

# WATTLE

YOUR **MEMBERSHIP**  
**TECHNOLOGY PARTNER**



# WATTLE INTRODUCTIONS

WATTLE



**Andrew Vance**

Chief Commercial Officer



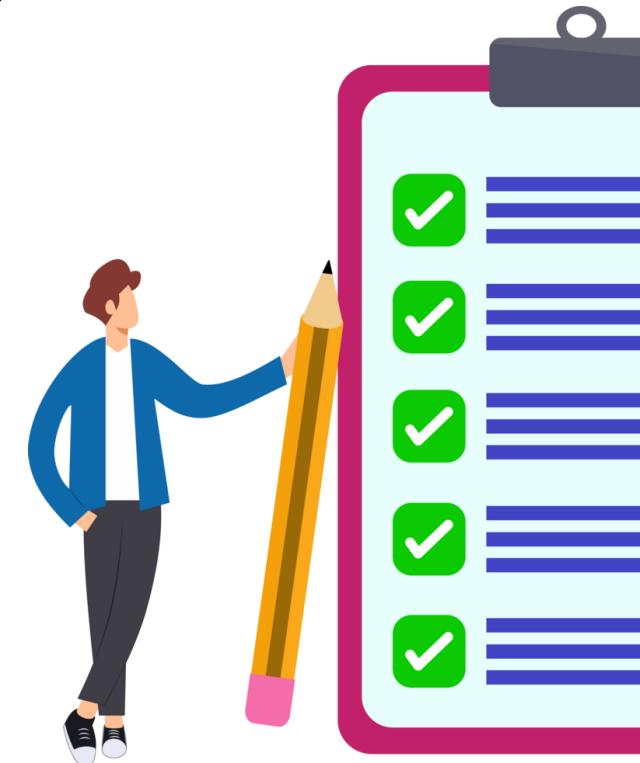
**Jenna Wilson**

Bid Manager

## What is your experience of member portals?

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1. We have one and are happy with it.
2. We're reviewing our current portal.
3. We don't have one but we're looking to get one.
4. We don't have plans to provide a member portal.



Personalising member portal experiences for deeper engagement and revenue growth



1

Driving improved member engagement.

Growing non-subscription income.

2

Traditional



New Generation





**Defining Personalisation**



**Member Portal Evolution**



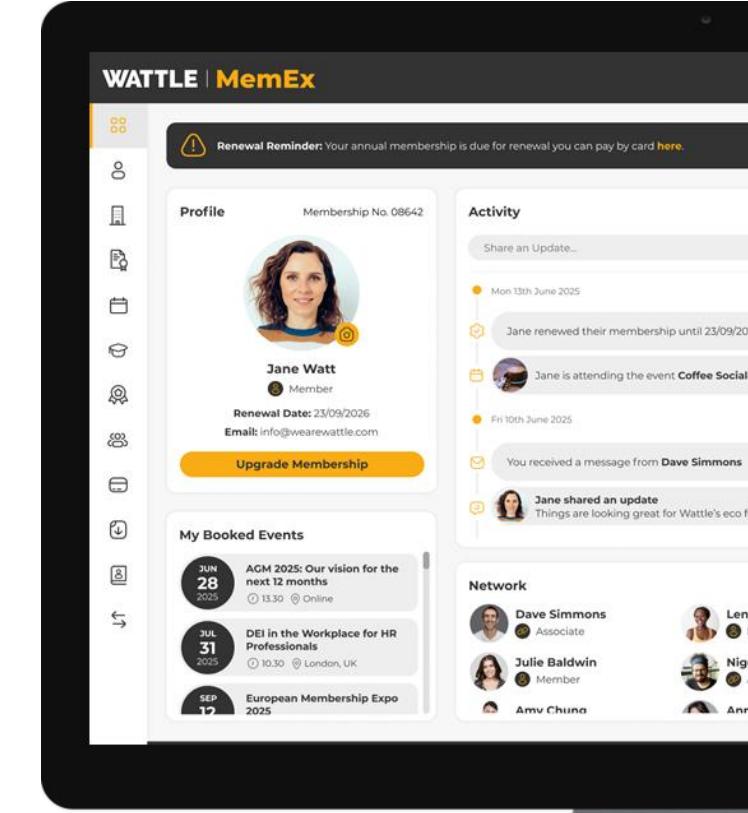
**Hooked Model**



**Redefining Member Engagement**



**Real-Life Member Portal**



# WATTLE



1

Defining  
Personalisation

2

Member Portal  
Evolution

3

Hooked Model

4

Redefining Member  
Engagement

5

Real-Life  
Member Portal

The process of tailoring **digital content** and **user-specific features** to meet the specific needs, preferences, and interests of individual members or distinct member groups.

1

Digital  
Content

2

User-Specific  
Features

## Personalised Dashboards



**WATTLE | MemEx**

**Profile** Membership No. 08642

**Activity**

**My Booked Events**

**Network**

**CPD Progress** 85% COMPLETE 8.5/10 HOURS

**Preferences**

**My Booked Events**

**CPD Progress** 85% COMPLETE 8.5/10 HOURS

**Bio**

I'm Jane Watt, a Member at Wattle Solutions Ltd leading the development of the MemEx Member Portal to enable future generations of membership associations to deliver transformational digital experiences. Let's connect!

## Personalised Recommendations



You May Be Interested In

- 16/08/2025 Leading Membership with Anna Spear
- 11/01/2025 MemEx Annual Report
- 31/09/2025 Webinar – Efficiencies in Member Acquisition

Recommended Events



FREE  
SEP 31 2025 13:30 Online  
Webinar - Efficiencies in Member Acquisition

This course will equip you with the tools and techniques to attract, convert, and retain members more effectively. You will learn how to streamline acquisition processes, leverage data-driven insights, enhance marketing strategies, and create compelling membership value propositions.

Recommended Courses



FREE  
JUL 02 2025 13:30 Online  
Targeting a Niche in Your Sector

Success in today's crowded market requires a focused approach. Instead of trying to appeal to everyone, targeting a niche allows you to connect deeply with the right audience, stand out from competitors, and build a loyal customer base. In this course, you'll learn how to identify profitable niches, craft tailored marketing strategies, and...

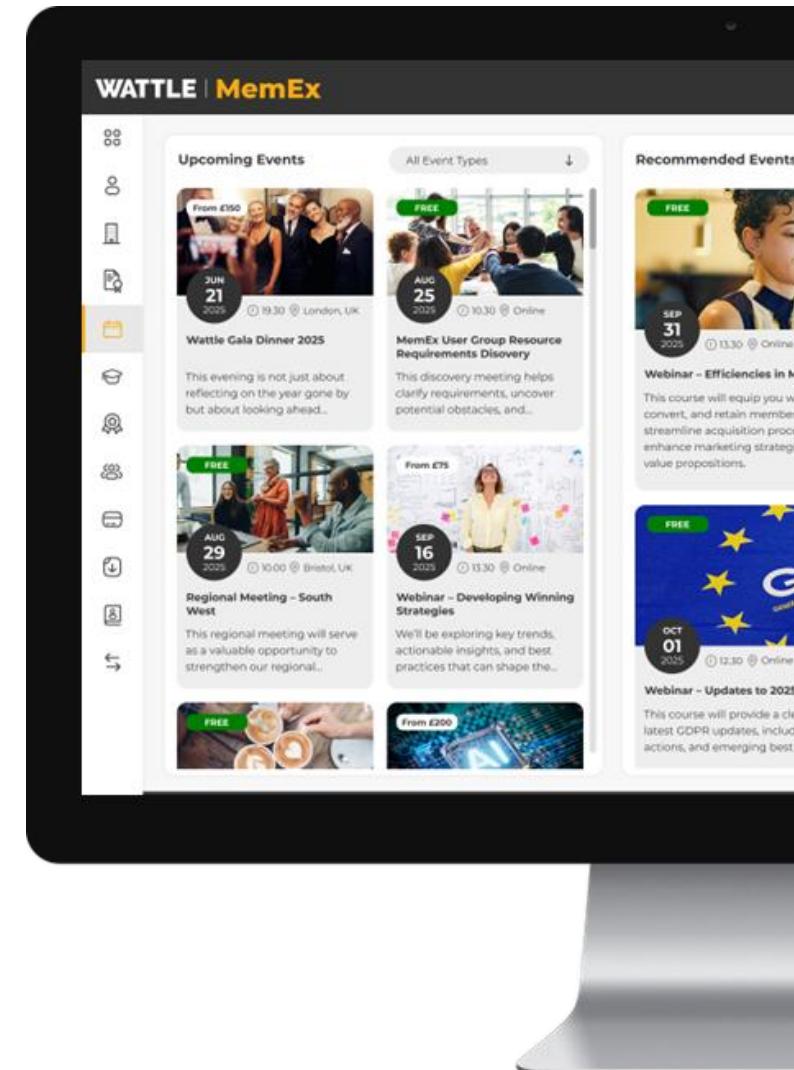
Resources

Search... Filter by Show All

Thumbnail	Date	Description
	03/02/2025	Member Newsletter
	16/01/2025	Member Magazine
	11/01/2025	MemEx Annual Report
	10/12/2024	User Guide
	21/11/2024	Sector Best Practice 2025

- Leverage data and portal capabilities.
- Goes beyond just digital content - **user specific features**.
- Provide a relevant, engaging, and member-centric experience.
- Make it feel like your portal “knows them”.

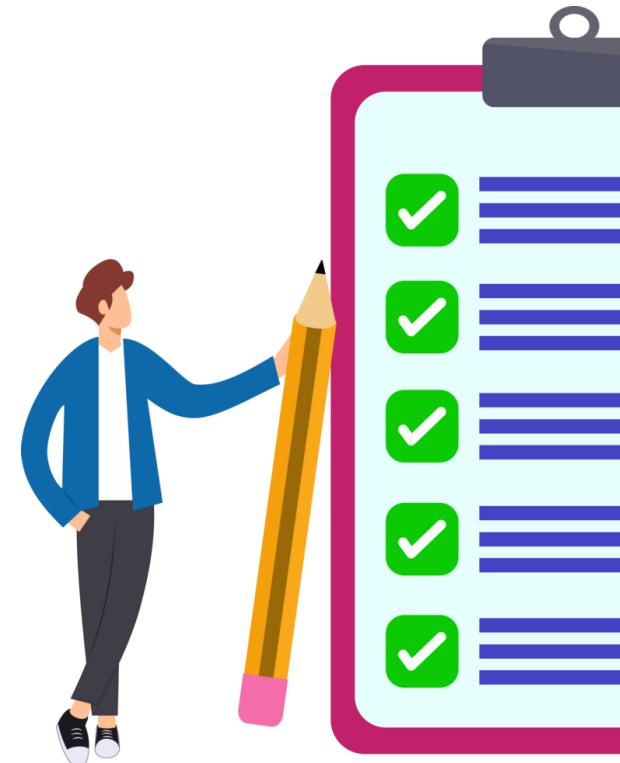
— Increased member engagement and spend



## To what extent does your current member portal enable personalisation?

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1. Loads! Our members love their portal.
2. A bit, but we'd like to do more.
3. Not at all, our portal is very basic.
4. We don't want to offer a personalised portal experience.



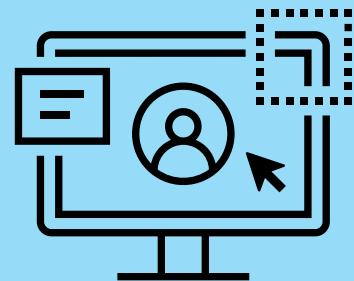
# WATTLE

A large, solid yellow triangle is positioned in the center-right area of the slide, pointing downwards. It is partially overlaid by the circular numbered items.

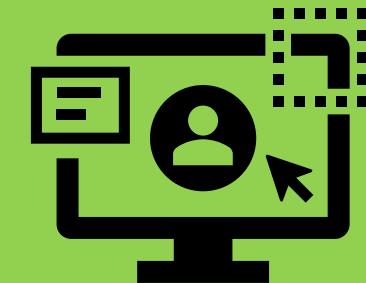
- 1 Defining Personalisation
- 2 Member Portal Evolution
- 3 Hooked Model
- 4 Redefining Member Engagement
- 5 Real-Life Member Portal

## Traditional Member Portals

Transactions driven by  
Self-Service



## New Generation Member Portals



Member Experiences driven  
by Personalisation

## Traditional Member Portals



**Clare**

(Membership  
Manager)

## New Generation Member Portals



**Rachel**

(Membership  
Manager)

## For Clare's Members

- Member Self-Service – like updating their personal details or comms preferences.
- Enables Online Transactions – like renewing membership or booking an event.

## For Clare's organisation

- Drives convenience for Members.
- Reduces member management admin overhead.
- Secures efficiency gains and savings which her Board like.



**Clare**

(Membership  
Manager)



What?!

So basically, I'm now  
managing my own  
membership for you?

Show me the MEMBER  
VALUE!

**David**  
(Member)





**Rachel**  
(Membership Manager)



I know my face looks the same as on the other slide but I'm happy – honest!



**David**  
(Member)

## Joined a Special Interest Group

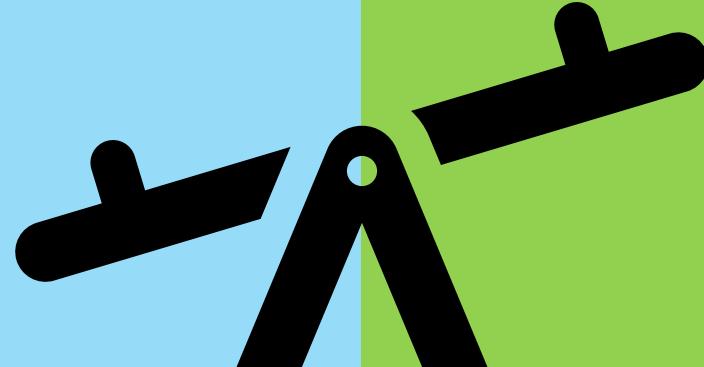
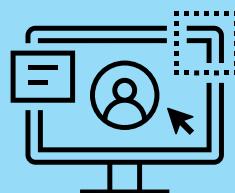
The screenshot shows the WATTLE MemEx interface. At the top, there's a navigation bar with the WATTLE logo and a user profile. Below it is a dashboard with several sections: 'Activity' (showing updates from Dave Simmons and Julie Baldwin), 'Notifications' (a list of updates from the 'Regional Committee South West' committee), 'Resources' (a list of meeting minutes from various months), and 'Committee Members' (a list of members with their roles: Associate, Member, Associate, Associate). On the right, there are sections for 'Upcoming Meetings', 'Previous Meetings', and 'Special Interest Groups'.

## Took a Training Course

The screenshot shows the WATTLE MemEx interface. At the top, there's a navigation bar with the WATTLE logo and a user profile. Below it is a dashboard with sections: 'Course Details' (for 'SEO Audit 101'), 'Pre-requisites' (Level 2: Membership Marketing), 'Course Progression' (Level 2: Membership Marketing), and 'Similar Courses' (including 'Create a Winning Sales Strategy' and 'Level 2: Membership Marketing').

- Traditional portals fading in relevancy.
- Transactional nature benefits you – not your members.
- Self-service is an expectation – not a member benefit.
- Members want better value.

- Ride the storm.
- Invest in improvements.
- Adopt modern technology.



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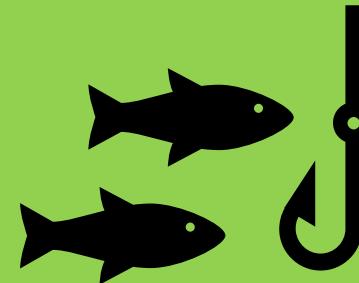
Real-Life  
Member Portal

**If you build it, they will come.**

**True – but will they keep coming back?**



## Hooked Model

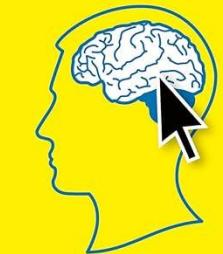


OVER 500,000 COPIES SOLD WORLDWIDE

"A must-read for everyone who cares about driving customer engagement."

—ERIC RIES, author of *The Lean Startup*

# HOOKED



UPDATED  
EDITION  
FEATURING A NEW  
CASE STUDY

How to Build  
Habit-Forming Products

NIR EYAL  
WITH RYAN HOOVER

Through consecutive hook cycles, successful software platforms reach their goal of unprompted user engagement, bringing users back repeatedly, without depending on costly advertising or aggressive messaging.



**TRIGGER**



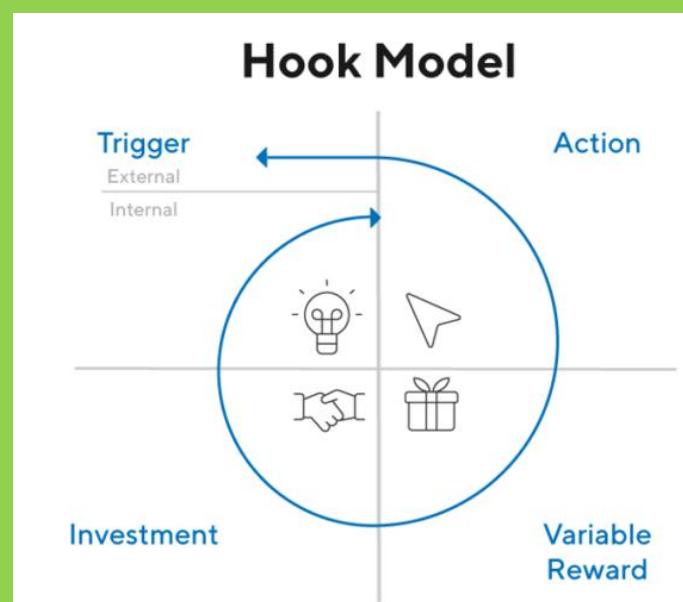
**ACTION**



**REWARD**



**INVESTMENT**



# HOOKED ON LINKEDIN TRIGGERS

WATTLE

- **Maintain a Professional Profile**
- **Build a Network**
- **Get Involved in Groups**
- **Look for jobs**
- **Keep up to date on news like events to attend**
- **Announce your achievements like qualifications**
- **Post about key topics and share content**

Search

Home My Network Jobs Messaging Notifications Me For Business Advertise

**WATTLE**

Jenna Wilson (She/Her) · 1st  
Membership expert driving digital transformation for membership organisations

Bristol, England, United Kingdom · [Contact info](#)  
<https://www.wearewattle.com/>  
1,719 followers · 500+ connections

[Message](#) [More](#)

**Highlights**

You both work at Wattle  
Jenna started at Wattle 5 years and 1 month after you did  
[Ask about experience](#)

**About**

Dynamic sales professional specialising in technology and software solutions, with a proven track record of driving growth and scaling operations. Over 5 years' of experience, I have consistently exceeded sales targets by leveraging deep industry knowledge and a strategic approach to client engagement. I thrive in challenging environments, bringing innovative solutions that meet diverse client needs and deliver business value....

[...see more](#)

**Activity**  
1,719 followers

[Posts](#) [Comments](#) [Images](#)

[✓ Following](#)

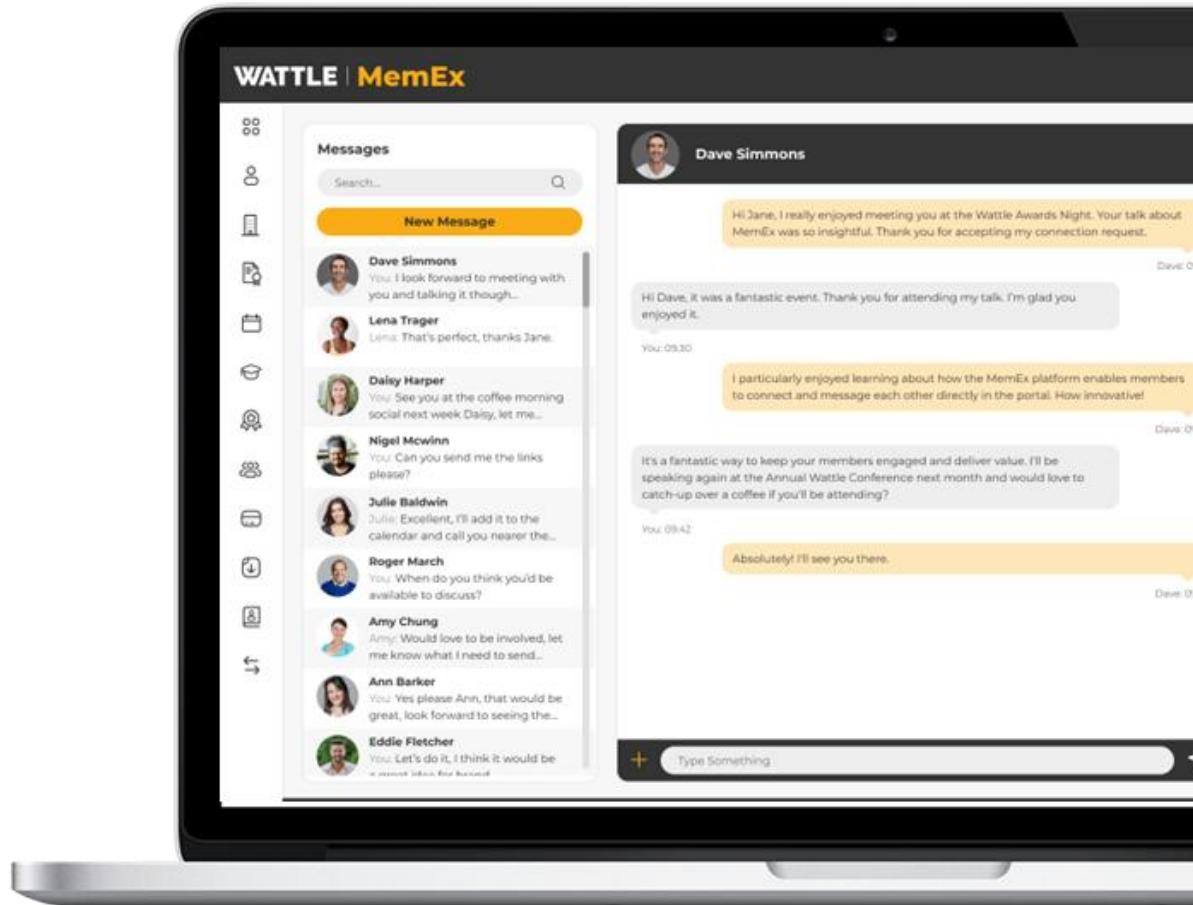
[Show all](#)

**People you may know**  
From Jenna's company

Peter Twomey



- Adopting new generation portal technology will have an impact.
- Member engagement and spend will trend upwards.
- Be wary and address long-term adoption risks through Hooked Model software techniques.
- Mimic capabilities of similar highly successful platforms like LinkedIn.



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## Current

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Member engagement refers to the ongoing involvement and interactions that your organisation has with its members, revealing how connected they feel to your benefits and offerings

## New

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Successful member engagement is the increase in member lifetime value (MLV) resulting from the improvement of member interaction key performance indicators (KPI)

## Website

- Number of Webpage Views
- Number of Resource Downloads

## eCommerce

- Number of Online Product Purchases

## Portal

- Number of Member Portal Logins
- Number of Resource Downloads
- Number of Network Connections
- Number of Update Posts

## CRM

- Number of Events Attended - In-Person
- Number of Events Attended – Online
- Number of Courses Attended
- Number of Exams Passed

## CRM continued

- Number of CPD Points Accrued
- Number of Committee Memberships
- Number of Volunteering Instances

## Online Community

- Number of Community Logins
- Number of Posts in Community

## Email

- Email Open Rate
- Email Click Through Rate

## Social Media

- Number of Social Media Mentions

## Financial

- Member Monthly Revenue Recurring
- Member Monthly Revenue Non-Subscription
- Number of Cross-Sell Offers Taken



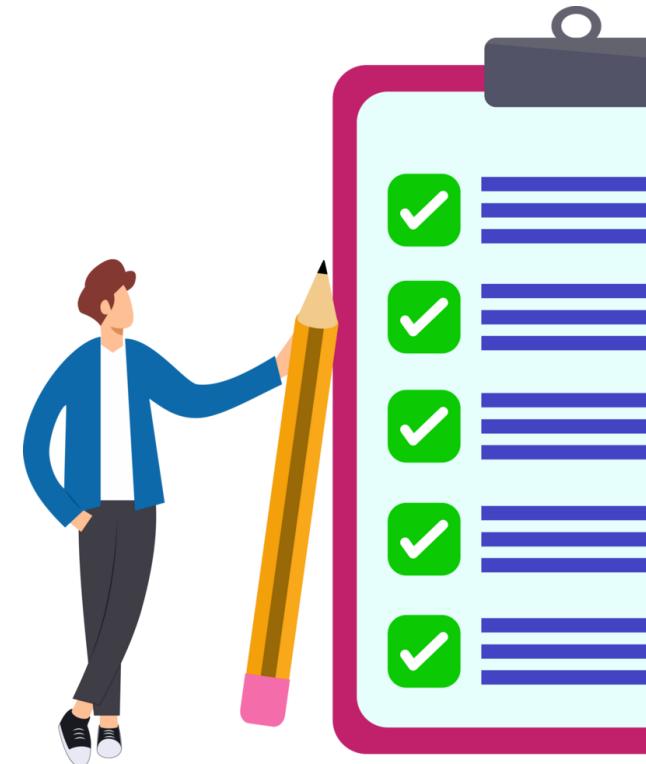
- **Redefine and realign around Member Lifetime Value.**
- **Expand tracked interactions to include new activity types.**
- **Monitor Interaction KPIs over time.**
- **Track non-subscription revenue growth and cross-sell offer take up.**
- **Prove the monetary value of engagement initiatives!**



## How effective are your current member engagement initiatives?

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1. Super effective – our members are deeply engaged.
2. Fairly effective – member engagement is improving.
3. Not as effective as we'd hope.
4. We don't know – we aren't measuring member engagement.



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