

Creating a Personal Experience while Nurturing and Onboarding New Members



Like what you hear?

<https://monkton.bandcamp.com/>





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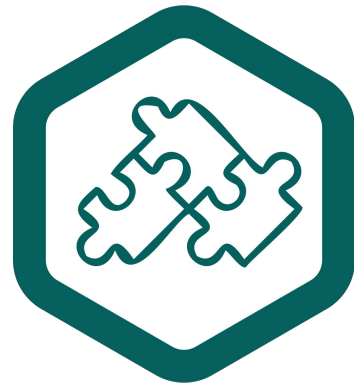


WORKERBEE.TV

The 4 Components of Association TV



ONLINE
PLATFORM



CONTENT
STRATEGY



MONETIZATION



AGENCY
SERVICES

Marketing vs Engagement



Prospect
Marketing



Prospect
Engagement



Conversational Engagement

ASK, CAPTURE & ACT



ASK

What do you value?
What do you need?
What are your pain points?

CAPTURE

Insights into individual wants, needs and interests

ACT

To deliver tools, opportunities and community to support individual growth



- Broadcasts
- “Personalization”
- Surveys
- Behavior and transaction-led marketing

Why Create Personal Experiences?

- Persona/segment-wise, Prince Charles and Ozzy Osbourne look like the same person
- In reality, they have different needs



Prince Charles

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous



Ozzy Osbourne

- Male
- Born in 1948
- Raised in the UK
- Married twice
- Lives in a castle
- Wealthy & famous

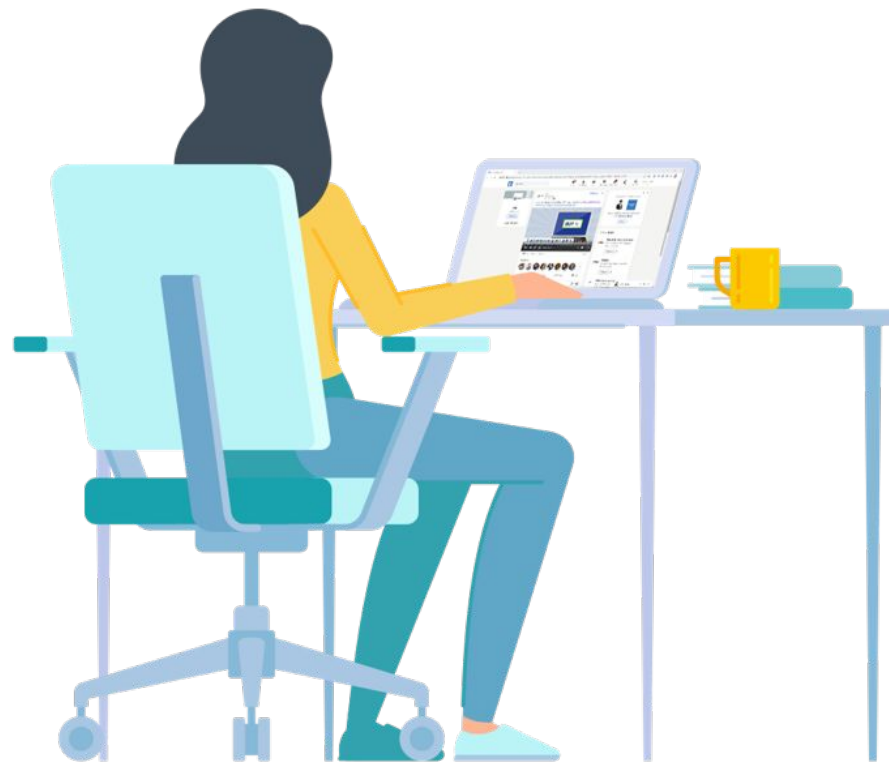
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Align With Your New Member's Journey

The New Member's Journey

AWARENESS



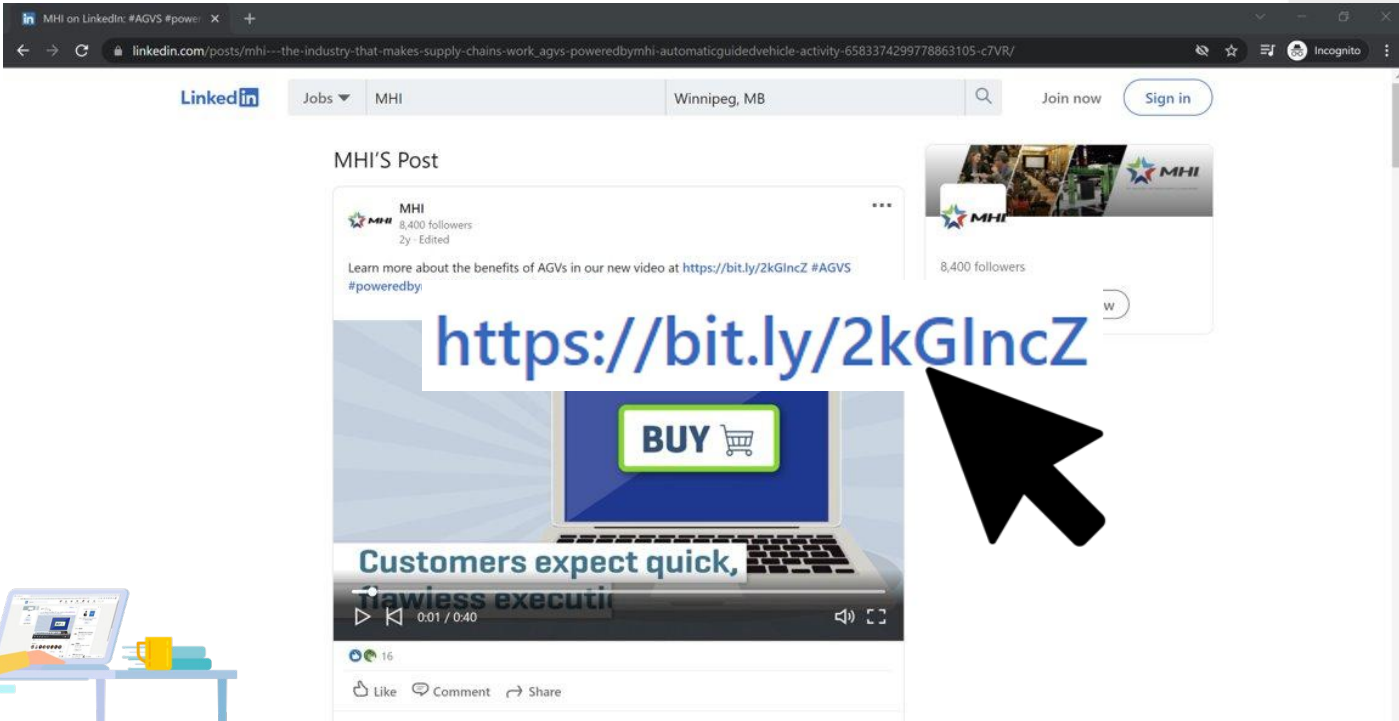
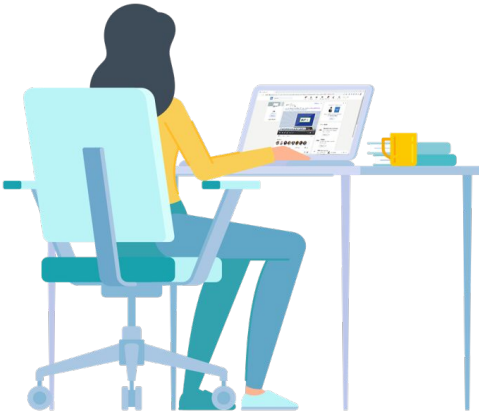
The New Member's Journey



AWARENESS

CONSIDERATION

MARKETING VIDEOS

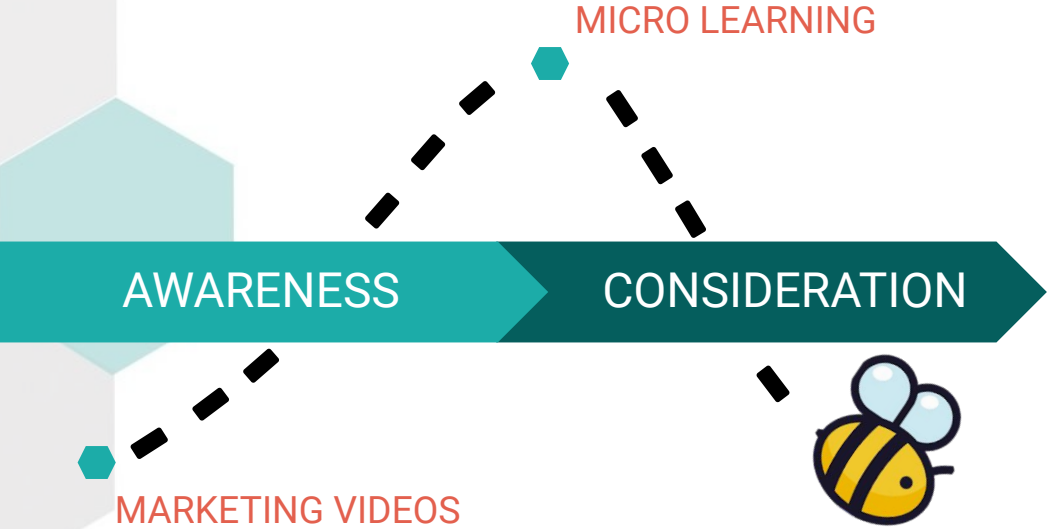


What would you want to know about your prospects at an early stage of awareness?

What could you do with those new insights?



The New Member's Journey

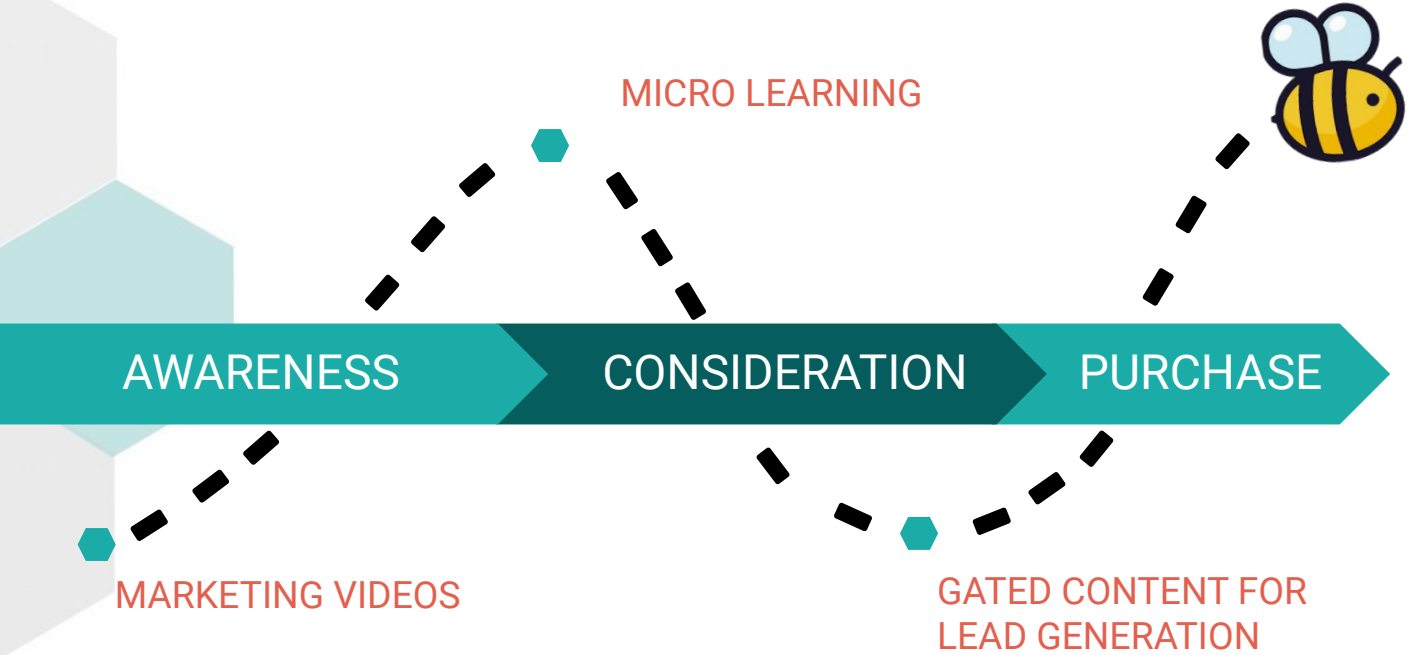


You can earn another entry for prizes by letting us know when you plan to graduate. This will help us give you the information you need for starting your career in teaching when you need it.

When is your anticipated graduation year?


May 2021
December 2021
May 2022
December 2022
May 2023
December 2023
May 2024
December 2024
May 2025
December 2025

The New Member's Journey



asae[®]
The Center for Association Leadership

We all learn differently. We have tons of great content to share with you depending on how you like to learn.

 **Amy Hemphill**
Senior Director, Member Relations

What is your preferred method of learning?

- Face to face
- Online learning
- Books
- Learning from my peers
- Other

Your Q&A Time!

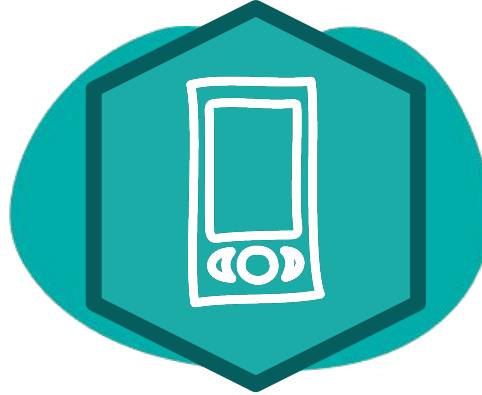


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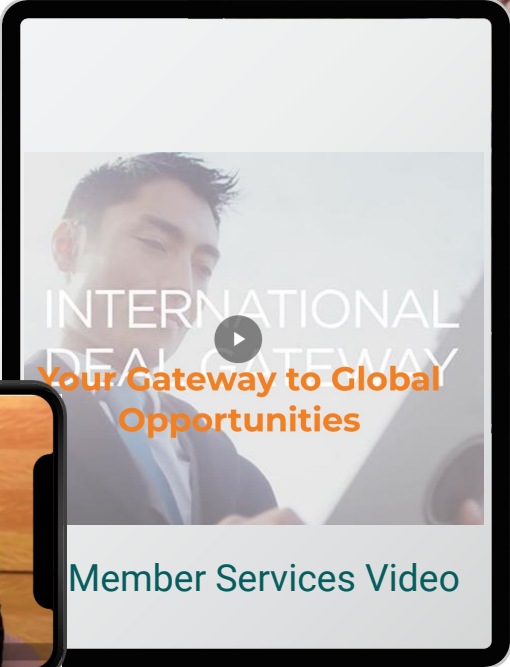
Interested in the
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**CONVERSATIONAL
ENGAGEMENT**



Membership Specific: Video Examples



Questions?



THANK YOU



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