Catch Them and Keep Them: Part II

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How to Improve Your Member Acquisition and Retention Strategy

• Build Engagement
  • Why would a member want to attend [Education, Networking, Special Event]?
  • Why would a member want to volunteer for the chapter?

• Spend Strategically
  • How does each dollar spent function to attract/retain a member?

• Educate Prospects
  • What benefits would be most appealing to a member?

• Develop Partnerships
  • How do partnerships provide exposure to prospective members?
  • How do partnerships support current members?
Member Personas as a Tool

“A [member] persona is a fictional character created to represent a set of users that will react to your [member benefits and] marketing mix in a similar way. It helps your team by

• forming a specific, consistent understanding of your audience among your team.
• showing a human “face” to create empathy.
• Providing an efficient shortcut for day-to-day conversation.”

<table>
<thead>
<tr>
<th>PROFILE</th>
<th>Narrow Feet</th>
</tr>
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<tbody>
<tr>
<td>GENDER</td>
<td>Female</td>
</tr>
<tr>
<td>AGE</td>
<td>36</td>
</tr>
<tr>
<td>LOCATION</td>
<td>Los Angeles, CA</td>
</tr>
<tr>
<td>OCCUPATION</td>
<td>Receptionist; $38k</td>
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</tbody>
</table>

**MOTIVATIONS**
Brandi gets very emotional about shopping for shoes in retail stores because she rarely can find a pair that fits her narrow feet. Recently, she’s turned to online shopping to avoid the hassle of shopping in stores. Brandi found Munro after Googling “narrow width shoes” and reading other reviews online about the company.

**GOALS**
- Needs an SS (4A) width shoe
- Would like to purchase several pairs to fit occasion, style, and color
- Hoping to find that she doesn’t have to sacrifice style or options when searching by fit

**FRUSTRATIONS**
- Not being able to filter available shoes by width
- Getting far fewer options when she applies width filter
- No other recommended shoes when she’s looking at a pair she particularly likes

**REAL MUNRO CUSTOMERS**
“...”

Build your member persona

• Profile picture – Name – Age - Quote
  • Demeanor – Communication preferences
    • Job role – Career path – Education
• Past relationships with other associations?
• Biggest failure/shortcoming in your previous job/project?
• How do you learn about new information for your job?
• How do you prefer to interact with planners/suppliers?
• What task/s do you have that need to be completed?
• What frustrations do you avoid?
• What career/life goals do you hope to achieve?
• Or what experiences do you want to feel?
• What obstacles stand in the way?
Next Steps

1) “Ingrain Your Persona Into day-to-day Discussions”

Encourage your team to start using the persona’s name in your day-to-day board discussions. For example:

• Would [Brandi] prefer to attend A program or B program?
• Why would [Brandi] want to volunteer for the chapter?
• How does each dollar spent function to attract/retain [Brandi]?
• What benefits would be most appealing to [Brandi]?
• How does this partnership support [Brandi]?
Next Steps (contin.)

2. “Reassess Your Product Roadmap”
Using your member persona, create a prioritized list of your persona’s needs. Compare these needs with the items in your chapter offerings. Are they aligned?

3. “Review Your Marketing Strategy”
Do your marketing channels make sense to your personas? Review your marketing messages on your website/social media. Do they speak to your persona?

Membership Roundtables
Recap
Leadership Village Sessions

**Sunday, June 16th:**
1:00 – 2:00pm - Office of the President: Leadership & Development
2:45-4:00pm - Chapter Leader Hangout: Open Mic with COMs
5:15-6:30pm - Membership: Engagement & Value

**Monday, June 17th:**
9:30 10:45am - RISE Up
2:30 – 3:30pm - MarComm
4:45-5:45pm - Education - Experiential, Speaker Swap
What was your most insightful takeaway?
Membership

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