



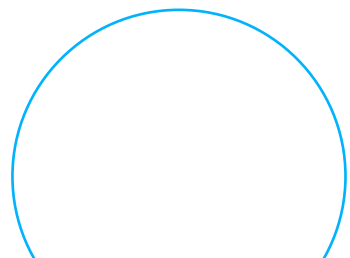
Kentico



Ebook

10-step guide for maximizing member engagement for associations.

kentico.com



Member engagement is the lifeblood of associations, serving as the foundation for their sustainability and growth. In this ebook, we delve into proven strategies that help membership organizations cultivate strong member relationships and we'll explore the tools required to execute these strategies effectively.

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Key challenges in member engagement.

Engaged members not only contribute financially to organizations through dues and donations but also actively participate in activities, such as attending events, volunteering, and advocating for the association's mission. They strengthen the association's influence and credibility in its field, and are more likely to renew their memberships and recruit new members. This mutual commitment between members and the association forms the backbone of its success and long-term sustainability.

However, engaging members poses [several challenges for associations](#) and membership organizations in today's environment, including:

- **Competing for attention:** Members are bombarded with information and activities, making it harder to stand out and capture their attention.
- **Member diversity:** Serving a diverse membership base with varying needs, interests, and demographics requires tailored engagement strategies.
- **Personalization:** Tailoring experiences and content to individual member preferences requires data insights and effective personalization strategies.
- **Fragmented communication channels:** Managing communication across various channels (email, social media, website, etc.) can lead to inconsistent messaging and member confusion.
- **Measuring engagement:** Defining and measuring meaningful engagement metrics to assess the effectiveness of engagement strategies.
- **Retention:** Keeping members actively engaged and preventing attrition over time is a continuous effort.
- **Building community:** Creating a sense of community and fostering connections among members, especially in virtual environments.
- **Digital transformation:** Adapting to digital platforms and integrating new technologies while maintaining member engagement and satisfaction.





Member engagement is about building meaningful relationships and creating a supportive environment where members feel valued and empowered to contribute to shared goals. Achieving and sustaining member engagement, therefore, requires the right strategy and the right tools to effectively connect, communicate, and deliver value.

Let's explore the proven strategies for membership organizations to cultivate strong member relationships, enhance member satisfaction, and improve retention, and pinpoint the necessary tools to effectively implement these strategies.



If you're assessing the suitability of Xperience by Kentico, our hybrid headless digital experience platform (DXP), as your member engagement platform, look out for the following symbols:

-  indicates that the tool comes built into Xperience by Kentico. Click on it to learn more.
-  means a relevant third-party tool integrates seamlessly with Xperience by Kentico





Ten steps to a more engaged member base.

Creating a more engaged member base is vital for the vitality and sustainability of any organization. To help you achieve this, we have outlined ten actionable steps designed to foster stronger connections, increase participation, and enhance the overall member experience. These strategies will help you build a thriving and committed community.



1

Provide diverse and valuable content

Members crave content that is not only relevant but also engaging and diverse. Providing a variety of high-quality content types that cater to different interests and needs is essential for keeping members interested and engaged.

Tools necessary for the creation, management, and delivery of engaging content include:

Centralized content management 🍊

A content hub enables efficient creation, management, and updating of diverse content types (articles, images, videos, etc.), ensuring consistency across all channels.

Intuitive website navigation 🍊

Optimize navigation structures, menus, and interfaces for a user-friendly experience, ensuring easy access to relevant content and resources.

Multichannel delivery 🍊

DXPs with a content-first approach allow you to reuse content across websites, mobile apps, and email channels, eliminating duplication of work and maintaining updated content across all touchpoints.

Global and regional localization 🍊

By ensuring content is localized and accessible in multiple languages and regions, you can enhance engagement and cater to the specific needs and preferences of your diverse membership base.



2

Ensure ongoing value

Keeping members engaged over time is crucial for maintaining a vibrant and active community, which in turn drives member retention and loyalty. It ensures that members perceive ongoing value, encouraging them to participate actively and contribute to your organization's goals. By fostering strong relationships and a sense of belonging, you can leverage member engagement to sustain growth.

The capabilities you'll require include:

Member-only areas 🍊

Allow members to update their information, manage subscriptions, and access resources easily via self-service portals.

Exclusive content 🍊

Provide access to premium content, resources, or services exclusively for members.

Event management 🍏

Organize regular member-only events, webinars, or workshops to foster ongoing engagement and networking opportunities.

Member recognition

Acknowledge member milestones, achievements, or contributions publicly with badges, titles, or rewards.



3

Measure and analyze engagement metrics

Understanding how your members engage with your organization is vital for optimizing their experience. By measuring and analyzing engagement metrics, you can gain valuable insights into member behavior and preferences. This data-driven approach allows you to refine your strategies, improve offerings, and ensure sustained member involvement and satisfaction.

Get a better understanding of your members with:

Touchpoint analytics 🍊

Gain deeper insights into behaviors, preferences, and engagement patterns across touchpoints, then optimize strategies, to enhance member satisfaction.

Member tracking 🍊

Learn about individual member interactions, preferences, and engagement trends over time for better informed nurturing and retention.

A/B testing 🍊

Conduct experiments to optimize content and engagement strategies based on data-driven insights.





Personalize member experiences

Members expect [personalized experiences](#) that cater to their unique preferences and needs. By leveraging member data and advanced personalization technologies, you can deliver tailored interactions, content, and services. Personalization enhances member satisfaction, fosters loyalty, and strengthens the connection between members and your organization.

Look for the following features:

Contextual content 🍊

Deliver content dynamically based on real-time context, such as location, time of day, and device used.

Segmentation 🍊

Segment members based on demographics, behavior, and preferences to tailor offerings.

Content personalization 🍊

Serve content based on segmentation or persona rules. Offer tailored paths for enhanced engagement.

Tailored recommendations 🍊

Deliver personalized content, event, and resource recommendations based on member demographics, behavior, and preferences.

Automated member journeys 🍊

Automate personalized member journeys to guide them through membership stages. Use automated campaigns for renewal and milestones.



5

Facilitate continuous communication

Effective and ongoing communication is crucial for maintaining strong relationships with your members. Regular, meaningful interactions ensure members feel valued and informed. Establishing consistent communication channels helps keep members engaged, fosters trust, and enhances their overall experience with your organization.

Some great tools for achieving this are:

Email marketing 🍊

Use built-in email tools to deliver personalized messages and updates to members consistently over time.

Marketing automation 🍊

Automate content delivery, event reminders, membership renewals, and more, ensuring consistent and timely communication.

Social media integration

Leverage popular platforms to reach members where they are most active, ensuring timely updates and engagement with content.



6

Create opportunities for interaction

Building a sense of community among your members is key to long-term engagement. By creating opportunities for interaction, you foster connections and encourage active participation. Whether through events, online forums, or collaborative projects, facilitating meaningful interactions helps members feel more connected and invested in your organization.

You can do this through:

Online communities 🍏

Create and manage online communities for members to interact, share knowledge, collaborate, and engage in discussions, fostering a sense of belonging and active participation.

User-generated content 🍏

Allow members to contribute comments, reviews, and discussions, fostering engagement, community interaction, and member ownership.

Social sharing

Enable effortless content sharing across members' social media profiles, boosting visibility, expanding reach, and stimulating member interaction and engagement.



7

Build out retention programs

Retaining members is just as important as attracting new ones (if not more!). Developing comprehensive retention programs ensures that members continue to find value in their association with your organization. By implementing targeted retention strategies and providing ongoing benefits, you can enhance member satisfaction and loyalty, leading to long-term success.

In order to retain more members, consider the following:

Loyalty rewards 🍏

Offer incentives, rewards, or recognition programs to loyal members to make them feel valued.

Churn monitoring 🍊

Use analytics to identify at-risk members early and engage with them proactively to address concerns.

Automated reminders 🍊

Implement personalized reminders tailored to members' renewal dates, highlighting the benefits of continued membership.

Feedback loops 🍊

Encourage member input, conduct regular surveys and polls to gauge satisfaction, and adapt swiftly to member feedback.



8

Promote trust and transparency

Trust and transparency are the cornerstones of a strong member relationship. By being open and honest in your communications and operations, you build credibility and foster a sense of security among your members.

Ensure you're worthy of members' trust with the following capabilities:

Data privacy and protection 🍊

Ensure strict data privacy measures and adhere to data protection regulations to maintain member trust.

Secure payment systems 🍊

Communicate how you protect members' payment details and privacy and ensure safe transactions.



9

Invest in technology infrastructure

To stay competitive and meet the evolving needs of your members, investing in robust technology infrastructure is essential. Modern, scalable, and integrated technology solutions enhance the member experience, streamline operations, and enable you to deliver personalized and efficient services. Prioritizing technology investment ensures your organization remains agile and ready for future growth.



Here are they key technology considerations when choosing the right software for your association:

Ease of use 🍊

Intuitive interfaces, customizable dashboards, and [user-friendly features](#) that minimize the learning curve, allowing content teams to focus on creating compelling content and engaging campaigns rather than grappling with complex tools or waiting for the help of developers. Simplified processes streamline content management and distribution across channels, ensuring consistent and timely delivery of personalized member experiences. This not only boosts productivity but also enables marketers to respond quickly to member needs and market trends, ultimately driving higher engagement and satisfaction levels among members.

Content-first architecture 🍊

This prioritizes the creation, management, and distribution of content across multiple channels. By centralizing content in a dedicated hub, these platforms facilitate streamlined content creation and updates, ensuring consistency and relevance across various touchpoints (such as websites, mobile apps, and social media). This approach not only simplifies content management but also enables organizations to deliver personalized experiences tailored to member preferences and behaviors. Additionally, a content-first DXP supports agile content strategies, allowing organizations to respond quickly to member needs and market trends, ultimately driving higher engagement and satisfaction levels among members.

API integrations 🍊

Seamless integration via APIs is crucial for member engagement as it allows different systems and applications to communicate and share data effortlessly. This integration enables organizations to provide a unified and cohesive experience for members across various platforms and channels. By connecting disparate systems such as membership databases, CRM systems, and communication tools through APIs, organizations can streamline processes, eliminate data silos, and ensure consistent and personalized member interactions.

Scalability 🍊

Scalability is essential to ensure systems efficiently manage increased demands, enabling expanded operations and accommodating growing user needs without performance compromises. This capability supports organizational growth, enhances user satisfaction by maintaining consistent service levels and reliability, and adapts to evolving demands and usage patterns. Scalability encompasses accommodating more members, channels, and content, while also ensuring personalized member experiences can be effectively managed at scale.



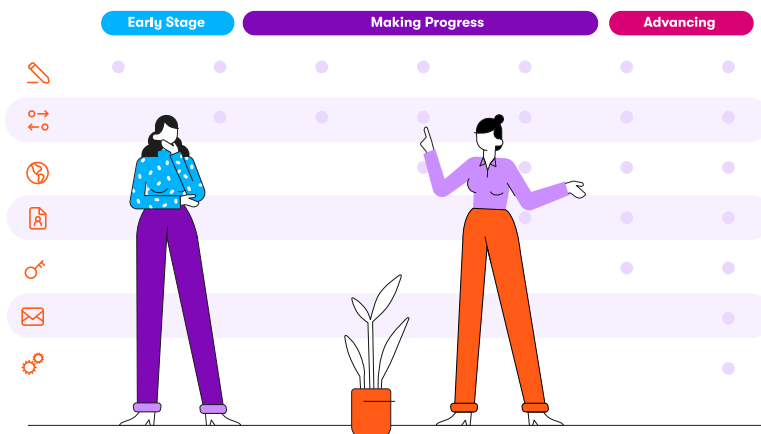
Understand your digital maturity

Having listed all the steps you need to take and tools you'll need to acquire in order to effectively enhance member engagement, we'd be doing you a disservice if we didn't bring up "digital maturity." This is because understanding your organization's digital maturity is essential before investing in technology.

Digital maturity refers to how well an organization uses digital tools and strategies to improve its performance and stay competitive in today's digital world. By assessing your current digital capabilities and readiness, you can identify gaps and opportunities for improvement. This evaluation ensures that any technology investments align with your organization's strategic goals and member needs, maximizing the effectiveness and return on investment of new digital solutions.

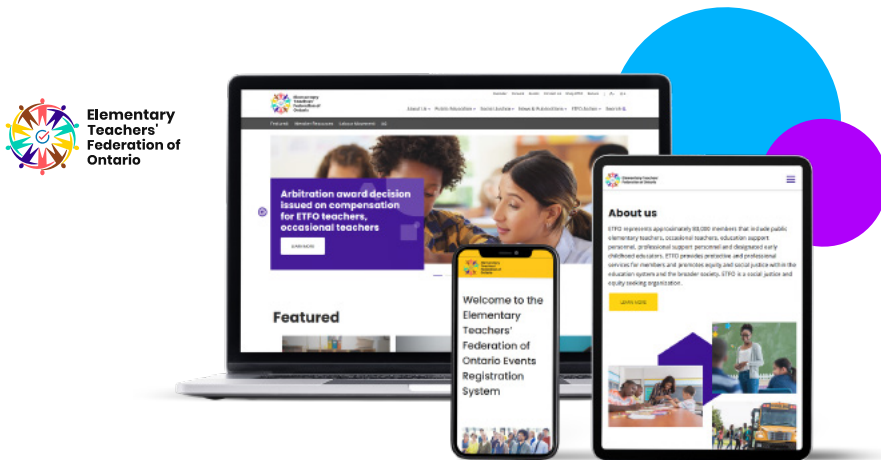
By understanding your digital maturity level upfront, you can make informed decisions, prioritize investments wisely, and implement solutions that truly enhance member experiences and drive organizational growth.

Understand your digital maturity with our [Digital Maturity Assessment](#)



Boosting ETFO's member engagement: A Kentico success story.

The [Elementary Teachers' Federation of Ontario](#) (ETFO) uses its website as a key communication tool to engage with the media, the public, and its 83,000 members on critical issues surrounding public education in Ontario. The site also keeps members informed and connected.



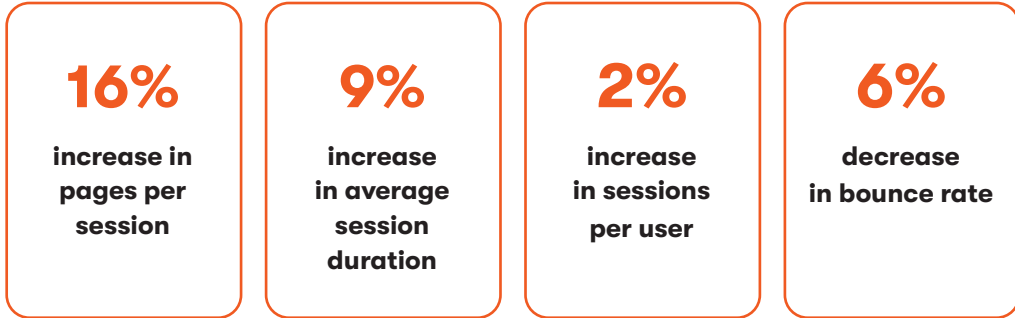
ETFO's existing site was outdated and difficult to manage. It was cluttered with over 28,000 pages, mixing public and member content, complicating navigation. Users struggled with finding relevant information and editors found it challenging to update and manage content efficiently. Sensitive documents required robust security measures and varied role permissions.

ETFO wanted to address these issues, while bolstering member engagement, expanding audience reach, and increasing political action. The organization also wanted to ensure a seamless experience for members using the portal and microsites and to enable content sharing on social media and mobile devices.

They turned to digital agency [Inorbital](#), who built them a new website in Kentico, chosen for its .NET core functionality, seamless integration capabilities, high performance, security, flexibility and scalability.

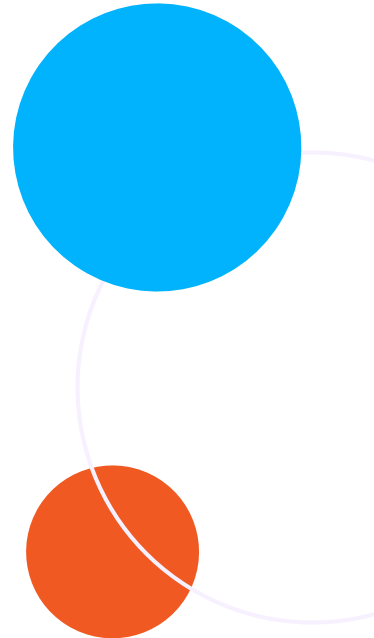


The new website has seen stunning results in member engagement:



And it continues to support the organization in reaching its goals through:

- **A content-first approach:** A new structured content inventory informs the new information architecture.
- **Enhanced content management:** With Kentico's Page Builder, editors can now easily build and update pages using drag-and-drop widgets.
- **Integrated member insights:** Bi-directional synchronization between Kentico and Microsoft Dynamics enables efficient member data management.
- **Better member experiences:** Enhanced navigation, intuitive search functionality, and advanced filtering improve content discoverability.
- **Robust security:** The new site meets stringent security requirements with comprehensive roles and permissions.
- **Compliance:** It is compliant with the Accessibility for Ontarians with Disabilities Act.
- **Seamless single sign-on:** It now offers a smooth user experience for both public and member-only areas.



“

Built in Kentico, the renewed ETFO.ca promotes the Elementary Teachers' Federation of Ontario's work in support of high-quality public education in the province of Ontario. The design, clear navigation, and effective searches allow users to find the information they need quickly and efficiently.”

Karen Brown.

President [Elementary Teachers' Federation of Ontario](#)



**Elementary
Teachers'
Federation of
Ontario**

How content-first approach makes for a member-centric experience.

A content-first approach to a membership website can significantly enhance member centricity by ensuring that the site delivers relevant and personalized information tailored to the specific interests and needs of individual members.

By prioritizing high-quality, engaging content, the website can provide members with valuable resources, updates, and insights that resonate with their professional or personal goals. This not only keeps members informed and engaged but also demonstrates the organization's commitment to addressing their unique concerns and aspirations.

[Xperience by Kentico](#), our hybrid-headless DXP is specifically designed to support a content-first approach, making it an ideal solution for membership organizations looking to enhance member engagement. By leveraging its powerful content management capabilities, organizations can deliver highly personalized and relevant content to their members across multiple channels and in multiple languages. This ensures that members receive timely and pertinent information that resonates with their interests and needs, thereby increasing their engagement and satisfaction.

The hybrid-headless architecture allows for flexibility in content delivery, enabling seamless integration with various front-end technologies and ensuring a consistent experience across web, mobile, and other digital platforms.

Additionally, Xperience by Kentico offers advanced analytics and user insights, allowing membership organizations to track and understand member behavior and preferences more effectively. This data-driven approach enables organizations to refine their content strategies continually, ensuring that they are meeting the evolving needs of their members.

With features like personalized content recommendations, automated workflows, and robust security measures, Xperience by Kentico empowers organizations to create a more engaging, secure, and member-friendly digital environment. By focusing on delivering high-quality, relevant content through a versatile and scalable platform, membership organizations can foster stronger relationships with their members and drive long-term engagement and loyalty.

Why not give Xperience by Kentico a test drive to see just how well it could meet your specific needs as an organization?

BOOK A ONE-ON-ONE PERSONALIZED DEMO NOW

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