



Veterinary Hospital
Managers Association

AT A GLANCE

Veterinary Hospital Managers Association (VHMA) provides veterinary management professionals ongoing education, certifications, and networking opportunities. Formed in 1981, VHMA has grown to serve over 2,700 members across North America.

AMS: *YourMembership*

KEY STATS

23% *increase in sent communications*

50% *cut in staff time*

5% *year-over-year increase in renewals*

\$18,000 *increase in revenue*

Integrated, Automated Membership Renewal Campaign Increases Revenue by \$18,000

Problem

In the past, VHMA used a low-cost email provider to connect and market to their members. There was no integration with their association management system (AMS), which made VHMA struggle with process inefficiencies and data quality concerns.

Solution

VHMA switched to Higher Logic's Marketing Automation platform because of its seamless integration with their AMS, YourMembership. The integrated systems improved data quality and enabled VHMA to plan membership campaigns farther in advance.

Benefits

VHMA's staff now spends 50 percent less time managing their membership campaigns and gets them out earlier. Their campaigns are also more effective, resulting in a five percent increase in year-over-year renewals, which generated \$18,000 in additional membership revenue.



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- Christine Shupe, Executive Director, VHMA

Improving Data Management by Switching to an Integrated Marketing Automation Platform

Since VHMA's previous email provider didn't integrate with their AMS, YourMembership, VHMA consistently faced data management challenges. They spent too much time dealing with data and campaigns and weren't as effective as they could have been.

To improve their data management, VHMA decided to switch to a marketing automation platform that integrated with YourMembership and chose Higher Logic.

"Honestly, it was an amazingly seamless implementation. I have been through multiple integrations before and they have never moved this smoothly," said Christine Shupe, VHMA's Executive Director.

VHMA quickly saw benefits from the integration.

"I don't have to worry about running reports in two systems and the numbers not matching. Data from the database feeds directly into the marketing automation platform. The integration of our marketing automation platform and YourMembership is critical for us. One of the biggest benefits of the integrated database is that our data is always current," said Shupe.

How Marketing Automation Helped VHMA Plan Renewal Campaigns in Advance, In Less Time

Once integrated, VHMA used an automated membership renewal campaign to streamline the process and help plan for more successful campaigns.

Like many organizations, membership renewal for VHMA spans multiple months beginning in October. Historically, Shupe and her team approached the renewal communication plan month-to-month. "With our previous provider, I'd have to put reminders on my calendar every month to go into the system and redo the campaign," Shupe explained. "This stop-start approach was time consuming, requiring several hours each month to manage."

With a member base made up of both individual and practice level memberships, creating unique emails for every member was time consuming. With marketing automation, VHMA implemented a new way of approaching membership renewals that reduced staff time and increased member retention.

They did advanced planning for their marketing automation campaign, timed messages more effectively, and accounted for holidays. They also planned sends on days they knew received stronger engagement.

VHMA set up their campaign to start two months prior to membership expiration, which gives members enough time to renew, but is not so early that the messages are ignored. And since data automatically syncs from VHMA's AMS into Higher Logic's Marketing Automation platform, the integration automatically adds members to the target group that receives the campaign. No manual work required.

“Our database is live and changes minute to minute. If someone was added to our database yesterday, they are in the campaign today. It is instant, and that is unbelievably important.”

- Christine Shupe, Executive Director, VHMA

That instant access to data led to a restructuring of renewal communications, breaking them out by member type and including personalized content for each member. “We have found that the narrower the focus, the better the open and click rates are,” said Shupe.

They also continued the conversation after expiration to allow members who hadn't renewed to come back without penalty. This tactic is often effective with memberships that expire on the last day of the calendar year, which might have been restricted by holidays or budget planning.

► **Membership renewals rose 5% over the prior year, generating over \$18,000 in additional membership revenue**

VHMA's Targeted Membership Campaign Increases Revenue by \$18,000

VHMA now spends less time on their renewal campaigns and gets bigger benefits. “Automating the process has made a big difference for us. Staff time spent managing the renewal campaign has been cut by 50 percent because we can do all of that planning upfront,” Shupe said.

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But increased renewals weren't the only benefit. Creating more focused emails also helped VHMA increase the number of communications sent by 23 percent over the prior year, which boosted engagement across all their email programs.

Higher Logic Marketing Automation allowed the team to step back and think differently. Instead of spending several hours per month managing a renewal campaign, Shupe can now focus her efforts more long-term.

“Having the ability to sit down and plan over a day or two allowed us to think globally as opposed to just the current month. This made a world of difference.”

- Christine Shupe, Executive Director, VHMA

HIGHER LOGIC

Higher Logic is an industry leader in cloud-based engagement platforms. Our data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, we help you track and manage interactions along each stage of the digital customer experience. Organizations worldwide use Higher Logic to bring people all together, by giving their community a home where they can interact, share ideas, answer questions, and stay connected. Everything we do - the tools and features in our software, our services, partnerships, best practices - drives our ultimate goal of making your organization successful.