

WATTLE

YOUR **MEMBERSHIP**
TECHNOLOGY PARTNER





Andrew Vance

Chief Commercial Officer

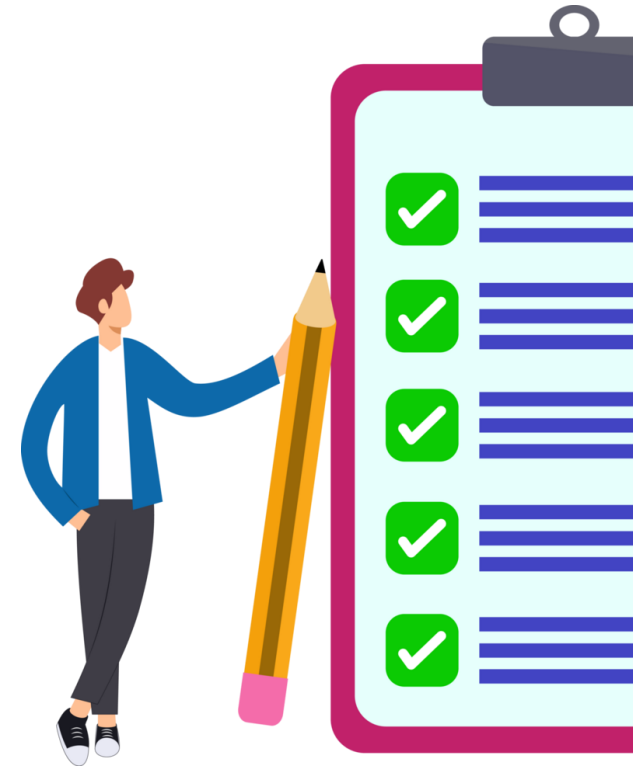


Jenna Wilson

Bid Manager

What is your experience of member portals?

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.

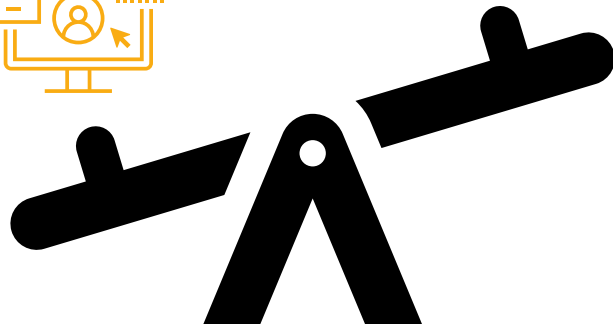
Growing non-subscription income.

2

Traditional



New Generation



MemberWise

2023/24 **DX**
DIGITAL EXCELLENCE
REPORT

1

Defining
Personalisation

2

Member Portal
Evolution

3

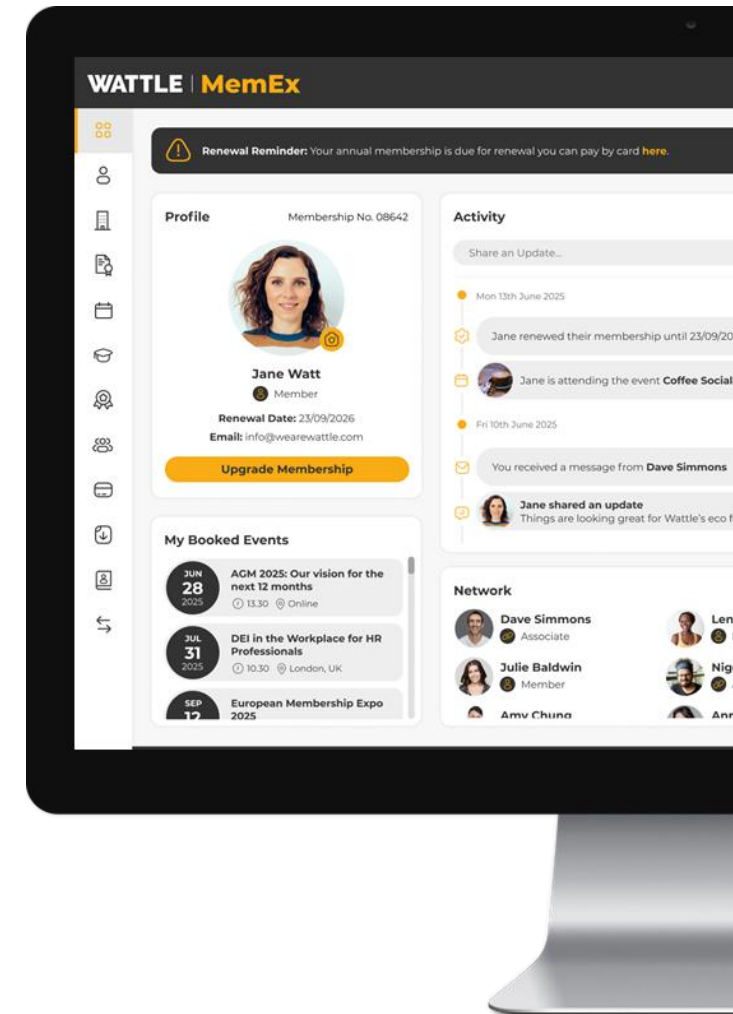
Hooked Model

4

Redefining Member
Engagement

5

Real-Life
Member Portal



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Real-Life
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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

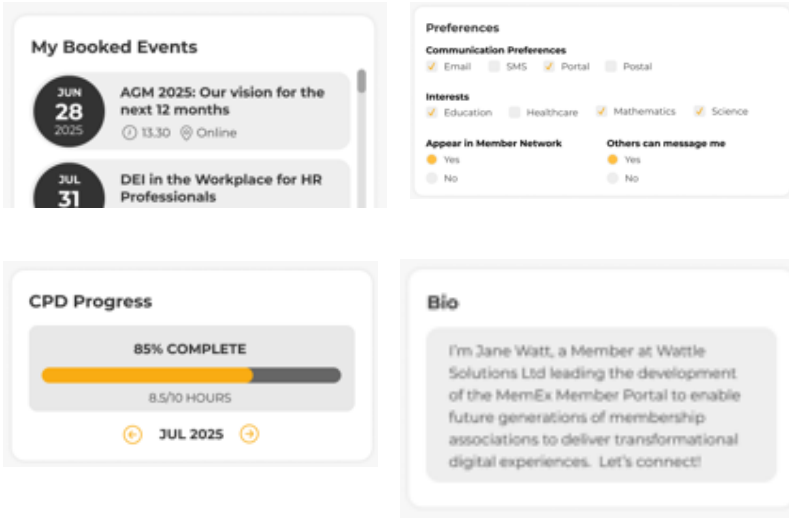
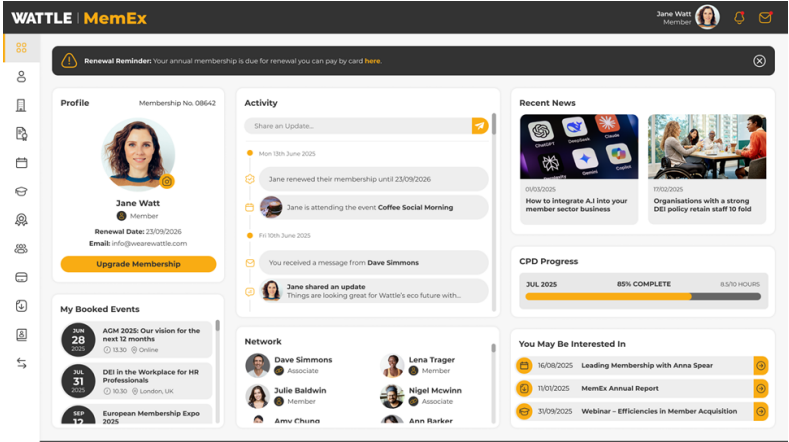
2

User-Specific
Features

Personalised Dashboards









David
(Member)




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



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




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

- 

03/02/2025 **Member Newsletter**
- 

18/01/2025 **Member Magazine**
- 

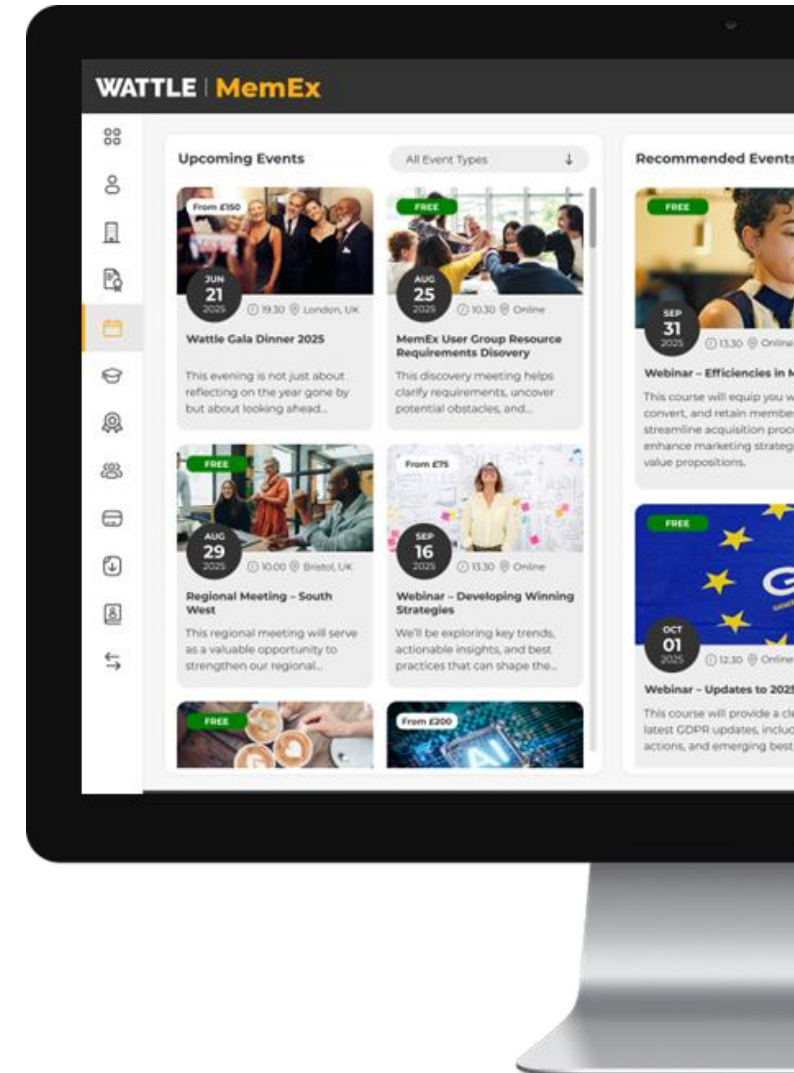
11/01/2025 **MemEx Annual Report**
- 

10/12/2024 **User Guide**
- 

21/11/2024 **Sector Best Practice 2025**

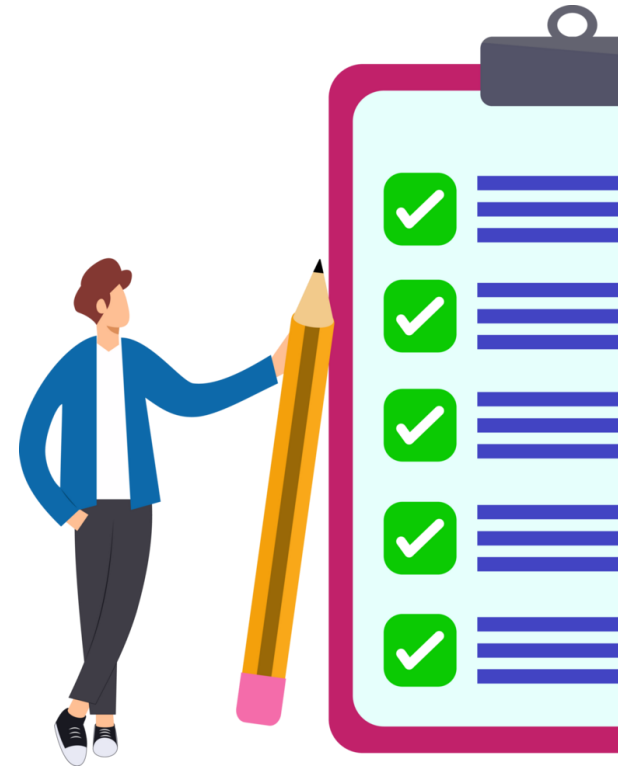
- Leverage data and portal capabilities.
- Goes beyond just digital content - **user specific features**.
- Provide a relevant, engaging, and member-centric experience.
- Make it feel like your portal “knows them”.

Increased member engagement and spend



To what extent does your current member portal enable personalisation?

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.



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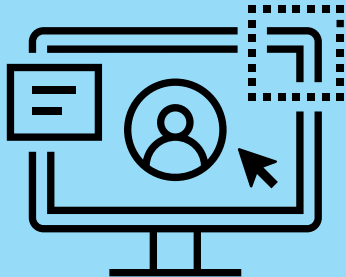
Redefining Member
Engagement

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Real-Life
Member Portal

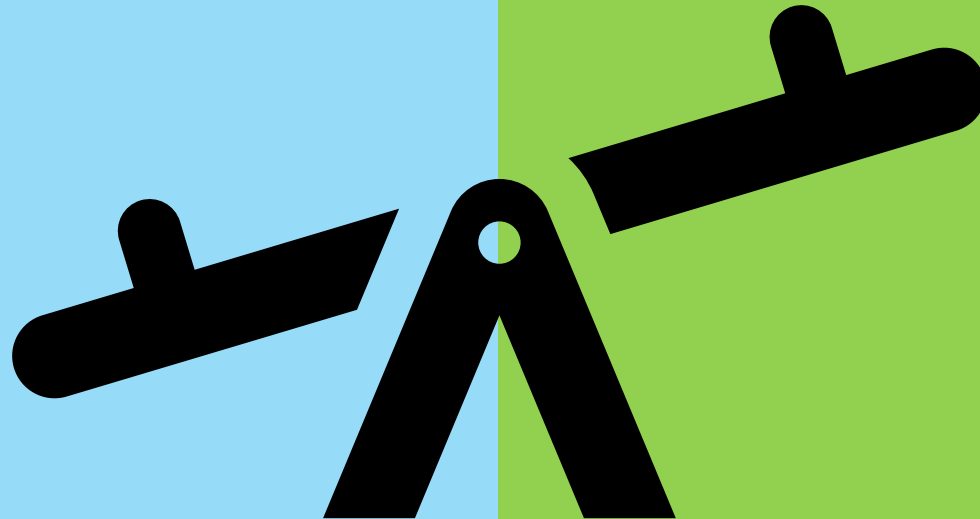
Traditional Member Portals

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)



Member to
Member
Networking

Member to
Member Online
Chat

Content
Personalisation

Event & Course
Recommendations

Cross & Up Sell
Offers

Exclusive
Member
Communities



Rachel

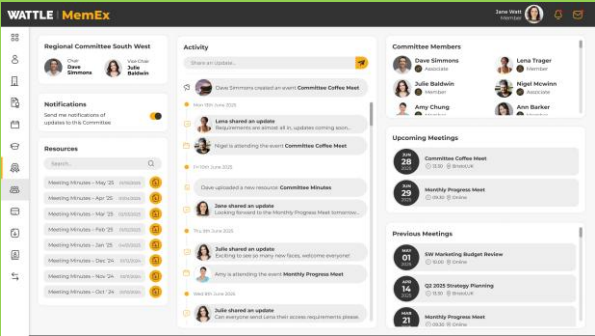
(Membership
Manager)

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

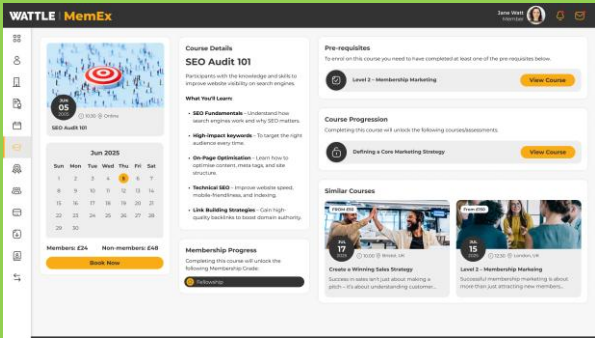


David
(Member)

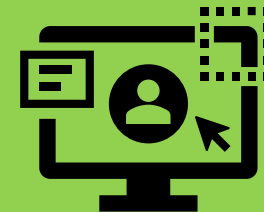
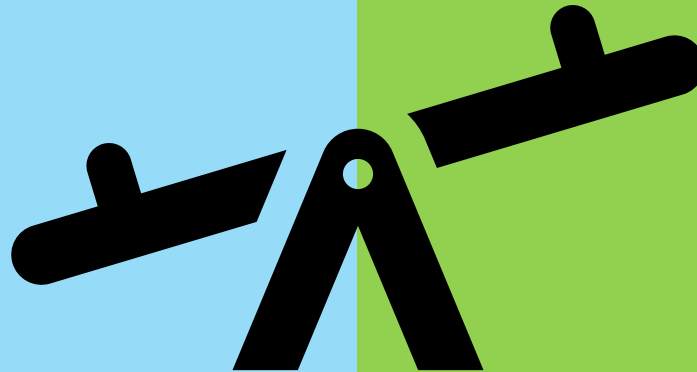
Joined a Special Interest Group



Took a Training Course



- 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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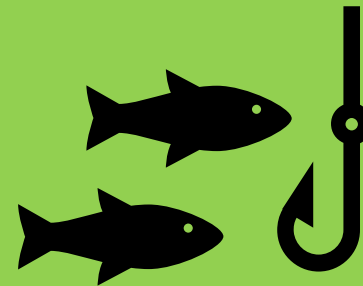
Real-Life
Member Portal

If you build it, they will come.

True – but will they keep coming back?



Hooked Model

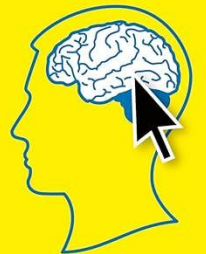


OVER 500,000 COPIES SOLD WORLDWIDE

"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



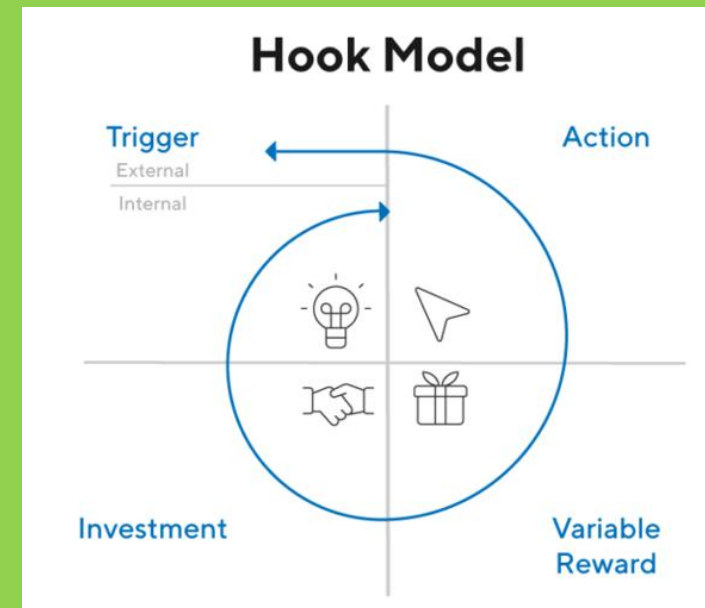
ACTION



REWARD



INVESTMENT



- 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

The screenshot shows a LinkedIn profile for Jenna Wilson, a membership expert at Wattle. The profile includes a header with the Wattle logo and a banner image of a computer monitor displaying a dashboard. The profile picture shows Jenna Wilson, a woman with blonde hair and glasses. The bio states she is a membership expert driving digital transformation for membership organisations, based in Bristol, England, United Kingdom. She has 1,719 followers and 500+ connections. The 'Highlights' section shows she has worked at Wattle for 5 years and 1 month. The 'About' section describes her as a dynamic sales professional specialising in technology and software solutions. The 'Activity' section shows her recent posts, including one about providing merchants with the best payment solutions in the market. The right sidebar features a 'More profiles for you' section with recommendations for David Abraham, Katie Roberts, Kelly Abraham, Stephanie Liddington, and Frankie Standish.

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
Nick Belton, Katie Molloy, and 207 other mutual connections

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

Highlights
W 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
[Following](#)
[Posts](#) [Comments](#) [Images](#)

More profiles for you
David Abraham · 1st
Digital Transformation for Membership Organisations &...
[Message](#)
Katie Roberts · 1st
Sales & Marketing
[Message](#)
Kelly Abraham · 1st
Chief Financial Officer at Wattle
[Message](#)
Stephanie Liddington · 1st
Account Manager at Wattle
[Message](#)
Frankie Standish · 2nd
Providing merchants the best payment solutions in market
[Connect](#)

People you may know
From Jenna's company
Peter Twomey



**Training /
Courses**



**Exams /
Certification**



**Social
Sharing**



**Social Proofing
/ Validation**



**Peer
Engagement**



David
(Member)

I just passed a
training course!

- 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

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

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

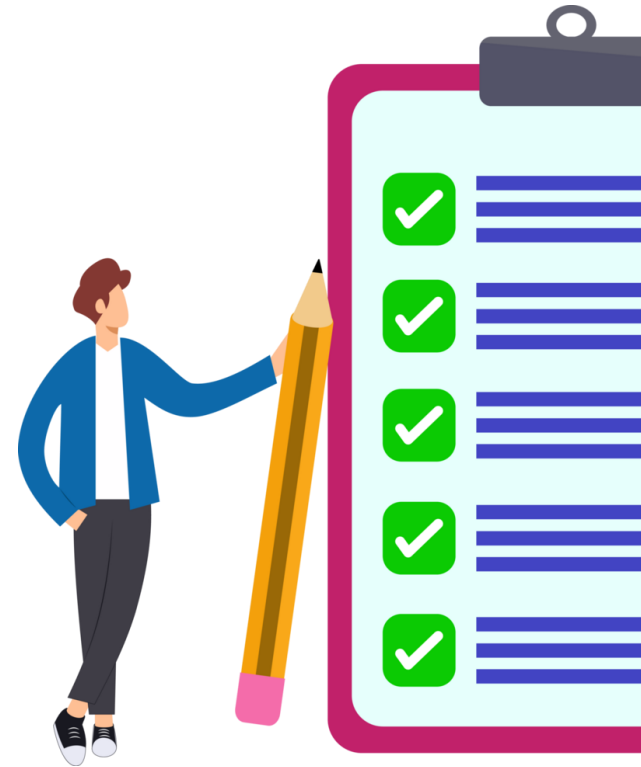


- Redefine and realign around **Member Lifetime Value**.
- Expand tracked interactions to include new activity types.
- Monitor **Interaction KPIs** over time.
- Track **non-subscription revenue** growth and **cross-sell offer** take up.
- Prove the monetary value of engagement initiatives!



How effective are your current member engagement initiatives?

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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