



MemberWise

# Best Practice Webinar Series



## Understanding the “New Normal” of your Members

Facilitated with  
Official Network Partner:





MemberWise

# Best Practice Webinar Series

## Today's Agenda

- **Introductions & Presentation**
  - *Richard Gott, Membership Champion, MemberWise Network*
- **Understanding the 'New Normal' of your Members**
  - *Lucy Conlan, Senior Marketing Strategist, Pixl8 Group*
  - *Luke Holderness, Creative Director, Pixl8 Group*
- **Interactive Questions and Answers (Q&A)**
  - *Kerrie Fuller, Associate Director of Engagement, MemberWise Network*



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# Best Practice Webinar Series

Webinar

## Today's Learning Objectives

- UK Membership Sector - Latest Thinking / Online Member Value & Need
- How best to swiftly take stock of where you are now
- Identify gaps in your data and the information sources to fill them
- How to apply this knowledge to deliver better digital experiences
- Create content that resonate with your member's "new normal".

# The 'New Normal' for membership bodies



- Approaching Phase 2 of the Coronavirus Pandemic
- The Next Phase – 10 Membership Focused Top Tips (MemberWise Blog)
- Taking Stock – Consider Current Member Journeys and Experiences
- Evaluate 'moments of truth' for key segments - look for 'gaps' & 'opportunities'
- Consider a Member Value Driver Review as part of this exercise (more on this shortly)

**Keep Plugging.**

# Types of Online Member Journeys

- Online Joining (Non-Member to Member)
- Online Upgrade Applications (Member to Fellow)
- Moving from credit card payments to setting up a paperless DD
- Purchasing a conference ticket
- Accessing an eLearning course
- Finding a resource from your home page search function
- Updating your address
- Start to Finish (online learning module)
- Submitting your annual CPD statement (or similar)

**All should be carefully considered, streamlined & optimised.**



# Why is this important?



- 95% of membership professionals agree that 'membership should be a value-driven and engaging experience'\*
- 72% of membership bodies are taking a blended approach to member benefits\*\*
- 2/3rds of organisations report members are currently more engaged online\*\*
- 'Clunky' online journeys will frustrate and annoy
- Subconscious comparisons with experience on other websites
- Expectations of 'the online experience' higher than ever before
- Seamless online self-service is now an expectation (not a 'nice to have')
- A real requirement to evidence member value NOT just a list of member benefits

Sources:

\*MemberWise Digital Excellence 2019 Report

\*\*Pixl8 Poll Results via the MemberWise Best Practice Webinar Series'



# What are value drivers?



- They sit behind the reason members wish to join or renew
- Drivers will differ amongst membership bodies
- Benefits sit beneath the value drivers
- You can evaluate these via contextualised evaluation
- Rate 'Importance to Members' versus 'Actual Delivery'
- We deliver this exercise as part of our Engagement/Value consulting service
- Aligns well with the mapping of member journeys/experiences/member personas



# A need to focus on changes in need

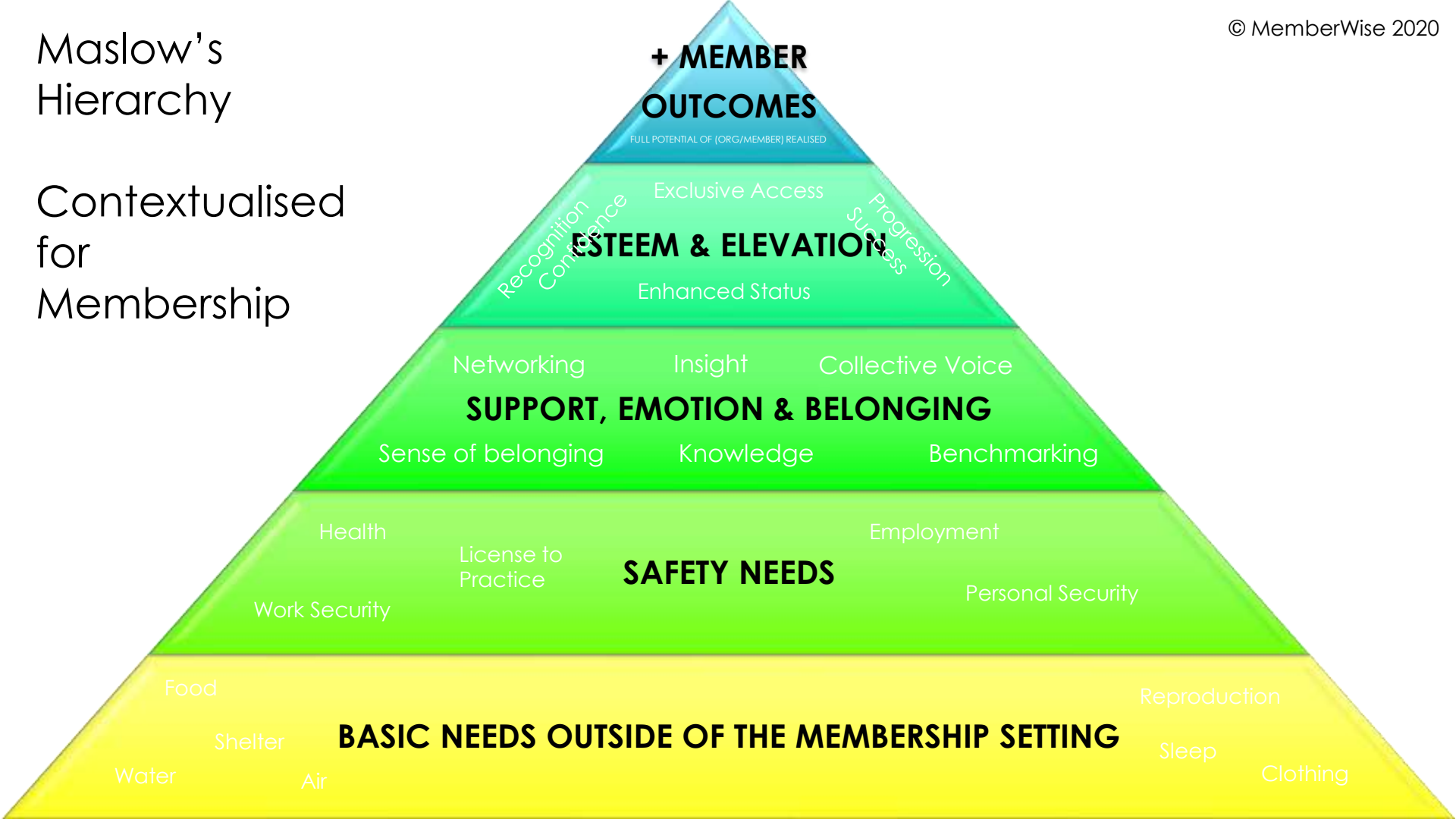


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- Aligns well with the mapping of member journeys/experiences/member personas
- We also need to focus on 'contextualised member needs'



# Maslow's Hierarchy

## Contextualised for Membership





MemberWise

# Coronavirus Hub

## Free Practical Help and Support

## Our Response.

- Dedicated Coronavirus Hub (most popular page on our website!)
  - Guidance / Webinars / On-Demand Content / Videos / Helpful Links
- Thank you to The Pixl8 Group for being an Official Network Partner
- Over to Luke and Lucy...



# Understanding the 'new normal' of your members

Lucy Conlan & Luke Holderness

Twitter: @pixl8 Visit: [www.pixl8.co.uk](http://www.pixl8.co.uk)

# Context:

## What membership means to us



Luke Holderness  
Creative Director



Lucy Conlan  
Senior Marketing Strategist

# Agenda

1. Context
2. Where are you *now*?
3. Gap analysis
4. Use what you know
5. What to aim for

**Context: Take stock and evolve**

**Self knowledge  
Adapt  
Empathise  
Make it personal  
Test**

# Why personalisation?

Provide users with **relevant and extraordinary experiences**, those experiences that resonate, and that develop **deep customer loyalty**.

# 91%

of consumers are more likely to shop with brands who recognise, remember, and provide relevant offers and recommendations.

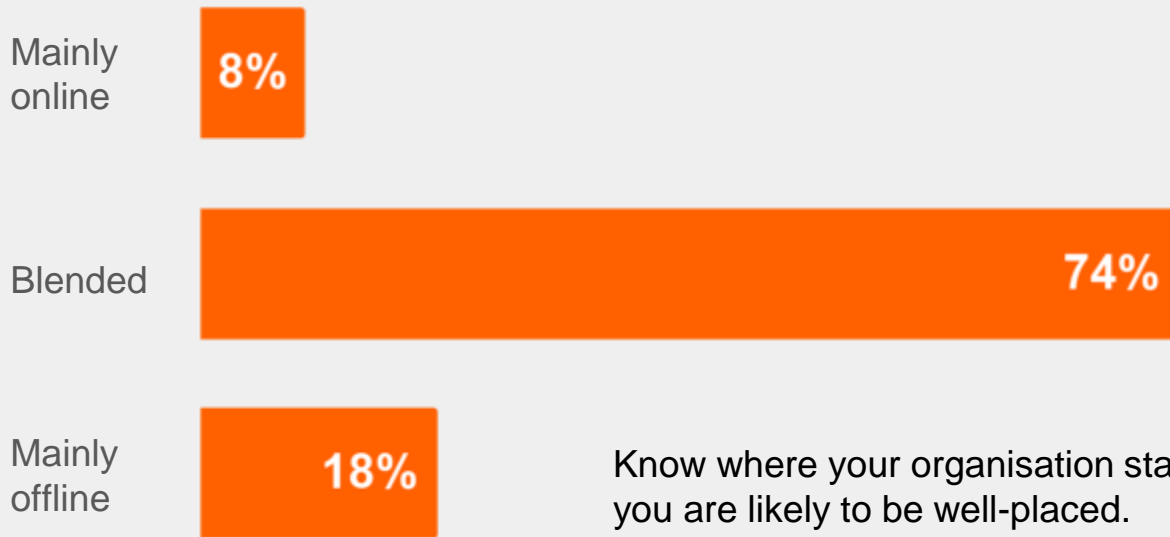
Source ([accenture](#))



**Where are you right  
now?**

Context: First Pixl8 Poll with Memberwise for 'New Normal'

## Are your member benefits mainly:

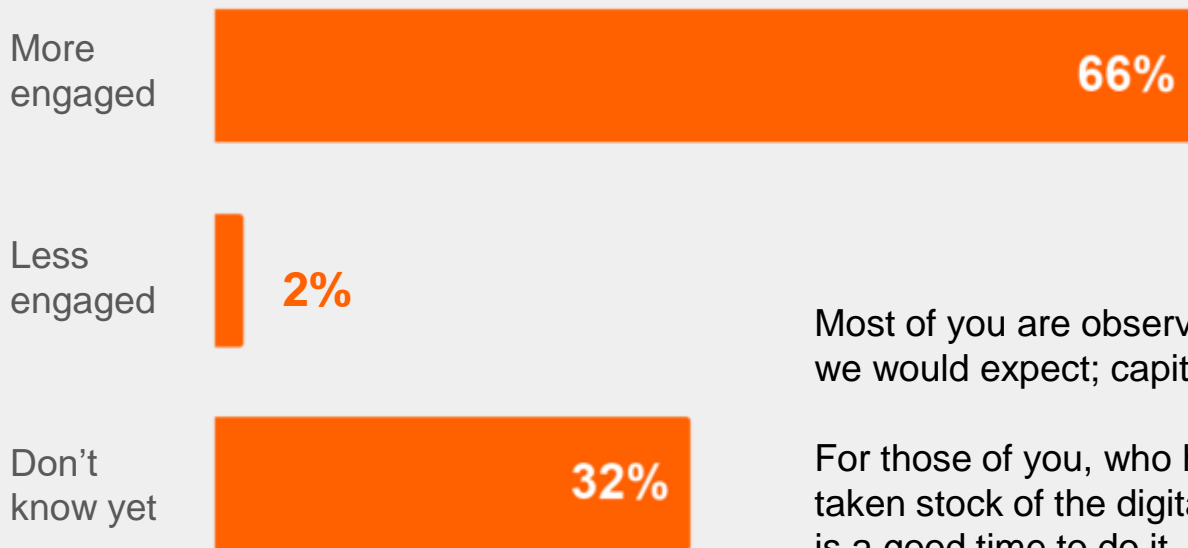


Know where your organisation stands; most of you are likely to be well-placed.

If you fall into the offline 18%, now is a time to put down your digital foundations.



Context: First Pixl8 Poll with Memberwise for 'New Normal'  
**Since remote working began, how would you rate your members' digital engagement?**



Most of you are observing the trend we would expect; capitalise on this.

For those of you, who have not yet taken stock of the digital clues - now is a good time to do it.

# Poll!

How much do you personalise your digital member communications?

1. We run a highly personalised programme
2. We personalise some content
3. We only personalise the basics
4. None of the above

# Member experience is only as good as the data you hold.



Customer profiles



Activity & Behaviour



Integration with wider systems

# Gaps and how to fill them



# Gap analysis: Knowing what you don't know

| Likely to know          | Unlikely to know             |
|-------------------------|------------------------------|
| First data touchpoint   | Reason to join               |
| Date of joining         | Their experience of Covid 19 |
| Renewal deadline        | Likelihood to renew          |
| What content downloaded | What content read/valued     |
| Email engagement        | Social media engagement      |

90%

of consumers are willing to share personal behavioral data with companies for a cheaper and easier experience

Source ([SmarterHQ](#))



# Show you

- Opens and clicks
- Web behaviour
  - Signing in
  - Downloads
  - Communities
- Event attendance
  - In person
  - Online
- Purchases
- Training



# Tell you

- Interests/Dislikes
- Surveys
- In-time feedback
- Group studies
- Pilot schemes / phased roll out
- Call centre
- Email queries



[Southbank Centre](#) - What members say

# Poll!

How would you describe the level of data you hold about your members?

1. We have close to a 360 view
2. We have a good level of key information
3. We hold mainly essential information
4. None of the above

# Use what you know



# Keep it simple

**Highly  
engaged**

**Engaged**

**Not  
engaged**

**Very likely  
to renew**

**Likely to  
renew**

**Unlikely to  
renew**

# What to aim for



Warmer  
welcome

Downloaded  
report



Price  
Change

Last email  
Bounced



Birthday  
offers



At risk of  
leaving



Follow up  
transactions



Searched with  
no results



Ready  
to buy



More dates  
available



Anniversary



Needs  
nurturing



Using  
benefits



Churned



Logged in

# Personalisation scale

Useful

Creepy

Product  
recommendations

We were just  
talking about  
that..

Interests

Current Location

Past orders

Retargeting

Anniversaries

Preferences

Facial  
Recognition

Birthday wishes

Saved  
addresses

Abandoned cart



# Identify the significant new trends.

Online Entertainment  
Museums tours,  
Podcast, Gaming, yoga,  
cinema releases at  
home, Zoom socials

Greater awareness of  
wellbeing and mental  
health

Paying it forward  
Free content & support while  
the uncertainty is happening

Online Shopping and  
No contact Deliveries

Remote Working &  
flexible arrangements

Online education  
1.5bln kids being educated at  
home /many remotely

Accelerated technology  
adoption / advances

**#RemoteButConnected**

# What's trending with us now

Acceleration of digital roadmaps, bringing digital benefits quicker

Facilitating user journeys. Aligning email + digital

Focus on conversion. Uplifting join and renewal + data capture


Take up of online member benefits e.g. Zoom webinars functionality

Delivery of print. Changing work address to be home address for magazine deliveries

Surveys and insights. What's important now and anticipating what will be important

# Balanced messaging

**DIABETES UK**  
KNOW DIABETES. FIGHT DIABETES.




"One of the benefits of being at home is that it's given me the opportunity to experiment more with food."

After living with type 2 diabetes for almost a decade, Sine set herself a goal to change her lifestyle before her 50th birthday, eventually leading her into remission. But she recently became ill, finding herself diagnosed with coronavirus and self-isolating from her family. Now, she's fully recovered and staying positive with the help of virtual sessions on Zoom, experimenting with food and not obsessing over every news update.

[Read her story](#)

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We want to be there for everyone who needs us, but we can only do this with your help. And we need you now more than ever.

Please donate today to fund our life-changing research to understand more about coronavirus and diabetes, and make sure our helpline team can answer every call to give people with diabetes the support and advice they need. Your generosity really will make a difference. Thank you.

[Donate today](#)

**LATEST NEWS**

## good news stories

"I just like doing whatever I can. Even if it's an awareness stand where only a handful of people turn up, I think it's worth it." Since the start of the lockdown, our wonderful volunteer [Sally Orade](#), has been keeping her local area up-to-date on staying well with diabetes during the pandemic via the airwaves at Winchester Radio. As treasurer of her local group, she's recently donated a collection of jigsaws and has helped to raise almost £200 for diabetes research!

## GET IN TOUCH

Need to talk? We're here to support you. Our helpline is open from Monday to Friday, 9am to 6pm. Give us a call on 0345 123 2399.

If you'd like to share experiences and chat to other people affected by diabetes, join our [online forum](#). You can also find the [latest updates](#) on coronavirus [here](#) and helpful tips on staying well at home [here](#).

We've created a printed guide which provides you with important advice on keeping well and managing your diabetes during the coronavirus outbreak, whether you're self-isolating, shielding or just spending more time at home than usual.

Click [here](#) to download or order your free copy today.

# Tailored announcements



## Try your first networking event

Each month we run a special networking event for new members just like you. 50% of Members say networking is the main benefit of membership.



## Early access to latest report

You have priority access to a new report published by Ready Membership. Get your copy now.



## Invite a friend to membership

Save a friend 15% in membership by referring them today.

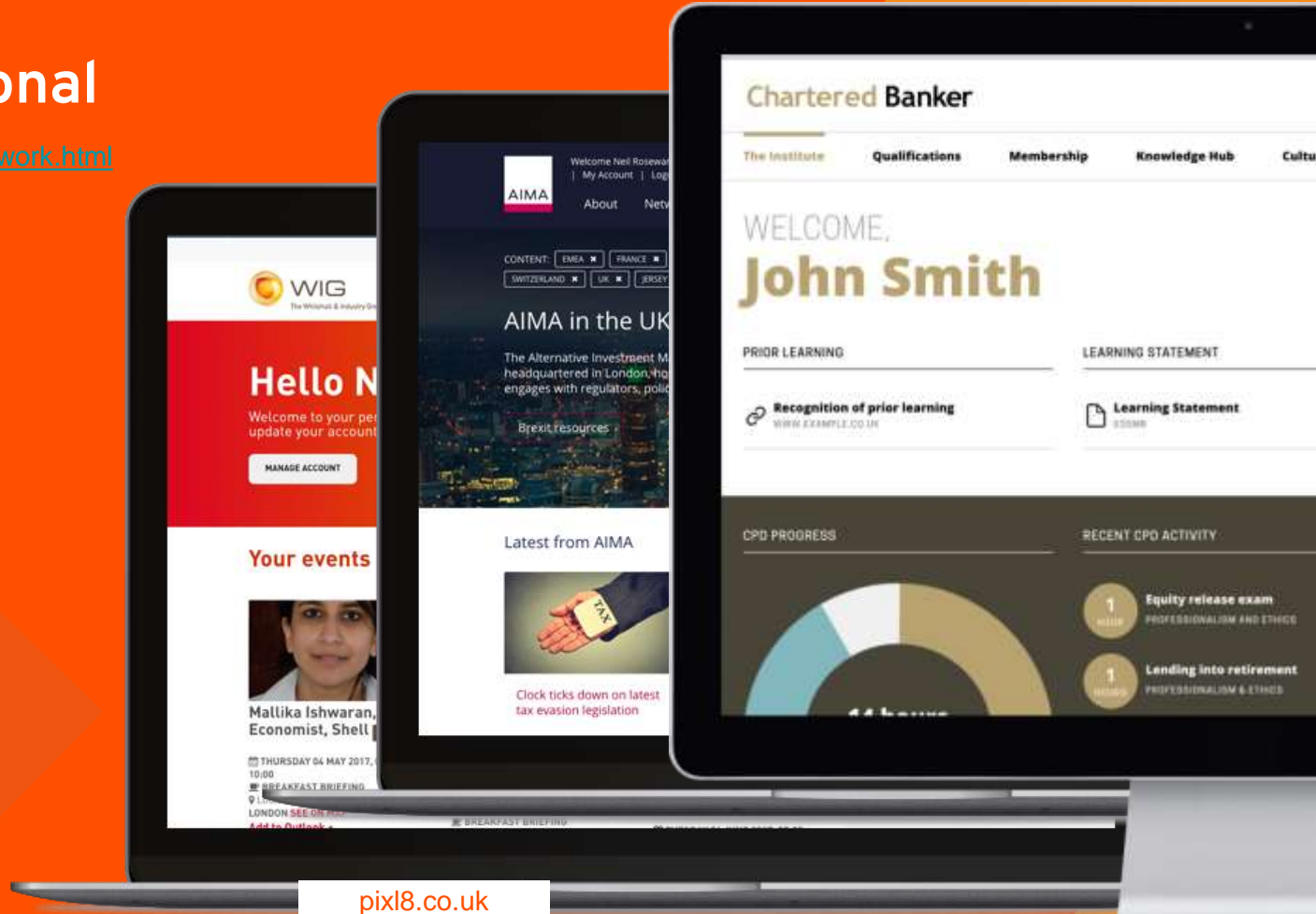


## Free member only webinar

Sign up now and reserve your place for one of the upcoming member only webinars

# Make it personal

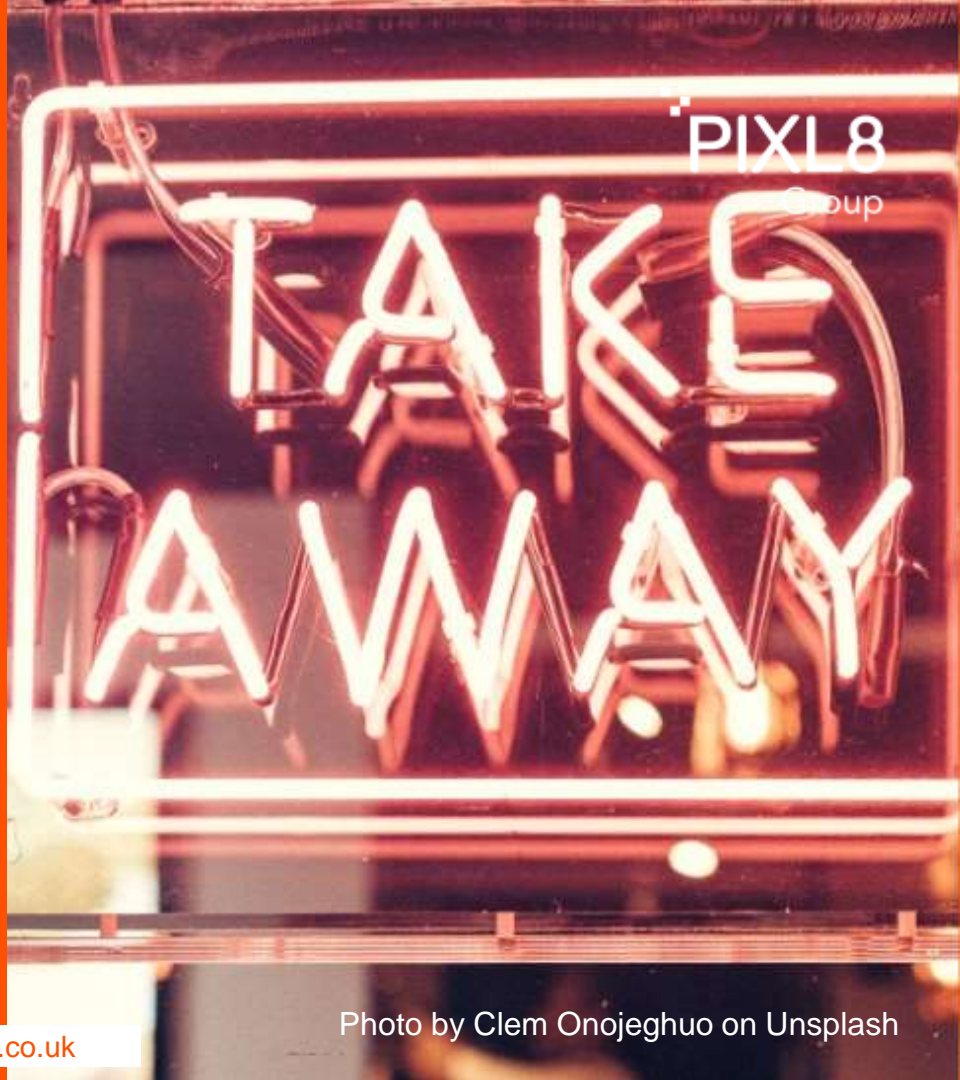
<https://www.pixl8.co.uk/our-work.html>



[pixl8.co.uk](https://www.pixl8.co.uk)

# Top 5 takeouts

1. Assess your data
2. Prioritise personalisation
3. Introduce/enhance your segments
4. Test and refine
5. Understand what is changing/sticking as we move out of lockdown



# Talk to us about ...



ReadyMembership  
Digital strategy  
UI & UX design  
Bespoke development  
Systems integration  
Cybersecurity

[info@pixl8.co.uk](mailto:info@pixl8.co.uk)

[pixl8.co.uk](http://pixl8.co.uk)