

Survey Results, Presidential Forum, Membership/Marketing Roundtable, February 2, 2021

1. Other than your AMS, what Member Engagement or Marketing software/tools do you use today?

Ad Retargeting	1	Hootsuite	1	Quorum	1
Adestra	1	HubSpot	3	Rasa.io	1
Cision	1	Informz	3	Real Magnet	1
Click Dimensions	1	LMS (Cornerstone)	1	Social Media	4
Clowder	1	Member only discussion forum	1	Spreadsheets	1
Communities	2	Membersuite	1	Survey Monkey	2
Constant Contact	2	Mobile App	1	Surveying	1
Cvent	1	MyEmma	1	Text Marketing	1
Eloqua	1	None	1	Trello	1
Email	1	Own Website	1	Vertex	1
Exact Target	1	Pardot (email marketing)	1	Zoom Events	1
Feathr	1	PropFuel	2		
Higher Logic	6	Proprietary Software	1		

2. What has been the most effective marketing or membership outreach initiative you have done in 2020 and what was the outcome?

- Our Growth Agenda with 4 global growth priorities and 12 strategic pathways for marketers and advertisers. Increased engagement of member companies leading to higher retention rates.
- Conducted a continuous web series on COVID19 and the impact it has on our professional community.
- Covid briefing and webinars
- Created and published a nonmember newsletter, as a "touch" and sample of what membership with the association offers. We send this to everyone in our database that has opted-in to receive 3rd party information, nonmembers who create an account to attend events/purchase from us, and nonmembers visiting the website who want to sign up. The outcome has been 1) members who had lapsed and not been members for years, even a decade have rejoined 2) it has served as a conversion tool. After a year, about 30% of our new joining or rejoining members have been receiving this nonmember newsletter. Our member recruitment has been so good it has let us identify member retention as our biggest

challenge now and am preparing to execute retention program.

- Free membership for 45 days, then paid at discount. Several new members
- Going back to direct mail. Resulted in a 20+% increase in new members over previous year.
- HubSpot
- Increase website readership, improve member engagement through enhancements of our communication and web content integrations.
- Introducing new membership model
- Member-get-a-member. tried to recruit 500 new members in 50 days - lofty goal, this campaign was combined with registration for our first virtual annual meeting. We managed to recruit over 300 new members.
- Membership Trial to a small segment (none active non-members). Able to convert small percentage of users that we would have not touched. Provided framework and base line to complete entire campaign for 2021.
- Opening up most of our COVID-related resources such as webinars to nonmembers provided a huge pipeline of new targets.
- Sending more renewal notices and sending them earlier
- text/sms campaigns for renewals
- The use of videos/podcasts
- video and written testimonial along with sending out work product to prospects letting them know the information we send out to our members.
- virtual event registration - personal emails
- We had a pretty good response to our shift to a virtual meeting in May. Good participation, little revenue. People participated in free offerings not so much on paid virtual.
- We opened membership to those who had never been a member previously, and got about 3,000 new members so we're just starting our campaign to try to get some of them to renew...
- We simply used email to push out information about resources available for our members around COVID-19. It succeeded because of the huge demand. We've also launched targeted emails with content specific to selected segments of membership. Traditional but effective.

3. How do you currently survey your members about any topic or issue?

- Board survey (2x year), Committee Surveys (as needed), Member Listening Survey (annual).
- Clowder app mostly
- Email
- Many ways. Quick, one-offs, full surveys, committees, etc.
- no surveys have been done recently
- Periodic surveys with Survey Monkey.

- Periodically a formal survey. More casually via email and/or member newsletter.
- Send targeted surveys to groups using survey monkey
- Survey
- Survey Gizmo,
- Survey Monkey
- Survey Monkey Mobile App polling tool Vault Consulting
- Survey monkey or if it is a larger outlook such as a 5 year plan we use an outside company
- Survey Monkey or outside service
- SurveyMonkey
- Surveys are typically done by the Training department after a workshop or half-day training benefit. There is an annual survey to the membership sent through the IT department.
- Use of Qualtrics.
- Use Propfuel for real-time messaging and quick surveys.
- We do a single question survey in our member newsletter.
- We do a yearly member satisfaction survey as well as other surveys throughout the year on emerging trends and other issues that affect our industry.
- We use the 1-2-3 method somewhat regularly as well as a one question "survey" from time to time. We use Survey Monkey for an annual survey of members and we outsource larger survey initiatives (using Edge Research).