



WEBINAR SERIES

Member Journey with iMIS

Presented by:
Association Technology Solutions



- Serving iMIS community since 1995
- Full-service Authorized iMIS Solutions Provider (AiSP)
- Application development to extend the functionality of iMIS
- ASI's Client Sales Leader of the Year and Chairman Circle for 2020

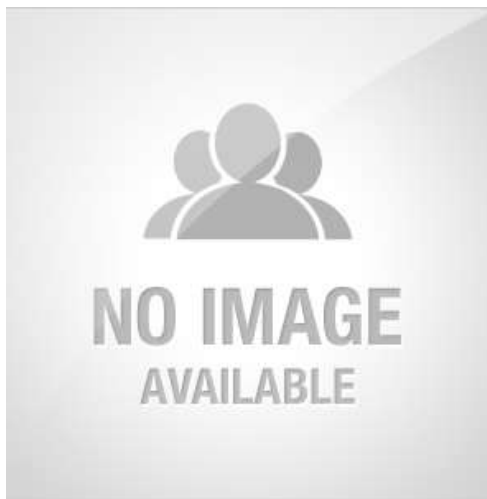


Presented by



Presenter:

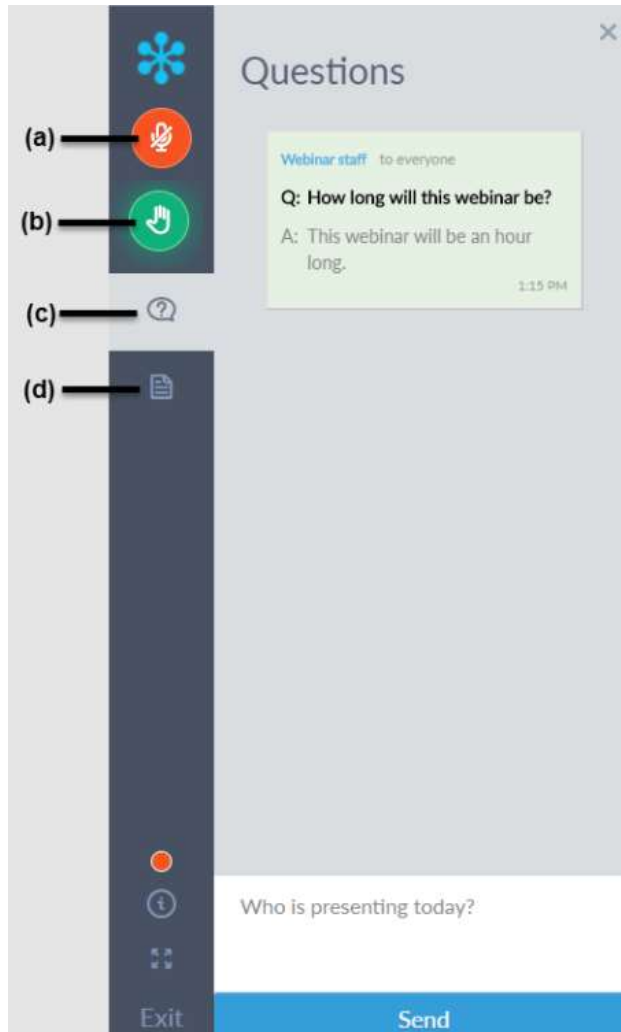
Michelle Clemovich, CiP
Senior iMIS Consultant
Association Technology Solutions, LLC
Email: mclemovich@atsol.org



Moderator:

Richard Banks
Sales Manager
Association Technology Solutions, LLC
Email: rbanks@atsol.org





- a) Attendees are muted to reduce background noise
- b) Raise your hand to get the attention of the presenter/moderator
- c) Download handouts
(not typically provided for ATS webinars)
- d) Ask questions to be answered during Q&A after presentation is complete



Member Journey

What is a Member Journey?

A map that represents the member's experience, not the way you think they see it.



Attend a
Webinar

Buy a
Product

Become a
Member

Register
for an
Event

Join a
Community

Volunteer

1. Unify staff on what your members think, want, and feel.
2. Identify gaps in your online processes.
3. Better serve your members





- The story is told from the member's perspective.
- It focuses on building long term relationships with your members.
- By managing your journey, it keeps your members in the forefront and helps to uncover opportunities to build better experiences for them.

Journey maps include:

- personas (your intended audience)
- timelines
- member emotions (during interactions)
- touchpoints
- channels (e.g., website/mobile, blogs, social media posts/ads, emails, calls, face-to-face interactions).

- **Persona**
 - semi-fictional representations of your ideal members based on market research and real data about existing members
 - represent the goals, challenges, and pain points of your different member types
- **Data**
 - Survey members on what they **want** to do.
 - Analyze what members **actually** do.

Goal

- Convert Student member to Full Member

Channel

- Org site
- Social Networks/Communities
- Publication site (i.e., Journal)

Action

- Email Campaign
- Renew Now button
- Alert(s)



iMIS Tools for Member Journey

- RiSE Pages Custom (by for member type)
- iMIS Email (Mass emails)
- Process Automation
 - Alerts
 - Triggered Emails
- Dashboard for tracking
 - Review conversion results
 - Target members “likely” to convert.



Scenario

Student
wants to
register for
an event

Actions

Create a Dynamic Security group for Students eligible for Full Membership

Set RiSE page to display **ONLY** for students in Dynamic Security Group using Content Collector Organizer iPart

Targeted Emails

- Students eligible for Full Membership

Custom Content

- Include 1-2 Member Benefits
- List their expiration date

Include Links

- **Join Now** as a Full Member button
- **Register Now** button to a custom Landing Page



Process Automation Alert

Ms. Kelly Bailey

American Business Services



You are registered for the 2021 Annual Meeting at the student rate. Now is the time to join as a Professional member.

[Join Today](#)

Recent activity

ANNUAL
CONFERENCE

An engaging three-
day event you won't
want to miss.

[Register Now](#)

HINT: Place on the Order Confirmation Page to get immediate notice





Start conversion campaign as soon as student becomes eligible



Send a new detailed benefit every two months/45 days. This includes the event targeted emails with scheduled emails.



Acknowledge at the event those who have recently converted “New Professional”



Continue conversion campaign post event.



Reports and Analysis

- Email conversion rates
- Dashboards for each Journey
 - Eligible members (counts and lists)
 - Converted members (counts and lists)
- Analyze converted members activities
 - When do they renew (early, on-time, late)?
 - How do they participate? (Committees, Events, Webinars, Certification Program, etc.)
 - How do they interact with your organization (emails, website, calls)



Remember:

- Your members and staff need to be a part of creating the journey.
- There are multiple journeys to address different personas and business needs.
- The goal of the journey is to create lifelong relationships with your members.
- Journeys change – BE FLEXIBLE!!!

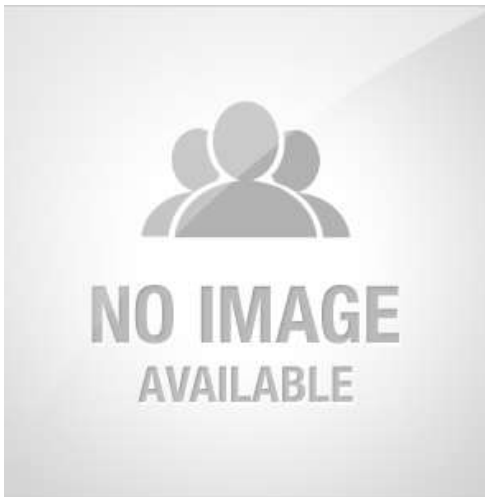


Questions & Answers



Presenter:

Michelle Clemovich, CiP
Senior iMIS Consultant
Association Technology Solutions, LLC
Email: mclemovich@atsol.org



Moderator:

Richard Banks
Sales Manager
Association Technology Solutions, LLC
Email: rbanks@atsol.org



Looking for more from the experts at ATS?

Upcoming Webinars

<http://atsol.org/Webinars>

schedule of upcoming webinars

Past Webinars

<http://atsol.org/PastWebinars>

*video recordings and
downloadable presentation slides*

ATS Learning Center

<https://www.pathlms.com/ats-learningcenter>

Other Questions

Email: info@atsol.org

Online: <http://www.atsol.org>

Phone: (720) 945-7252