

## Increasing Membership Numbers in Record Time Using One Digital Marketing 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.

Members and prospective members are expecting and respond better to personalization and utilizing technology can help us accomplish that.

One of AH's client partners, the American Society of Hand Therapists (ASHT) had an extensive database of non-member prospects and lapsed members, and wanted to re-engage them in a strategic and personalized way.

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

With these workflows, ASHT was able to trigger personalized emails based on information collected about the leads and their actions within the workflows.

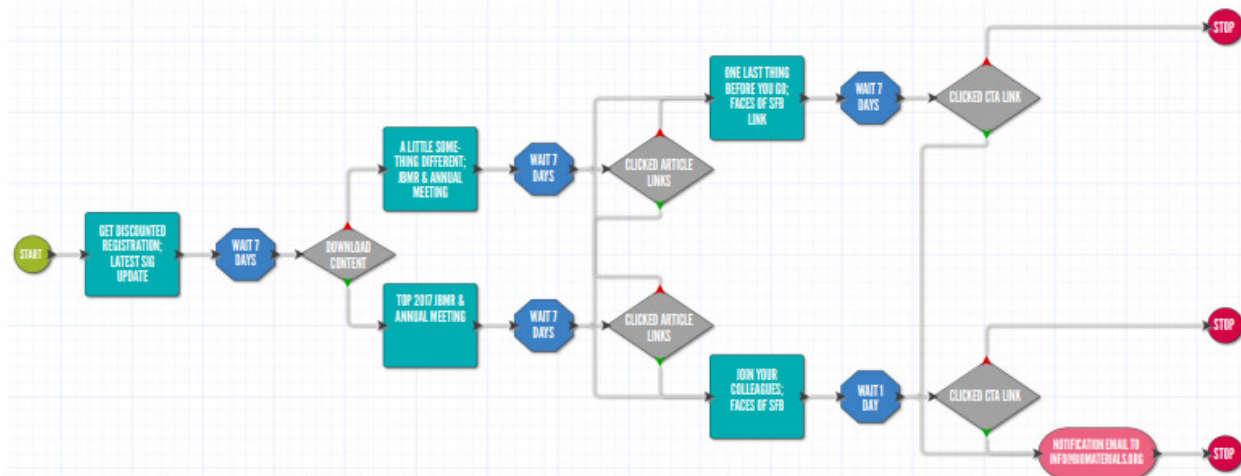
This allowed the right message to be sent, providing valuable content to the right prospect at the right time.

**As a result, ASHT gained 36 new or renewed members in the first 28 days of activating the workflows.**

Another successful example from AH client partner, The Society For Biomaterials (SFB), also started with an extensive database of non-member prospects. SFB wanted to re-engage/nurture them in the same manner that ASHT had.

Following the same process with creating personas and segmenting the group based on past behaviors, the team developed and executed four targeted, automated email workflows to re-engage the prospects.

They used the information collected within the workflow and saw great success. **SFB gained 19 new members in the first 21 days of activating the workflows.**



*An example of a successful SFB workflow*