



MEMBERSHIP CONSULTANTS

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MISSION • MEMBERSHIP • MARKETING: A MAGIC MIX FOR SUCCESS

Too often our programs are siloed or do not get the internal support membership efforts deserve. Competing for internal resources, institutional email schedules, IT, and marketing resources can stifle membership's full potential.

Case Study: History Colorado

Social Media • Contests • Acquisition • Strategic Planning • On-Site Sales • Annual Fund • Telemarketing

The campaign integrated traditional direct mail and on-site sales with a series of social media campaigns and a mobile scavenger hunt as well as a 6-page interactive Facebook microsite to expose audiences to History Colorado's mission and membership messaging.

Using social media driven contests to raise awareness, drive traffic to membership webpages, and capture prospect data.

- Highly targeted advertising to support
- Thread in mission-oriented messaging throughout
- Capture member stories
- Integrate online/offline
- Support with PR
- Making sure all touch points are on the same message, creative, across channels (e.g. direct mail, email, billboards, TV, online)



AMMC Roundtable: Mission – Membership - Marketing

Case Study: Museum of Science, Boston

Leveraging digital marketing for gift membership and acquisition

- Acquire new givers from untapped sources - social media and online advertising
- Test a set of messaging and offers
- Email marketing
- Analytics for measurement
- Landing pages optimized for the offer
- Pixels for retargeting campaign
- Partnership with local parents magazine
- Facebook content marketing



A Seat at the Table

Membership should be involved in:

- Shared goals, metrics, schedules, and reporting
- Google Analytics for membership pages (traffic and conversion goals)
- Google AdWords and display advertising strategy
- Email campaigns and communications schedules
- Landing pages, e-commerce systems, and product packaging
- CRM data and in-house lists
- SEO optimization

