

CASE STUDY

The Association of Otolaryngology Administrators (AOA)



new members
within 6 months



AMS
implementation



member
growth

Solutions

YourMembership AMS

The Association of Otolaryngology Administrators: 300 members added within 6 months

With a particularly difficult-to reach market, AOA needed to provide a compelling reason for members to join its organization and valuable content to keep them engaged. With YourMembership AMS, AOA's membership grew beyond its 1,000 member ceiling, adding nearly 300 new members within six months. The organization also increased paid memberships, store purchases, event registrations and market exposure.

“We have had greater exposure doing this than we’ve made through any of our other marketing campaigns, which is why we decided to continue it through 2015.”

Robin Wagner, COPM
Executive Director
AOA



Summary

Desiring membership growth, AOA moved its website to YourMembership's membership management software in mid 2014, then boldly announced it was offering free memberships to new members.



Challenges

There are more than 3,500 otolaryngology administrators in the country, but AOA's member base remained stagnant at nearly 1,000 members regardless of membership campaign efforts.



Results

YourMembership gave AOA the membership flexibility, reporting and communication options to drive member engagement through a "Try Before You Buy" membership campaign. With AOA's new membership model, membership increased by 30 percent.

More campaign success

26%

of trial members renewed with a paid membership the following year

22%

of trial members attended AOA's annual conference that year

27%

of trial members purchased at least one product from the online store

13%

of trial members paid to attend an online webinar

35%

of trial members registered from new medical practices that AOA had never before enrolled a member

About APA

The Association of Otolaryngology Administrators (AOA) facilitates communication between ear, nose and throat administrators across the country to solve otolaryngology practice management issues.

Learn more about how YourMembership can help you enhance communicate with your prospective members and grow your membership.



yourmembership®

Learn more