

Actionable Member Research - from MemberSurveys.com

Integrate Research and Member Marketing To Build Revenue, Member Retention Rates

“Begin with the End In Mind”

Integrating member research findings with marketing efforts helps achieve the end goal: **increased member participation in association programs.** That’s because successful marketing starts with a thorough understanding of members’ needs. And giving members the value they seek is the single greatest factor to higher member retention and revenue. But few associations effectively integrate research findings into their promotions.

the varying needs for each segment. You can also learn members’ preferred communications and benefit delivery methods.

*“The real value of member research is to design and market benefits that are **truly aligned with members’ needs and wants.**”*

*“When the value you offer is aligned with the value members seek, program participation increases, **revenue and member retention rates go up.**”*



Jerry Kaup helps associations integrate Member Research with Member Marketing

Increase Member Retention and Revenue

Research is gathering member feedback to determine what they value. Marketing is telling members about the value of the benefits you offer, over and over. When the value you offer is aligned with the value members seek, program participation increases, revenue and member retention rates go up.

Rather than the “product” or “features” orientation that is common, think about both member marketing and research from your members’ point of view – **“What’s in it for me?”**

They’re Not All The Same . . .

Actionable research also identifies different segments within your membership, and

Three Types of Research Provide Actionable Information

1 - Primary Research

Primary research is directly asking members questions about their preferences. In addition to feedback that aligns program benefits to needs, ask members about their preferred communication methods (online, direct mail, etc.), and preferred program delivery methods (face-to-face, published hard copy, online, distance/local chapter, etc.).

EXAMPLE: A medical association wanted to modify programs to be better aligned with members’ needs. As a result of responses to a Needs Identification Survey, the association is developing programs with greater appeal to members because of better insight into members day-to-day work challenges.

Example Survey Question: *“Thinking about your daily activities, please describe any day-to-day challenges or problems you*

face, and how the ABC Society could offer Member Benefits or Programs that would help you solve those challenges.”

As a result of survey responses, we're helping this association develop online member networking tools that members indicated would facilitate easy sharing of medical practice information with other members.

2 - Secondary Research

Secondary research provides insight from information that has been collected and organized from other sources. For example,

Secondary research for the annual meeting reversed the attendance decline, achieved a 44% attendance gain, (an additional 800+ attendees) and produced \$1,250,000 in additional revenue, at a cost of \$150,000, (a marketing return-on-investment of \$8.33 to \$1).

member prospect lists from publications and list compilers can provide a rich source of names for membership and event marketing.

Industry data can also provide an estimate of the size

of your potential market, competitive information on other organizations and programs, and much more.

EXAMPLE: A trade association in a consolidating industry had an 11% decline in attendance at their annual meeting. We designed marketing for their next annual meeting that reversed the prior year attendance decline, achieved a 44% attendance gain, (an additional 800+ attendees) and produced \$1,250,000 in additional revenue, at a cost of \$150,000, (a marketing return-on-investment of \$8.33 to \$1). This was accomplished by

researching and marketing to 250,000 prospects from industry lists, de-duped against internal member lists.

3 - Experimentation Research

Experimentation (i.e. “testing”) is a direct response marketing and research technique designed to increase the efficiency of promotions and enroll more members at lower marketing costs. A single independent variable (i.e. the input element) is changed to determine the effect of that change on the dependent output variable (i.e. response, in the form of sales, registration, membership enrollments, dues payments, etc.).

EXAMPLE: A multi-discipline association wanted to increase the readership of their monthly e-newsletter. We tested different Subject Lines, and achieved a 26 1/2% increase in readership with the winning subject line. Through experimentation, we learned how to command more attention to the e-newsletter from members, get it read by a wider audience, and boost participation in the association's programs.

What We Do - More Information

We help association increase revenue and boost member retention rates **by integrating member research insight and marketing strategy.** Our deliverables include the design and deployment of member surveys, and the reporting of actionable research to produce effective member marketing communications.

Call Jerry Kaup at 847-864-1702 for more information.