THE [A] TEAM PRESENTS

EXECUTIVE BRIEF:

DIGITAL MATURITY FOR ASSOCIATIONS

Learn how organizations can retain members, attract new audiences and increase engagement through automated marketing and improved digital experiences.

Understand the advances in digital marketing technologies and platforms today's association leaders use to entice, engage and educate members online.

[A]

The Digital Association

A guide to more members and more engagement.

Are associations in danger of losing members to a high-speed, competitive digital world?

It's no secret, the stream of digital information constantly distracts and pulls our members in different directions. How can associations remain relevant? We need to be heard, seen and experienced above the digital static competing for attention.

Associations must have the digital tools and processes in place to entice new members to join and to compel existing members to stay. We must deliver value online. Whether it be in an educational capacity, as an aggregator of information or as an enabler of social engagement, the key is to provide value-add online on an ongoing basis.

Association leaders must lead their organizations towards digital maturity. Advances in digital marketing technologies and platforms present association leaders with specialized tools to entice, engage and educate members online.

What is Digital Maturity:

Digital maturity means having a comprehensive, multichannel digital marketing infrastructure in place, providing a consistent experience across all channels. Digital maturity is the intelligent use of digital technologies to enroll, engage and educate members online. Digitally mature associations provide exceptional member experiences that stimulate interest and involvement with the organization and its mission and objectives.

- Better data
- Improved collaboration
- More strategic thinking
- More technology expertise
- More agile IT
- More independence from IT

Keys to Digital Maturity:

- Leadership able to drive digital transformation in the organization.
- Leaders with the vision to establish governance and build IT/business relationships to implement technology-based change.
- Investment in digital initiatives, infrastructure and content assets.
- Commitment to relevant, personalized member experiences.
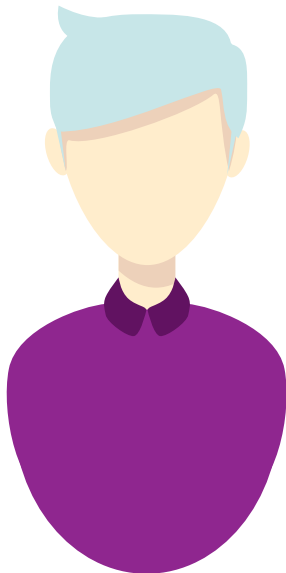
> We may have to become more savvy in digital communications and make sure we're communicating and providing benefits/value in ways that are easily accessible and digestible … the organization's job is to evolve so that the benefits it offers are accessible on the go and meet the members' changing needs.

From the Mouth of an Association Marketer
As reported by 2016 Membership
Marketing Benchmark Report

DIGITAL MATURITY
MEANS MORE
FOR ASSOCIATIONS

MORE
MEMBERS

MORE
ATTENDEES

MORE
READERS

MORE
REVENUE

MORE
ENGAGEMENT

Membership Marketing in the Digital Age

Want to increase event registrations by 35 percent and member renewal by 25 percent? Start with Digital Maturity.

Though the rules may be changing, as association marketers, we know the game has not. Humans love to belong and will flock to join when they perceive value. The key challenge for association marketers is how to translate and highlight that value online via digital tools and channels that resonate with our members.

Associations using single-click, self-serve digital member experiences realize significant member retention and engagement results, including member renewal increases of more than 25 percent and event registrations increases of 35 percent. Digital maturity rewards members and associations, driving improvements across a range of key metrics.

Furthermore, associations can employ personalization, user journeys and behavior tracking to better understand their members and to predict user needs, curate relevant content and deliver the personalized experiences that equal member sign up, engagement and loyalty. Others are just getting started.

Questions to Ask:

- How well does our online experience deliver value to our members?
- How many channels do we use to engage with our members?
- Does our content resonate with members?
- Do members feel known and recognized when they return to our site?
- What devices do most of our members use to visit our site?
- Do our members know about or exercise the full benefits of membership?
- Are campaigns / newsletters fully integrated with our CMS or CEM?
- Are we getting strong value and reuse from our investments in content assets and member experiences?
- In what ways can operations be improved with digital process?

Start with a brief digital evaluation.

- ☐ Check off the common digital pains experienced in your organization:
- ☐ Updating an outdated member experience platform.
- ☐ Organizing and presenting a growing amount of content.
- ☐ Attracting and retaining new visitors.
- ☐ Enabling or engaging a mobile audience.
- ☐ Measuring the success of marketing campaigns and content investments.
- ☐ Choosing, implementing or integrating a CMS or CEM with the AMS.
- ☐ Competing with free social networks offering similar benefits.
- ☐ Structuring the organization to support modern digital development cycles.
- ☐ Managing and optimizing a high volume of content assets.
- ☐ Aligning digital operations with marketing, member services, operations, finance, IT and other silos.

ⓘ Core Problems Reported
As reported by 2016 Membership Marketing Benchmark Report

- Almost two-thirds of trade associations experienced membership declines of up to 5% in 2015 and half reported zero growth.
- Almost three in ten individual member associations experienced membership losses of 6% to 10% over the past year.
- One-third of these organizations indicate that their five-year membership numbers have decreased overall.

**STREAMLINE AND OPTIMIZE DIGITAL STRATEGY TO PROVIDE
THE BEST AND MOST ENGAGING EXPERIENCE FOR MEMBERS**

Over half of senior executives cite a lack of familiarity with technology to be a barrier to digital transformation. Ultimately, association marketers are describing digital maturity.

Let's take a look at the key stages of the digitally mature association.

Stage 1:
Drop Static Experience

A static experience limits our ability to provide our members with unique, custom and personalized content. It also makes it difficult to broadcast content across multiple channels. As a result, our members are likely to find what they are looking for elsewhere. Marketers that have attained digital transformation have three commonalities:

- They have someone — like a CMO — setting the vision and leading the digital transformation charge.
- They have a digital transformation team, or a group of individuals assigned to these tasks.
- They are customer-centric in all that they do.

Challenges of a static experience:

- Digital efforts fail to align with strategic objectives.
- CMS loosely integrates with other technologies.
- Content managers struggle with difficult content tools or stale or duplicate content across channels.
- Little to no ability to measure marketing effectiveness.
- Strong reliance on page views and social media to measure engagement.
- Difficulty understanding the "quality" of traffic or user journeys on the site.

Stage 2: Enable Experience

By Stage 2, we have done our research, selected the right platform and key technologies, and obtained executive buy-in. We are starting to apply the tools and technologies to enable the ideal member experience and have aligned our digital marketing strategies to our organization's goals.

Here's a glimpse of what digital transformation in Stage 2 looks like:

- An enterprise-level CMS that is integrated with multiple channels.
- Content management structure that enables repurposing of content across any device or channel.
- Digital marketing technology capable of content personalization and optimization.
- A full-featured AMS that can be tightly integrated with the CMS.
- Integrated systems that tie into all of the major channels for customer interaction.
- A digital strategy that incorporates content, campaigns, and technologies to test and measure results.

At Stage 2, the correct platform and technologies are in place to deliver digital marketing processes and strategies, and marketing and IT are empowered to deliver positive and relevant member experiences across the board.

Stage 3:
Optimize and Personalize

By Stage 3, we are ahead of our competitors. We have all the key technologies in place to support digital initiatives and are now focused on analyzing data and enhancing systems and process for the best possible results. We may also be looking at enhancing website personalization to predict and curate content most relevant to a given user.

At Stage 3, new challenges and opportunities for improvement may include:

- Enabling the site to dynamically adapt to real-time behaviors (i.e. user actions).
- Employing automated triggers to nurture conversions.
- Using personalization to present contextually relevant content and offers at opportune times.
- Enhancing analytics to measure and report on the true level of user engagement.
- Automating A/B testing and running and optimizing multivariate tests.

Core Problems Reported
As reported by 2016 Membership Marketing Benchmark Report

- No comprehensive plan on how to reach out to members and non-members.
- No ability to target member communication for a more personal connection.

Need to focus more on:
- Interests
- Age group
- Practice or specialty
- Geographic location
- History with the organization

Stage 4:
Leverage and Nurture

Way to go! Digital marketing transformation is taking shape. Members are enjoying fresh, personalized, relevant content. Now it is time to understand how to build relationships and conversations across their preferred channels. This really means looking at data and letting the data speak for the member. At Stage 4, we can allow the data to guide and determine future interactions and conversations and delivery channels.

Some associations get caught up at Stage 4 by the following:

- Insufficient system for managing and use of the vast amount of data collected.
- Inability to recognize the gaps between the online and offline data.
- A lack of a single data repository able to manage and merge disparate sources.
- Lack of automated conversions and user journeys.
- Questionable ability to fully-predict visitor behavior.

Stage 5: Analyze,
Measure and Engage

By Stage 5, our members and potential members are actively engaging with our organization, and the systems and tools are in place allowing us to collect, connect and use all of the data from their visits combined with all the rich member data inside our AMS.

Because our AMS and CMS are integrated with our customer experience technologies and channels of communication, we are now able to deliver relevant content and measure and adjust marketing data and campaigns in real time.

Because our CMS and AMS is unified and working seamlessly, we can deliver an ideal experience for those both behind and in front of delivery. Our association website and marketing team is fully prepared to predict member needs and deliver consistent personalized online experience, at any time and on any preferred device; the result being proud, loyal, happy members who endorse, support and promote our organization.

Stage 6:
Move Toward Predictive Intelligence

By predicting visitor behaviors, we can make better decisions to drive and improve conversions, meaning more new members, more donations, more event attendance and more member engagement with and support for our organization.

Global marketing intelligence firm IDC predicts that by 2018, predictive analytics will be a standard tool for marketers. Early adopters of predictive analytics are already reporting amazing results from discovering hidden segments that have a high probability of converting.

We have now established the multichannel infrastructure needed to streamline and automate our interactions with members. Association marketers now view individual member data, interactions and transactions across all channels.

? Questions to Ask

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- Do members know about or exercise the full benefits of membership?
- Are our email campaigns and newsletters fully integrated with our CMS or CEM?
- How can operations be improved and streamlined with digital processes?

The Power of Marketing Automation for Associations
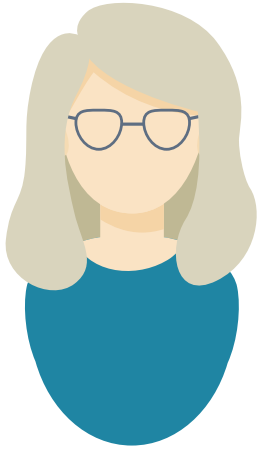
> **❝** Companies need to understand each customer … Marketers also must understand what the customer is trying to do at that particular moment … Therefore, personalization and contextual marketing are linked … Marketing automation sits right in the middle of research to personalize and research to measure outcomes and should be well integrated with both. **❞**

- Judith Lamont
Ph.D. and Research Analyst, KMWorld "Marketing Automation's Role in Personalization and Contextualization"

Member Data Management & Association Management Systems

Association management systems (AMS) are used by associations and nonprofit organizations to manage membership data, interactions and events. Think of the AMS as part CRM and part back-office accounting functions. Best of breed AMS solutions provide an end-to-end interface for managing all aspects of membership. An important distinction here is that the AMS becomes the primary system of record for membership information.

Enterprise marketing coupled with an integration into the AMS enables member-centric content presentation and marketing, including membership processing, event and training registration, member and prospect communications and other association marketing needs.

Many associations use an AMS as the primary membership database and then integrate their AMS with marketing automation to create closed-loop marketing campaigns. [A] works with association leaders to discover ways to improve and streamline the core business processes associations depend on.

ORGANIZATIONS WITH STRONGER DIGITAL MATURITY SAW:

26% — **26% MORE PROFIT**

9% — **9% MORE REVENUE**

12% — **12% BETTER VALUATIONS**

*Demand Metric 2015 Report

Integrating the AMS/ CRM and the EMS

Serve, simplify, and communicate like never before using the AMS/CRM to deliver multichannel digital member experiences on the Kentico CEM platform.

Benefits of integrating CMS/EMS with the CRM/AMS:

- Improved member insights
- Authentication and access control
- Profile management, including individual, organization and relationship management
- Membership management, including join and renewal
- Event registration, including anonymous registration and group bookings
- Donations, both one-off and regular giving sign up
- Directories, like Find-A services or searchable member directories
- Social integration, for Groups, Forums, Friends, etc.

Connect with members and transform experience.

Integrate CEM with the AMS to deliver a single source of intelligence for every organizational content asset and interaction. Full integration between the CEM and AMS allows marketers to enable transformative change within the association.

Simplify member experience.

Make it as easy as possible for members to achieve goals. Simplify event registration, membership signup, renewal and offer easy access to private content and services. With iMIS and Kentico, organizations provide a 1-click access system that enables direct member engagement, never requiring member login details or demanding unnecessary steps to interact with the organization.

Direct data management.

Managing an individual or organization's data record can be complex and can create a barrier to true self-service record management. Provide a unique, facilitated experience for profile management.

Encourage one-time and regular giving.

Track giving from the website directly into iMIS, whether it be a one-time donation or a sign up for a regular giving program. There is increasing evidence now that online givers have a higher return rate, more dedication to the organization, and make donations with a significantly higher-than-average size.

EVENT REGISTRATION
Event registration
Single registration
Group bookings

DONATIONS
One time giving
Ongoing giving
Cross-selling donations

MEMBERSHIP MANAGEMENT
Join
Renew
Upgrade

DIRECTORIES
Directories
Find-A services
Searchable member directories

COVER ALL THE BASES

PROFILE MANAGEMENT
Individual
Organizational
Relationship management

GROUP MANAGEMENT
Group management
Committees
Affiliates
Partners
Working groups

AUTHENTICATION AND ACCESS CONTROL
Single Sign On
Federated Access

SOCIAL INTEGRATION
Social integration
Facebook, LinkedIn authentication and profile access
Onsite forums

MORE THAN
200 ASSOCIATIONS WORLDWIDE
CHOOSE KENTICO
FOR THEIR
DIGITAL
MARKETING
INITIATIVES.

Kentico
Gold Partner

The [A] & Kentico Advantage

Kentico is a Microsoft Gold Certified Partner with 1,150 digital-solution partners powering 18,000 websites in 90 countries, more than 200 of which are worldwide associations.

Kentico's full set of integrated solutions, including Web Content Management, Online Marketing, E-commerce, Online Communities and Intranet and Collaboration, deliver much more out-of-the-box functionality than other CEM systems.

[A] has an integration framework, web services standards, and a set of prebuilt utilities for connecting AMS and CRMs to digital experiences using Kentico's customer experience management (CEM) platform.

Leveraging Kentico's 450 webparts, easy customization and fully-documented API, [A] drives value for customers and partners by cutting development time in half and delivering actionable data that helps in the creation of successful campaigns for boosted brand affinity, conversion rates, and profits.

PLATFORM FOR COMPLETE FUNNEL CEM

STAGE 1 —— AWARENESS

STAGE 2 —— EXPLORATION

STAGE 3 —— DECISION

STAGE 4 —— PURCHASE

STAGE 5 —— SERVICE

STAGE 6 —— LOYALTY

STAGE 7 —— ADVOCACY

Schedule a workshop, [A] Kentico training, consultation or demo.

[A] provides customized Kentico training to meet digital marketing and implementation specific training requirements.

[A] Kentico training is provided via shared screen, allowing full communication and Q&A, or can be delivered onsite at a preferred location. Whether clients need 60 minutes or ten days, [A] can help. Attendees receive detailed training documentation and online attendees receive a recording of each training session.

Who Can Benefit

[A]'s Kentico training is perfect for digital marketers, content administrators, platform developers, project managers, and anyone responsible for digital marketing activities. This training is also suitable for Kentico end users and solution partners working on customer projects.

Marketer Advantages

- Become familiar with Kentico platform and marketing features.
- Learn to set up Kentico Marketing functionalities.
- Receive strategic advice on specific marketing scenarios and how to achieved them with Kentico.
- Get help with solving specific issues and dealing with challenges regarding digital marketing efforts.
- Discover how to follow Kentico best practices.
- Benefit from a thorough evaluation of your Kentico
- platform and marketing efforts.
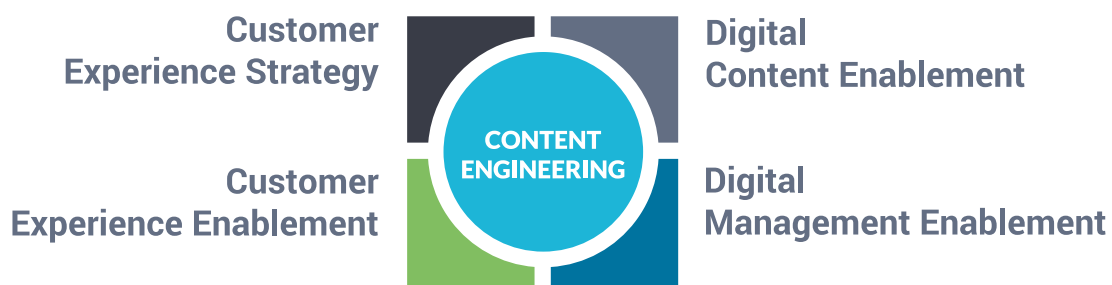- Come away with recommendations on how to improve marketing campaigns.

Kentico Training Topics Include:

- Kentico Basics
- Web Parts & Templates
- Page Types
- Development & Kentico API
- Deployment
- Content Administration and Asset Management
- Content Marketing Features
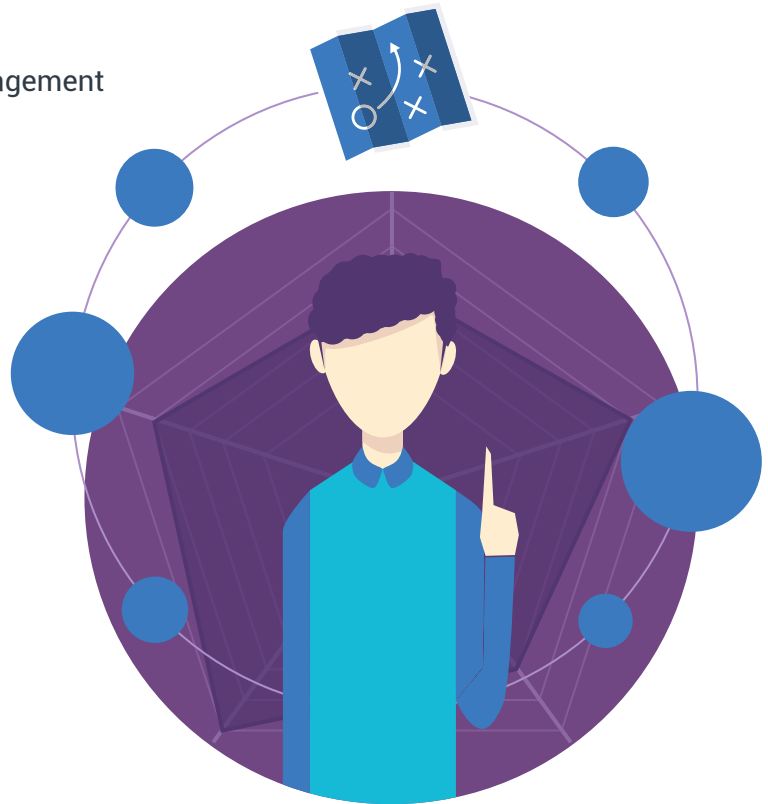
About [A] Services

[A] advises, innovates and effects the best strategies, technologies and resources for successful customized association content marketing.

Customer Experience Strategy

Digital Content Enablement

CONTENT ENGINEERING

Customer Experience Enablement

Digital Management Enablement

[A]'s Service Expertise Crosses Four Core Disciplines:

Customer Experience Strategy — Gain a strategy for delivering multi-channel assets tailored to users' interests, objectives and devices — a strategic vision for creating and delivering intelligent content.

Digital Content Enablement — Enable an elegantly designed, single-source repository of intelligent content to meet the customer on all basic levels, demographics, readiness to buy, interests, browsing history, habits, and devices.

Customer Experience Enablement — Select and implement the technologies, delivery tools, platforms, and systems that enable multichannel marketing. [A] provides tactical work, platforms and implementation plans matching the strategy to the implementation.

Digital Management Enablement — Let [A] handle the complexity of digital management and planning. [A] creates business and technical documentation and provides the expertise needed to educate, train and recruit new employees.

About [A]

[A] is a distributed technology consulting and training company dedicated to humanizing the digital experience. [A] leads large-scale digital maturity initiatives including content engineering, content technology integration, content management, and personalization. [A] runs complex digital properties for associations, nonprofits, governments, and other institutions.

National association clients include trade groups, sporting governing bodies, advocacy groups, accrediting bodies, and educational entities representing millions of members across millions of sessions per month.

Partner with [A] to create intelligent content tailored to audience needs, aligned to organizational goals and delivered with personalized, targeted marketing tools and technologies. [A] delivers consulting, training, application development, architecture and strategy engagement. Bilingual development services are also available.

Ready for Digital Maturity?

Putting it all together can be a major challenge for the best combined efforts of association marketing and IT teams. The big challenge for most associations is the cultural shift and political challenges involved with digital transformation. [A] is dedicated to demonstrating how digital marketing and the related technologies can improve the bottom line — an important step to gaining the support of executives and board members.

Call today for more information about how [A] can help connect with audiences, enhance member experience and make the most of content marketing investment. [A] content engineers are ready to provide a free consultation.

John McGhee

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Find us online:

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company/simple-a

DIGITAL
MATURITY
EVALUATION

START HERE

Learn More about Digital Maturity for Associations

Visit: simplea.com/associations

Visit [A]'s microsite dedicated to digital maturity for association and nonprofit leaders. Here you can:

- Explore resources to better understand what digital maturity means for your organization.

- Learn more about the steps to take to gain digital traction.

- Complete a short no-cost online digital maturity evaluation.

- Receive your digital maturity score and custom analysis.

- Receive feedback and strategies for growing digital maturity within your organization.