

excellence in all aspects of biomaterial science, engineering and technology, had an extensive database of non-member prospects and wanted to re-engage/nurture them in a strategic and personalized way.

AH worked closely with their team to analyze the database and group the prospects into personas based on past behaviors and interests. Once the prospect database was segmented, the team developed and executed four targeted, automated email workflows to re-engage the prospects.

With these workflows, SFB was able to trigger targeted emails based on information collected about the leads and their actions within the workflows. For example, if a prospect downloads a content piece on the latest updates from SFB's Special Interest Groups, they will receive a series of nurturing emails with additional industry-leading content. This allowed the right message to be sent, providing valuable content to the right prospect at the right time. **As a result, SFB gained 19 new members in the first 21 days of activating the workflows.**



*An example of a successful SFB workflow