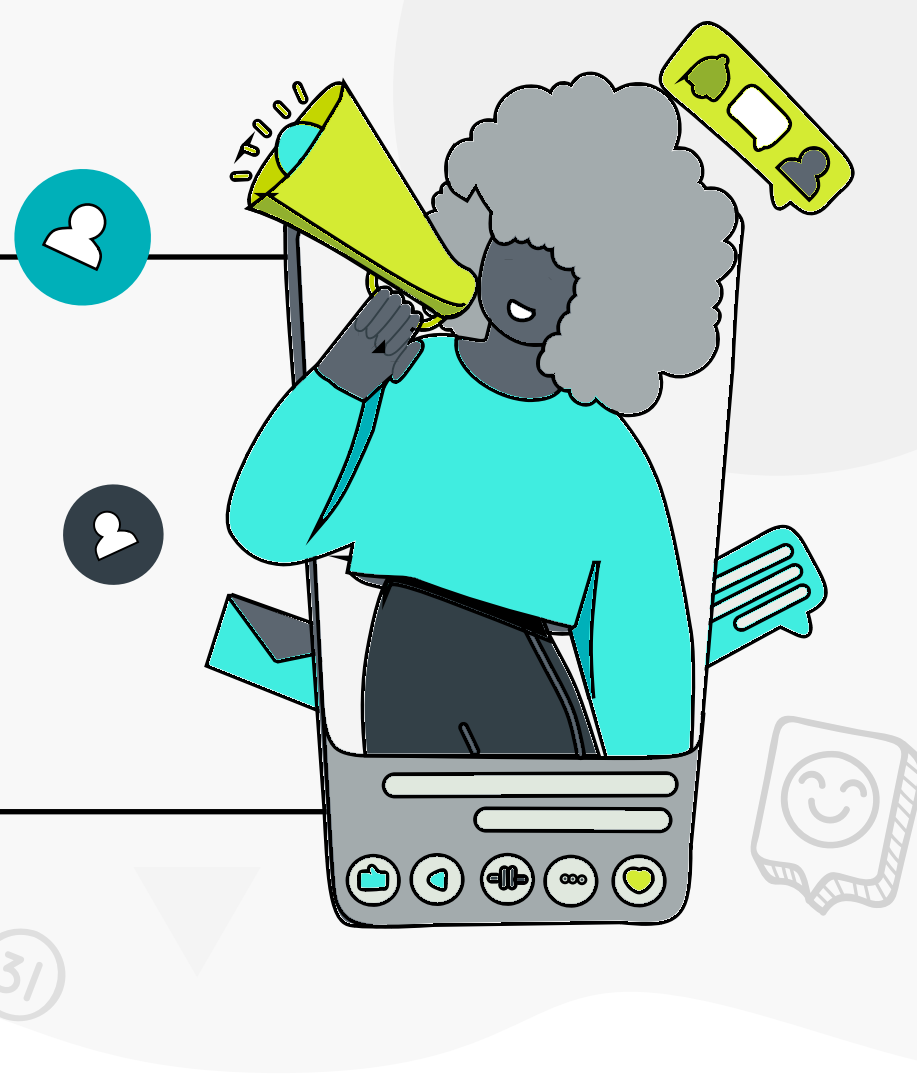


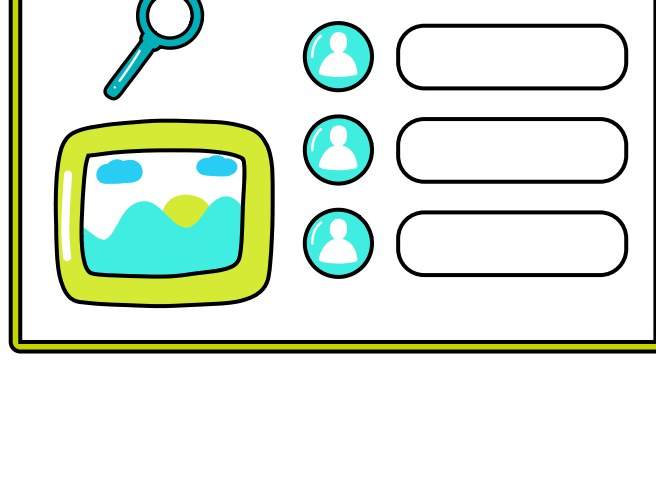
# Membership Marketing



## Website

A well-executed site with modern, user-friendly design goes a long way toward attracting and engaging members while building your brand.

### Tips to make the most of your website:



#### Keep it fresh.

Make a great impression on members and prospective members by keeping your website relevant.

#### Make it mobile-friendly

Offer a friendly and compelling experience by ensuring your website is accessible via all mobile devices.

#### Present an attractive design

Include a consistent use of your organization's brand elements (such as logo, color palette, and imagery).

#### Offer clear navigation

Make the site easy to use with a simple site structure, clear understanding of clickable buttons, and consistency with the same names for things in multiple places.

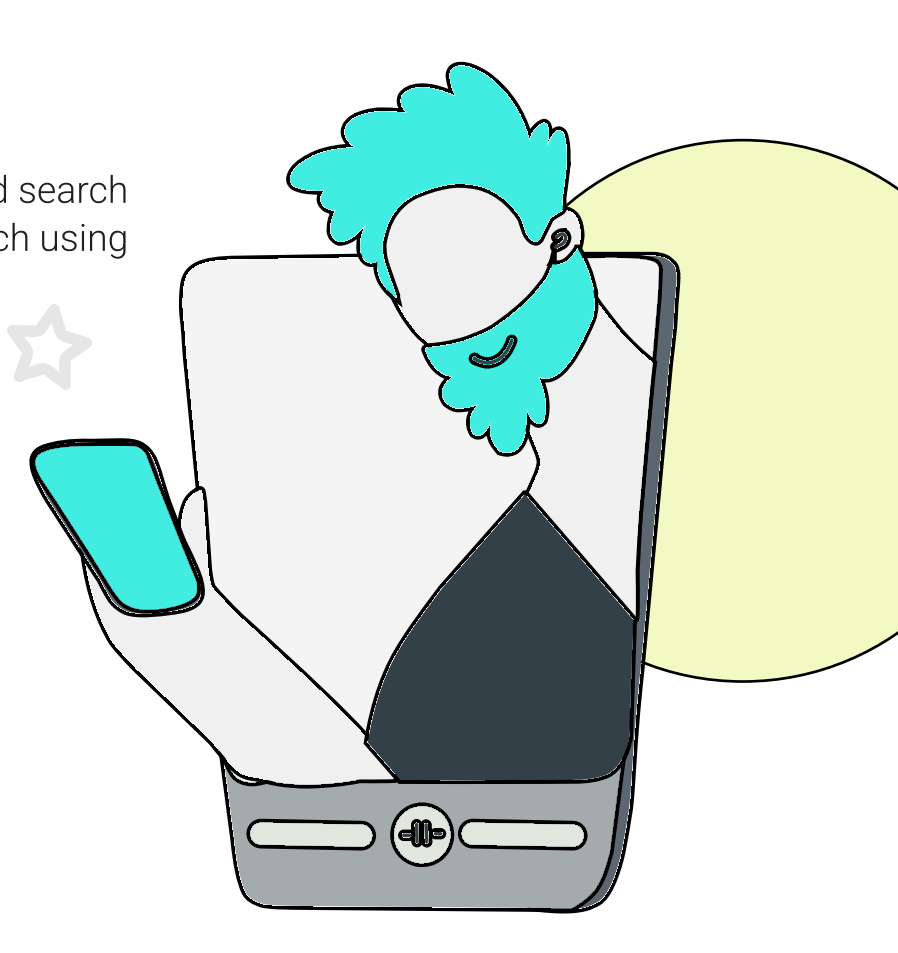
#### Optimize for search engines.

While a mobile-friendly website design is a first step toward search engine optimization (SEO), you can take your SEO up a notch using these techniques:

Use your organization's full name – not an acronym – on your website

Incorporate keywords and key phrases in your web pages.

Keep your content updated.



#### Move your membership application to your website.

Move your paper-based membership application online so when a potential new member lands on your website, there's a clear and compelling path for them to become a member.

Keep your forms simple and succinct. You can always ask for more data later.

#### Add a job board.

Help members grow professionally in multiple ways with online job boards or online career centers.

Connect members with job opportunities.

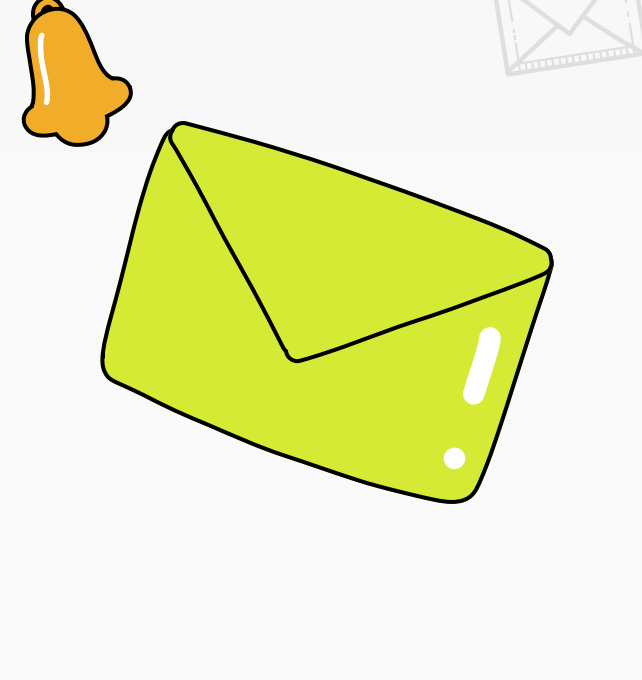
Give job seekers the resources they need to land their next jobs, including help with résumé building, interviewing, and negotiating.

Help members understand the best career paths for their goals and connect with coaches and mentors who can provide ongoing support.

## Email

Connect with prospective members and keep current members engaged with strategic emailing.

### Key approaches to consider:



#### Think mobile.

Help people easily view your emails on their mobile devices by using cross-platform fonts, verifying email is properly formatted and links are working, and including your call-to-action in multiple places.

#### Know your audience.

Increase your email engagement rates by segmenting your email list. Make it more likely members and prospects open your emails by dividing them into smaller groups based on their behavior, engagement, demographics, etc.

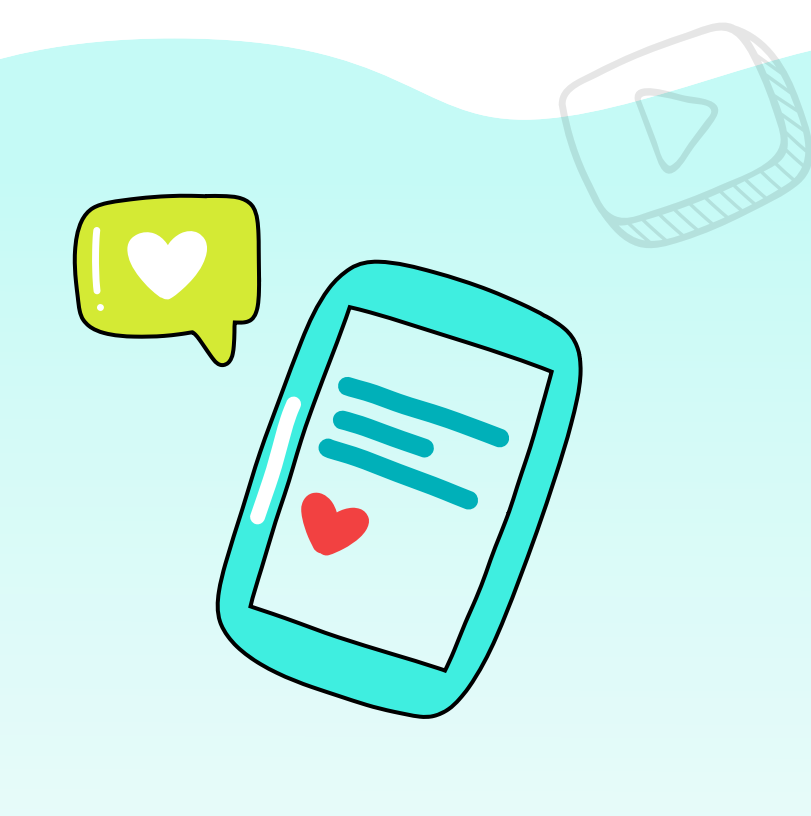
#### Automate.

Automate more process-related emails to free up your staff's time to work on more strategic email marketing campaigns.

## Social media

Align your social media strategy with the needs and interests of your prospects and members.

### Explore approaches that will help attract and retain members:



#### Know your prospects' and members' habits.

Find out where your ideal members are hanging out by researching your current members' social media habits.

#### Demonstrate value.

Share your own content and share interesting and informative content from other sources in your industry.

#### Promote your events.

Post live updates and recaps afterward that will encourage anyone who didn't attend to come to the next event.

#### Interact.

Use social media as a tool to interact with your members with liking, commenting, or replying to comments on relevant posts.

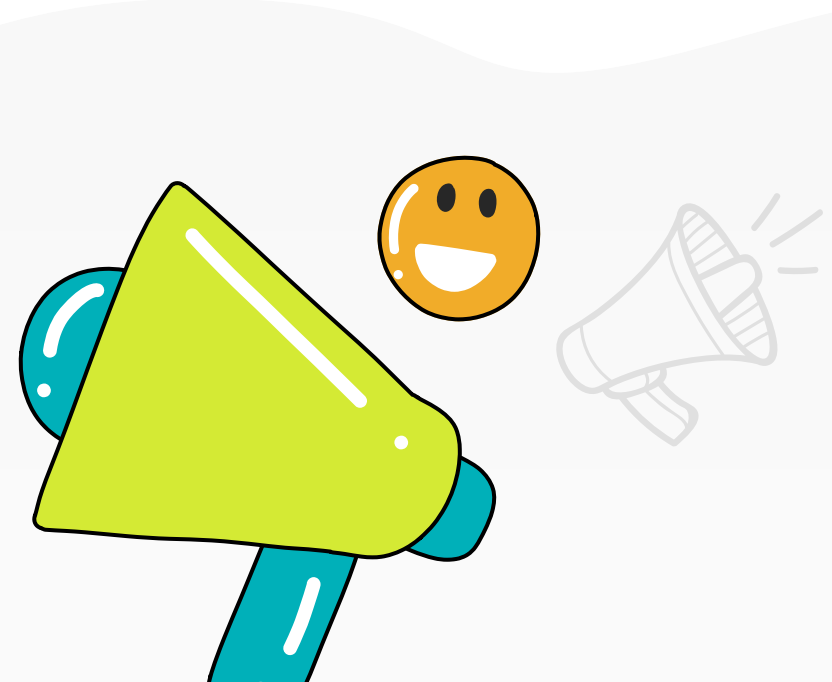
#### Create your own social network.

Offer an online member community to elevate social networking among your association's members and prospective members.

## Content Marketing

Build content that delivers the most effective way to attract new members and provide value to current members.

### Tips to get you started:



#### Perform a content audit.

Look at what content you already have to re-use, re-purpose, and even used as a launching point for new content.

#### Brainstorm content ideas.

Think about what's happening in your industry and what will be most relevant to your members.

#### Diversify your content media.

Provide a mix of content media – emails, articles, videos, etc. – to keep information interesting and engaging for your members.

#### Determine where the content will live.

Decide what content you will produce and then determine the best location for members to access and interact with the content.

#### Share your content.

Build a plan for content and use your website, email, social media, online community, and other channels to share content regularly.

## Take the next step.

Your approach to recruiting and retaining members is vitally important to the ongoing success of your association. It's also important to have the right association management software (AMS) system in place to support your marketing efforts.

Using YourMembership AMS, you can implement the techniques in this guide, and more.

YourMembership AMS offers affordable, easy-to-use, all-in-one membership software for small to mid-sized organizations. It includes membership management functionality, an online community platform, and much more to help you attract, engage, and retain members.



Learn more about why YourMembership AMS is the ideal solution for small and growing associations like yours.

Explore YourMembership AMS