A smarter approach to membership digital marketing

GRM DIGITAL

Xperience.
by Kentico

Introduction

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Agenda

- Priorities and challenges in membership for 2022

- What is digital experience maturity and how can membership organisations use it to improve their digital engagement

- Why understanding your level of digital experience maturity can reduce legacy tech, improve ROI and drive membership engagement

- How to use the membership digital experience maturity model (which you will receive following this webinar)

- Q&A

"Members expect an interactive, engaging and value driven online experience"

- MemberWise, Digital Excellence Report

Membership Biggest Challenges/Priorities

1 Member Engagement

2 New Member Acquisition

3 Member Retention

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Let's dig deeper...

Poor integrations

- **Lack of data sharing between platforms**
- **Inability to get use all features in best of breed tools**
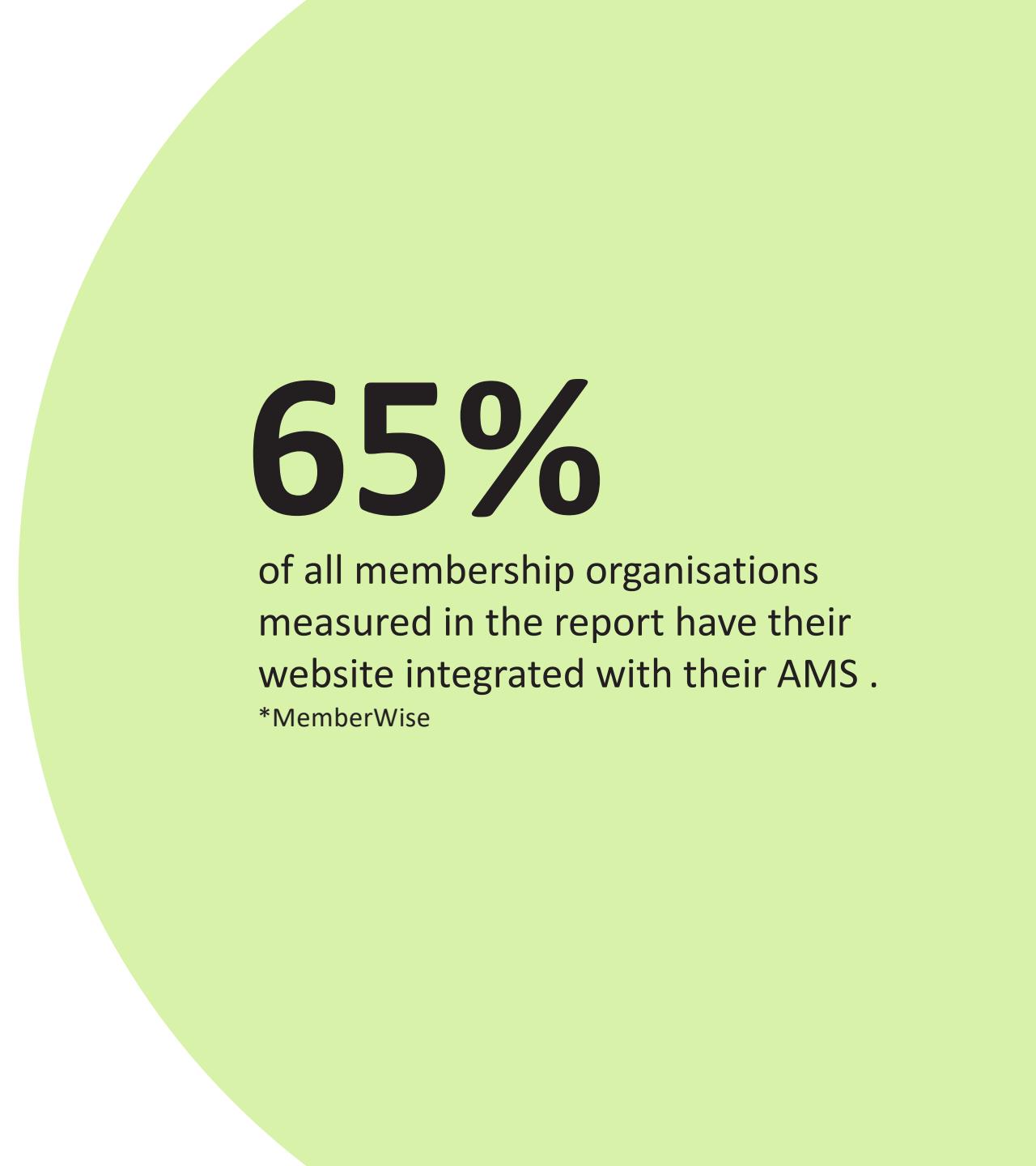
65%

of all membership organisations measured in the report have their website integrated with their AMS .
*MemberWise

No data strategy

- **Silos of data getting in the way of delivering basic marketing activities**

- **Legacy platforms unable to share data**

- **No consideration of data sharing when investing in new technology**

21%

of all membership organisations measured in the report have a data strategy. *MemberWise

Limited personalisation

- **Members expect more**

- **87% of all personalisation doesn't go beyond basic member info such as first name**

39%

of all membership organisations measured in the report are delivering a personalised member experience *MemberWise

Poll 1

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How do we bridge the gap?

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Knowing your level of digital experience maturity = key to success.

Wider Membership Challenges.

Impact on revenue and costs

Retaining members

Keeping valuable staff

Member Recruitment

Lack of digital offering

Digital transformation

Engaging content

Access on any device

Relevant communication

Industry knowledge

Effortless memebership

Consistent experience across channels
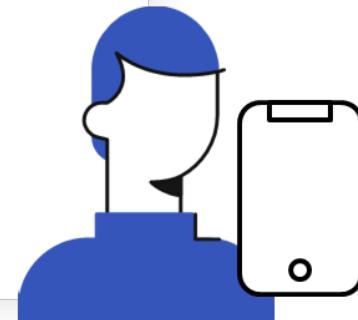
"Staying behind can be dangerous"

"Customers expect excellent experiences"

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Digital Experience Maturity Model.

Estimate, Measure, Explain, Advise

Why it matters

- Important to note it is a **tool** to help support you
- Allows you to focus on business goals, and how you can use digital and technology to help you meet your KPIs
- Gives you insight into your Digital Maturity
- Offers potential areas for growth
- Shows gaps in your team, content, technology etc
- A roadmap to success

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Digital Experience Maturity Model.

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Open Source solution / No code solutions · **Kentico Xperience** · **Custom built solution**

	Home	Hamlet	Village	Town	City	Metropolis	Megacity
Solution purpose	Trial and error	Increase brand awareness	Website as a presentation of the business assets (product, services, commerce)		Website as the primary source of income (using paid advertisement—print, TV, online—to generate traffic)		
Team size (MKT & DEV)	1 - Individuals / heroes	1 - An individual able to outsorce work externally	2 - Dedicated roles with specific skillset	3–5 - Team of marketing specialists and content editors	3–10 - Team (dedicated product owner & online MKT specialist)	10+ - Internal capacities for PPC campaigns & development	15+ - Fully dedicated internal development team
Language localizations	Single language solution	Local language + one world language		One website with < 20 localizations		Multiple websites with dozens of localizations	
Design optimization	Desktop / basic responsive layout (depending on CMS)	Responsive layout (mobile-first approach)			Content responsiveness as a focus above layout		
Content design approach	All document types with no distinction (WYSIWYG)	Need for unified structure across pages & same document type	Pre-defined templates with the ability to include ready-made widgets in specific areas			Need for a set of ready-made widgets to build custom templates and landing pages, leveraging **A/B testing** for design validation	
Content creation workflow	Copy & pasting content to the website / creating directly in the website admin environment		Using **content workflows**			Automatic translation services, **Sentiment analysis**	
Work with media assets	Direct upload		Storing primarily on the website, **media libraries** are also used externally (online campaigns, social media)			External media storage (DAM system)	
Analytics	Basic web analytics without customization	Tracking visitor sources, implementing funnels to understand visitor behavior		Mapping visitor behavior & **segmenting** contacts into **contact groups** (contact segments), measuring marketing **campaigns** impact		+ Combining DXP tools and a myriad of other analytics tools, harvesting **leads** from the website	
SEO	Html output validation	+ Optimizing content to improve organic search results; SEO considered as implementation partner's responsibility		+ A more in-depth use (duplicate content, redirects, 404 pages etc)	+ Utilizing best-of-breed analytics tools		+ A dedicated SEO expert at hand in-house
Email marketing		Utilizing external tools without tracking options	Utilizing built-in DXP Email marketing tools with segmentation to target specific visitors / contacts		Utilizing **A/B testing** in email campaigns	Utilizing **Marketing Automation** for marketing activities	
Social networks		Sharing content and website links manually	Using built-in integrations with social media	Building brand awareness on social media	Managing dedicated campaigns & online competitions, investing in cooperating with influencers		
Integrations		Basic CRM integrations, utilizing Low-code platform integrations		**Integrating external data sources** (PIM, ERP, accounting systems)		Two-way integrations with message queues	
Content personalization			Utilizing built-in personalization tools for website content & rule-based personalization (Contact Groups and their Personas)			Utilizing built-in DXP tools and/or external services, leveraging AI/ML for **1:1 Personalized content**	

v. 2

How it works?

Home

Kentico Xperience

| Home | Hamlet | Village | Town | City | Metropolis | Megacity |

From Hamlet to Metropolis

Open Source solution
No code solutions

Kentico Xperience

Custom built solution

| Home | Hamlet | Village | Town | City | Metropolis | Megacity |

Megacity

Kentico Xperience

Custom built solution

| Home | Hamlet | Village | Town | City | Metropolis | **Megacity** |

The Digital Experience Maturity Model.

Digital Experience Maturity Model.

Open Source solution / No code solutions — **Kentico Xperience** — **Custom built solution**

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Assessment

Assessment. Content Workflows

| Home | Hamlet | Village | Town | City | Metropolis | Megacity |

Copy & pasting content to the website / creating directly in the website admin environment

Using **content workflows**

Automatic translation services, **Sentiment analysis**

- **Copy & pasting** content – No specific system in place
- Using **content workflows** – Google documents, MS Office 365 or better still a **DXP**
- Automatic **translation services**, managing content in many languages,
- **Sentiment analysis** is in place to check output sentiment before content publishing, and to filter client inputs (negative or constructive feedback)

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Assessment. Integrations

- **Basic CRM integrations**, utilizing Low-code platform integrations (Power App, Zapier) - usually basic lead-collecting or sending visitor data from online forms to the CRM for processing.

- Integrating **external data sources** (PIM, ERP, accounting systems, AMS) Websites presenting data from external systems and additional marketing data. For example, memberships intergrating AMS information to drive personalisation experiences.

- **Multiple integrations** in place (i.e., products, CRM, background calculators, SAP SuceessFactors, ERP systems, etc.). With the growth of a company's digital maturity, there's a growing need for a **single source of truth** with other systems integrated around it.

- **Two-way integrations with message queues** - many integrations and complex ecosystems of products around their websites that they need two-way integrations to separate content editors from the many implemented tools and let them work in one system

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Assessment. Content Personalisation

- Utilizing built-in personalisation tools for website content & **rule-based** personalization (Contact Groups and their Personas) Understanding who the visitor and their behavior on the website is and offering them relevant content.

- Utilizing built-in DXP tools and/or external services, leveraging AI/ML for 1:1 Personalised content. Easier to implement as companies don't need to know their visitors—AI/ML will do the work for them.

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Poll 2

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Assessment.

Digital Experience Maturity Model.

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v. 1

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Digital Experience Maturity Model.

**Open Source solution
No code solutions**

Kentico Xperience

Custom built solution

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We find most membership orgs are around the Fort stage.

Takeaway

Next steps

- Free assessment by end of April– ida@grm.digital
- We will send you a copy of the Digital Experience Maturity Model

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Any questions?

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