



Tapping Technology for Membership

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TAPPING TECHNOLOGY FOR MEMBERSHIP

Are you looking for ways to differentiate your membership organization?
How can you leverage technology to positively impact the bottom line?

- **CAPTURE ATTENTION**
- **REINFORCE BRAND MESSAGING**
- **ATTRACT DOLLARS FROM THE GIVING PUBLIC**

Today existing and potential members can donate and join in places and ways we could have never imagined.



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- 312 million Americans
- 226 million with Internet access via computer
- 285 million have mobile phones (91%)
- **1 in 2 Americans** or 142.8 million will have a smartphone by Christmas 2011 – Neilson study. That number is rising!
- SMS text messaging is the most widely used application in the world, with 2.4 billion active users or over 74% of all mobile phone users
- QR Code scanning in 1st quarter of 2011 was up **4,549%**
- Direct Marketing News reports that **14.5 million consumers scanned a QR code during the month of June**
- Tablets makes QR codes more viable. World wide tablet sales, led by iPad, up 418% or 81.3 million in 2011



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QR CODE READERS:

Neoreader

www.get.neoreader.com

I-nigma

<http://i-nigma.mobi>

Bee Tagg

<http://get.beetagg.com/>

Kaywa Reader

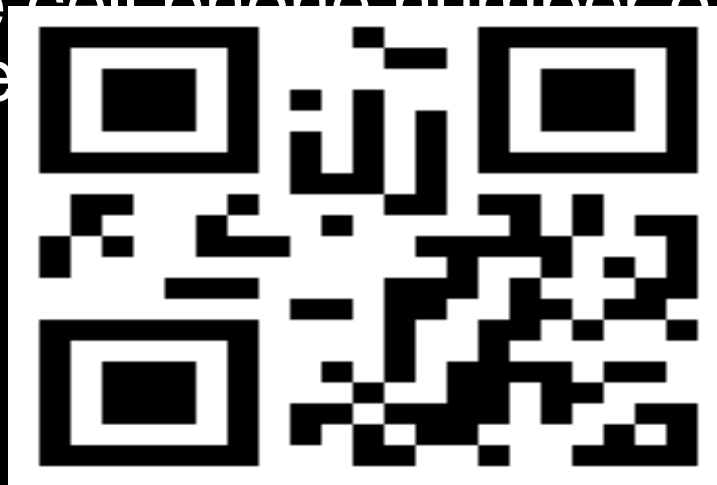




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The hottest use of technology in the marketing world today is the **Quick Response** or **QR code**.

Below is the cell phone number of Grace Piku,
Director of Dire, as a QR code





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QR codes offer multiple advantages to marketers:

- Immediate response to a call to action
- Can convert offline audiences into online relationships
- Shorten the sales cycle
- Increase reach – go viral or to Facebook and Twitter
- Email and SMS (short message service) mobile text can be integrated into a QR code multi-touch campaign
- **Free** or very little cost to produce





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QR codes enable mobile users to immediately jump from printed material to online content.

POSTER FOR CIRCUS PERFORMANCE AT PRAIRIE CITY MUSIC HALL®

SEE REVERSE FOR PERFORMANCE SCHEDULE
PREMIUM SEATS ALSO AVAILABLE

PRESENTED BY
iShares
Exchange Traded Funds

OFFICIAL SPONSORS

INFINITI Sun Life Financial® AMERICAN EXPRESS

JOIN US AT **CIRQUECLUB**
@Cirque

FOR GROUPS (15+): CONTACT JACOB KIMBRO • 212-790-9540

The image shows a promotional poster for a Cirque du Soleil performance. On the left, a man in a red jacket and black hat looks towards the viewer. In the center, a woman in a white, feathered costume stands in a desert landscape. The background is a golden, hazy scene with silhouettes of people. The poster includes text about the venue (Prairie City Music Hall), performance schedule, and sponsors (iShares, Infiniti, Sun Life Financial, American Express). It also features social media icons for Facebook, Twitter, and Cirque Club, along with a QR code and contact information for group bookings.



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A few FREE programs to create QR Codes:

Kaywa QR Code Generator

<http://qrcode.kaywa.com>

ZXing QR Code Generator

<http://Zxing.appspot.com/generator>

Dlivr QR Code Generator

<http://dlivr.com/qr-code-generator>

Nokia Mobile Codes Generator

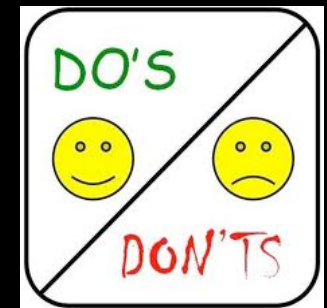
<http://mobilecodes.nokia.com>



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DO'S & DON'TS OF QR CODES

- CONTENT is critical! Match content to the prospective audience.
- Let the person scanning the QR code know what they'll receive or how it will benefit them.
- Optimize content for mobile.
- Be creative.
- Be sure to include tracking mechanism to measure.
- Make sure the QR code is large enough and that it can be scanned.





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VOICE BROADCAST & INTERACTIVE VB

- Voice Broadcast – a mass communications technique, begun in the 1990's, that broadcasts telephone messages to hundreds of thousands of call recipients at once.
- Personalize information with text-to-speech software.
- Answering machine detection.
- Live answers can receive a different message.



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INTERACTIVE VOICE BROADCAST

- Interactive Voice Broadcasting (IVB) – allows the call recipient to listen to the recorded message and interact with the system by pressing keys on the phone keypad.
- The actions may include forwards to live agent, surveys, information confirmation, or navigation through a phone menu for more information





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SpotCo has been working with our clients to integrate VB/IVB with direct mail and emails.

LACMA



Museum of Fine Arts Boston



KUSC.org
CLASSICAL | fm 91.5

LAOPERA

PLÁCIDO DOMINGO ELI AND EDYTHE BROAD GENERAL DIRECTOR
JAMES CONLON RICHARD SEAYER MUSIC DIRECTOR



MEMBERSHIP VB/IVB CAMPAIGNS

- Annual fund
- Renewals
- Lapsed Reactivation
- Ticket sales
- On-air pledge drives
- Stewardship
- Thank you – retention/benefits
- Reservations / RSVP





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TO VIEW CASE STUDIES FOR QR CODES, VOICE BROADCAST & INTERACTIVE VOICE BROADCAST, & TO LEARN MORE ABOUT HOW YOUR ORGANIZATION CAN BUILD THESE TECHNOLOGIES INTO YOUR STRATEGY, PLEASE CONTACT US:

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REFERENCES

- www.exposeyourmuseum.com Kate Tinworth, Denver Museum of Nature and Science blogger
- www.mashable.com Aliza Sherman, How Tech Is Changing the Museum Experience
- Cracking QR Codes, The Ultimate guide for using QR codes, including current trends, Best Practices for implementation, marketing strategy, creative and measurement, and QR code samples. Book published by Direct Marketing IQ, 1500 Spring Garden Street, 12th Floor, Philadelphia, PA 19130 (215) 238-5300 ISBN: 1-931068-52-6
- <http://mashable.com/2011/02/10/qr-codes-picasso> Picasso Exhibit
- Target Marketing Magazine
- LinkedIn Groups: Museum Computer Network (MCN), American Association Museums, eMarketing Association Network, Official Direct Marketing Association, Nonprofit Marketing and Fundraising Tips
- Mobio
- You Tube
- The World Park Campaign – amazing use of QR codes Magma Agency and NYC Parks and Recreation President Obama puts Will Ferrell up on QR Code – Animated video