

New Member Onboarding Campaign Guide

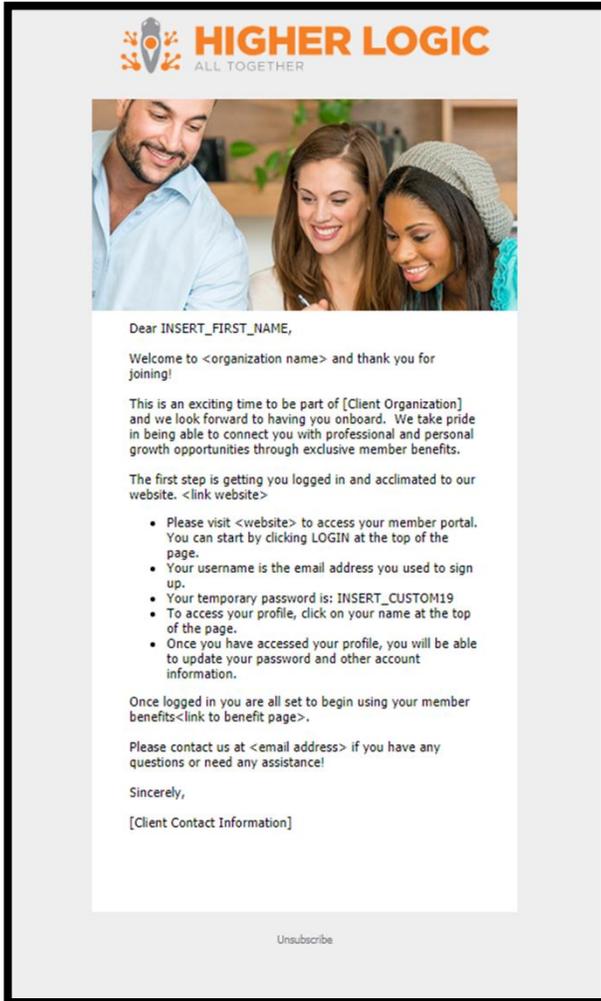
Strategic Approach to New Member Onboarding

- ✓ Automated campaign to welcome new members
- ✓ Re-enforce the purchase decision
- ✓ Create a direct pathway to member benefits
- ✓ Provide opportunity to connect with peers
- ✓ Remove barriers that hinder participation

Top 5 Best Practices for Onboarding campaign

1. Recognizable “Friendly From” name
2. Straightforward messaging, clear call to action
3. Confirm a positive mobile experience (template design)
4. Prioritized content in “snackable size” format
5. Highlight key navigational sites on website / member portal

Sample Welcome Message #1



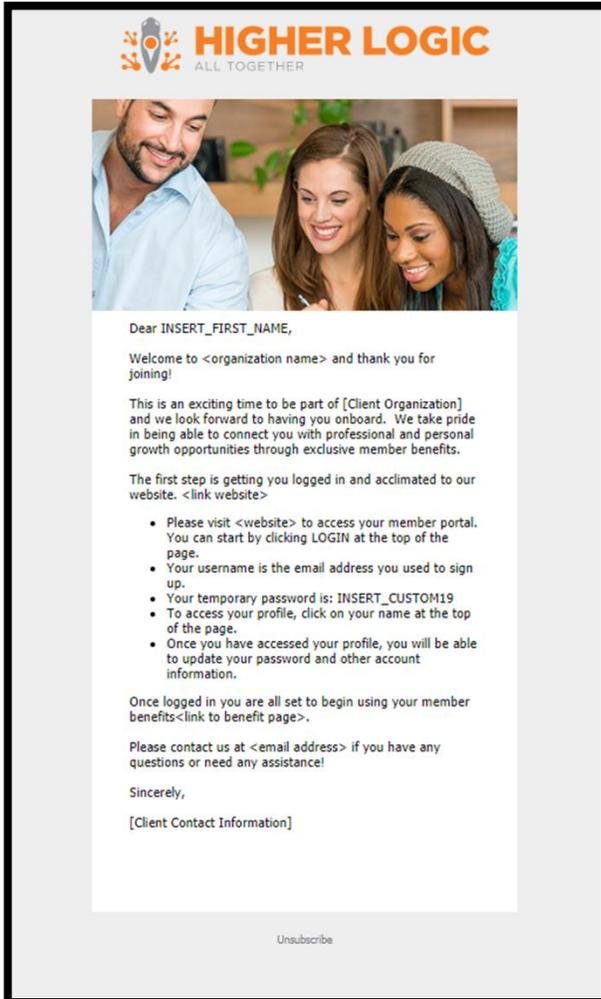
Cheers to You!

Member #: Your Member ID #
Member email: Email address

Dear Friend (First Name),

Thanks for your membership! If you're a new member, we're delighted to welcome you to the largest, most vibrant community of (industry) enthusiasts in the country, and perhaps the world. If you renewed your membership, thanks for your continued support of (insert your organization).

Sample Welcome Message #1



We take pride in being able to connect you with professional and personal growth opportunities through exclusive member benefits.

The first step is getting you logged in and acclimated to our website.

Please visit <website> to access your member portal.

Your username is the email address you used to sign up.

Your temporary password is: %%password%%

Once logged in you are all set to begin using your member benefits.

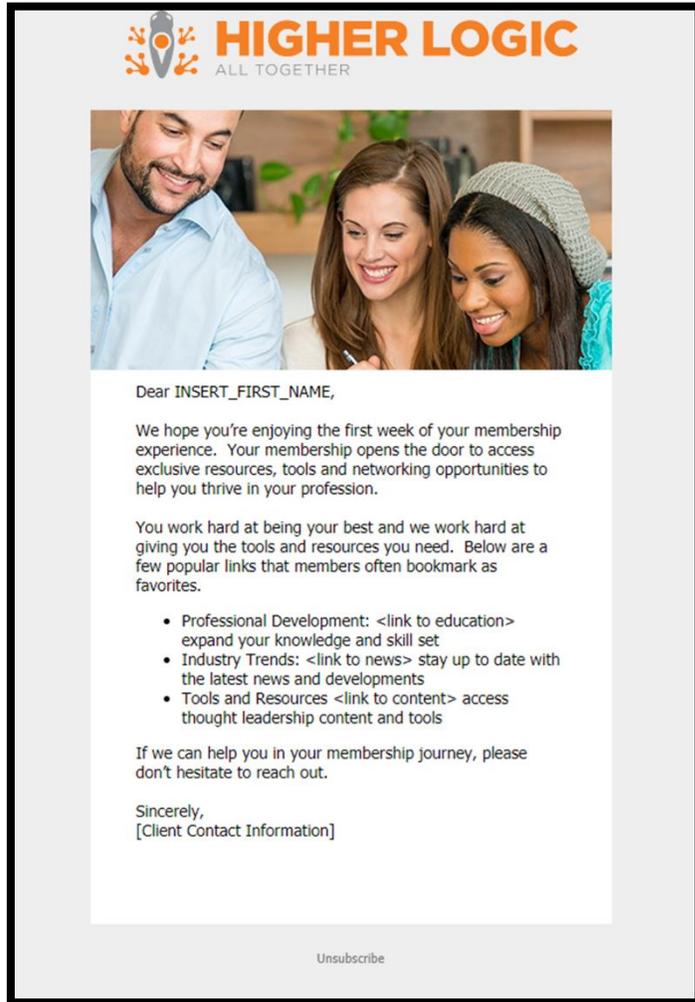
Content Considerations

Set Expectations - over the next few weeks we'll be guiding you to valuable member benefits

Watch this informative video for a quick walk through of our easy-to-navigate website.

Tell us about yourself, share your interests and preferences so we can best serve you

Sample Welcome Message #2



Membership opens the door to access exclusive resources, tools and networking opportunities to help you thrive in your profession.

You work hard at being your best and we work hard at giving you the tools and resources you need.

Professional Development: **<link to education>**

Industry Trends: **<link to news>**

Tools and Resources **<link to content>**

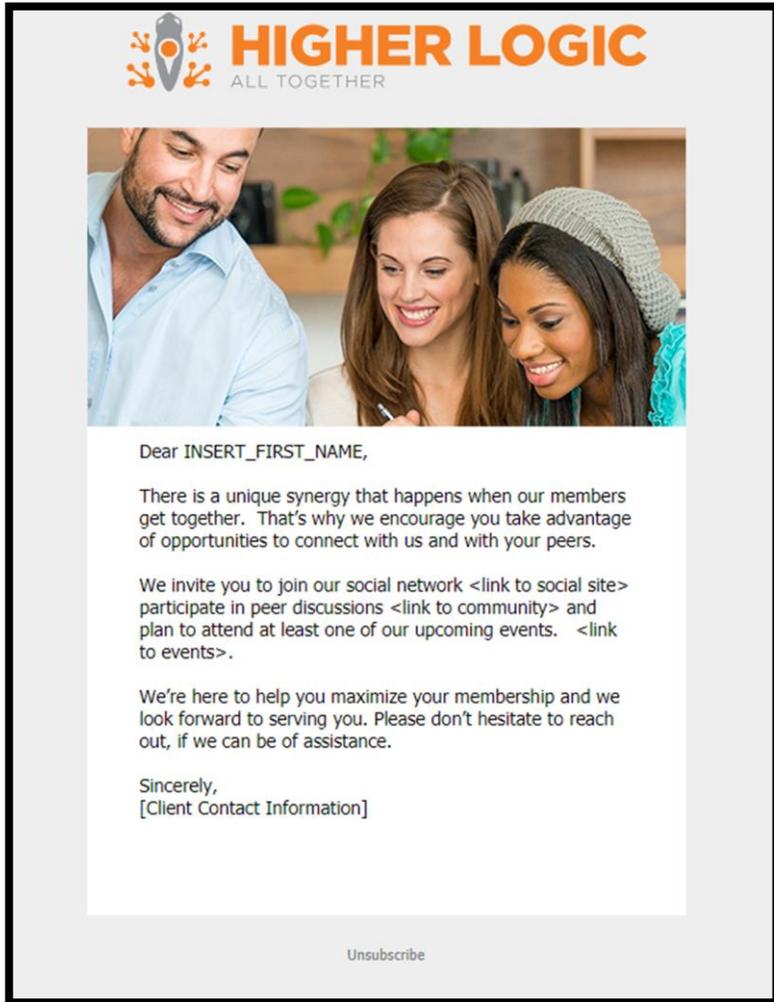
Content Considerations

Tools for Success: career advancement resources: journals, abstracts, opportunities to advance professional development, etc

Quick link to the MOST READ articles or most Downloaded Items

- 1.
- 2.
- 3.
- 4.

Sample Welcome Message #3



We encourage you to take advantage of opportunities to connect with us and with your peers.

We invite you **to join our social network** <social site> **participate in peer discussions** <online community> and plan to **attend one of our upcoming events.** <events>

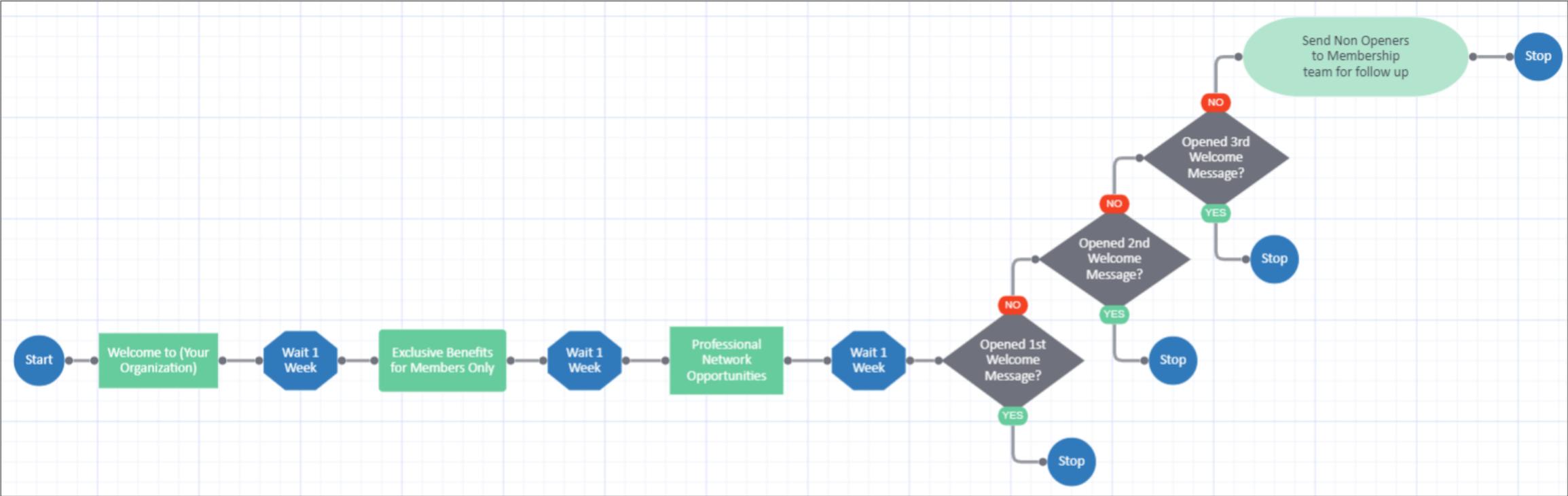
We're here to help you maximize your membership and we look forward to serving you.

Content Considerations

Address Frequently asked Questions: direct members to support documents and provide contact information for direct support

Testimonials – Peer Reviews: Leverage peer feedback and commentary to highlight key events, provide links to popular pre-recorded sessions

Strategy Tip: Follow Up with Non Responders



Your Success is our Success



HIGHER LOGIC
ALL TOGETHER