

# Higher Logic Online Community



# Information Brought to you by.....



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# The Higher Logic Difference



Leaders in Online Engagement



Inc. 500/5000: Strong, Private Companies



3,000 Global Clients



96% Retention Rate of Clients



Robust Integrations to iMIS



Guided Implementation & Best Practices



# Welcome

**WHO**

Is Higher Logic

**WHAT**

Is the Direction of the Product Portfolio

**WHY**

Engagement Increases With a Community

**WHY**

Should You Invest

Feedback and Questions



**HIGHER LOGIC**

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graph TD; HL[HIGHER LOGIC] --> OC[ONLINE COMMUNITY]; HL --> MA[MARKETING AUTOMATION]; MA --> MAP[Marketing Automation Professional]; MA --> MAE[Marketing Automation Enterprise];
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**ONLINE  
COMMUNITY**

**MARKETING  
AUTOMATION**

**Marketing  
Automation  
Professional**

**Marketing  
Automation  
Enterprise**

# The Higher Logic Marketing Automation Solution

Unlimited Email Marketing

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Abandonment Campaigns

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Website Tracking

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Landing Pages

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Social Media Integration

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Out of the Box Campaigns

Engagement Scoring

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Segmentation

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Deliverability

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Email Template Library with

Responsive Design

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Unlimited Free Stock Photos

Dynamic Content &

Personalization

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Events & Survey Modules

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Dedicated Client Success Team

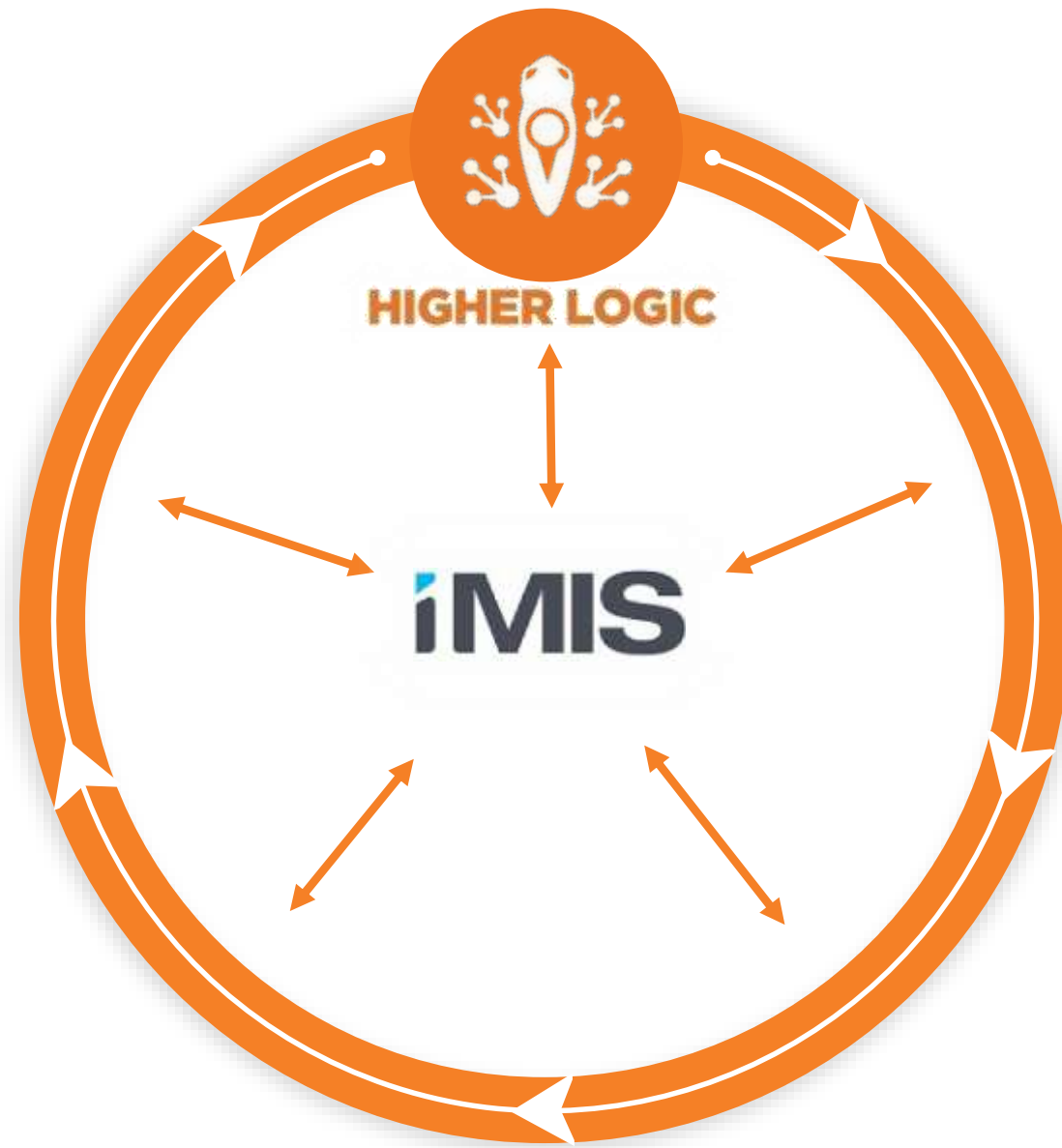
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Workflow Builder

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Preference Management

Marketing  
Automation  
**Does Not  
Work**  
Without An  
Integration



**Why Higher Logic Online  
Community + iMIS is a match  
made in heaven...**



# Single Sign On and Profile Sync

- Higher Logic utilizes Single Sign On with iMIS, so your members can access the community with the same login they use to access their other benefits online
- Profile information can then be synced over from iMIS so that profiles are pre-populated with info that you and your members can use.
- Plus, since they see it every time they log in, they'll be able to keep records up to date!

# You Have the Control

- With an integrated community, your community structure can reflect your organization structure in iMIS—no need to update community access when membership changes occur.
  - Populate communities based on chapter membership, event registration, committee participation, and more!
  - No need to check or approve membership.
  - And automatically cut off access when membership expires.

# Access Levels

- Using membership type and other data from your AMS, you can control who can see and do what on your site:
  - Members
  - Trial members
  - Non-members with ties to your organization
  - The public (i.e. Google)
  - Committee members, working groups, etc.

# Augment Your Other Benefits

- Online community is its own benefit, but it can also reinforce other association activities:
  - Promote events and educational offerings through Ask Me Anything sessions with presenters and instructors.
  - Provide real-time assistance for certification candidates.
  - Get feedback on the issues that matter to your members, not just what you \*think\* matters.

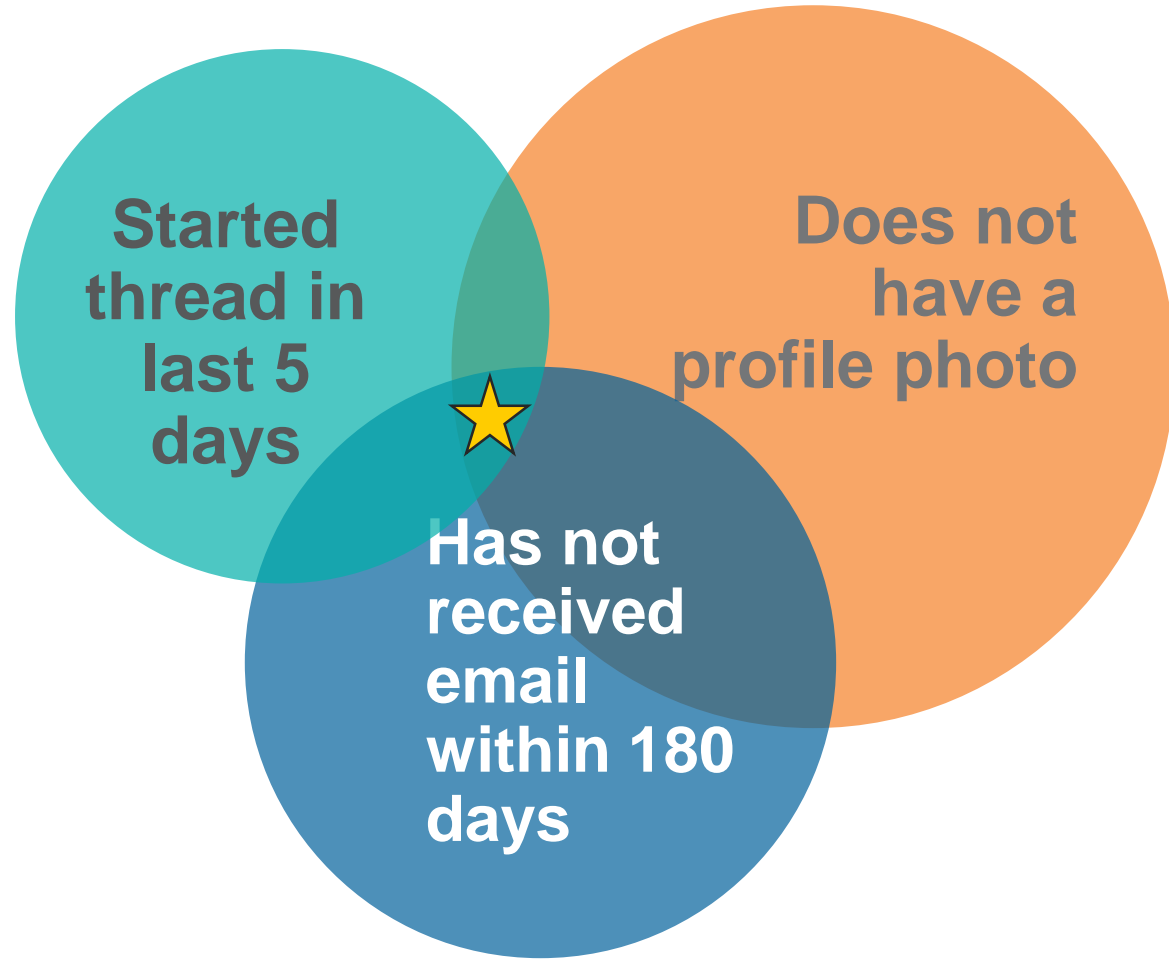
# Automate Your Outreach

- Automation rules mimic personal messages from the community manager, which you can use to:
  - Welcome new members to the community
  - Check in with existing members and encourage engagement
  - Reward active and helpful members
  - Communicate to and educate members
  - Provide a bespoke member experience to move community members along a journey

# Right Message, Right Person, Right Time.



People in the overlap section will get this email



# Supercharge Your Marketing Automation

- You can also use your iMIS-integrated online community to work with Higher Logic marketing automation.
- Customize content \*even more\* based on what you know about members through their community participation.
- Share your high-value community activity with non-members, enticing them to learn more

# Work with the Experts

- Higher Logic has launched communities for over a thousand organizations like yours, so we can provide advice based on experience.
- We provide hours of e-learning and in-person education free for customers.
- If you need more help, our team of community managers and marketing automation experts provide customized strategic and tactical assistance for a growing cadre of clients.





**For More Information**