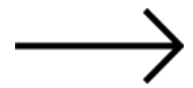


Latest Association Digital Trends & Strategies

Michelle Lelempsis, Causeis





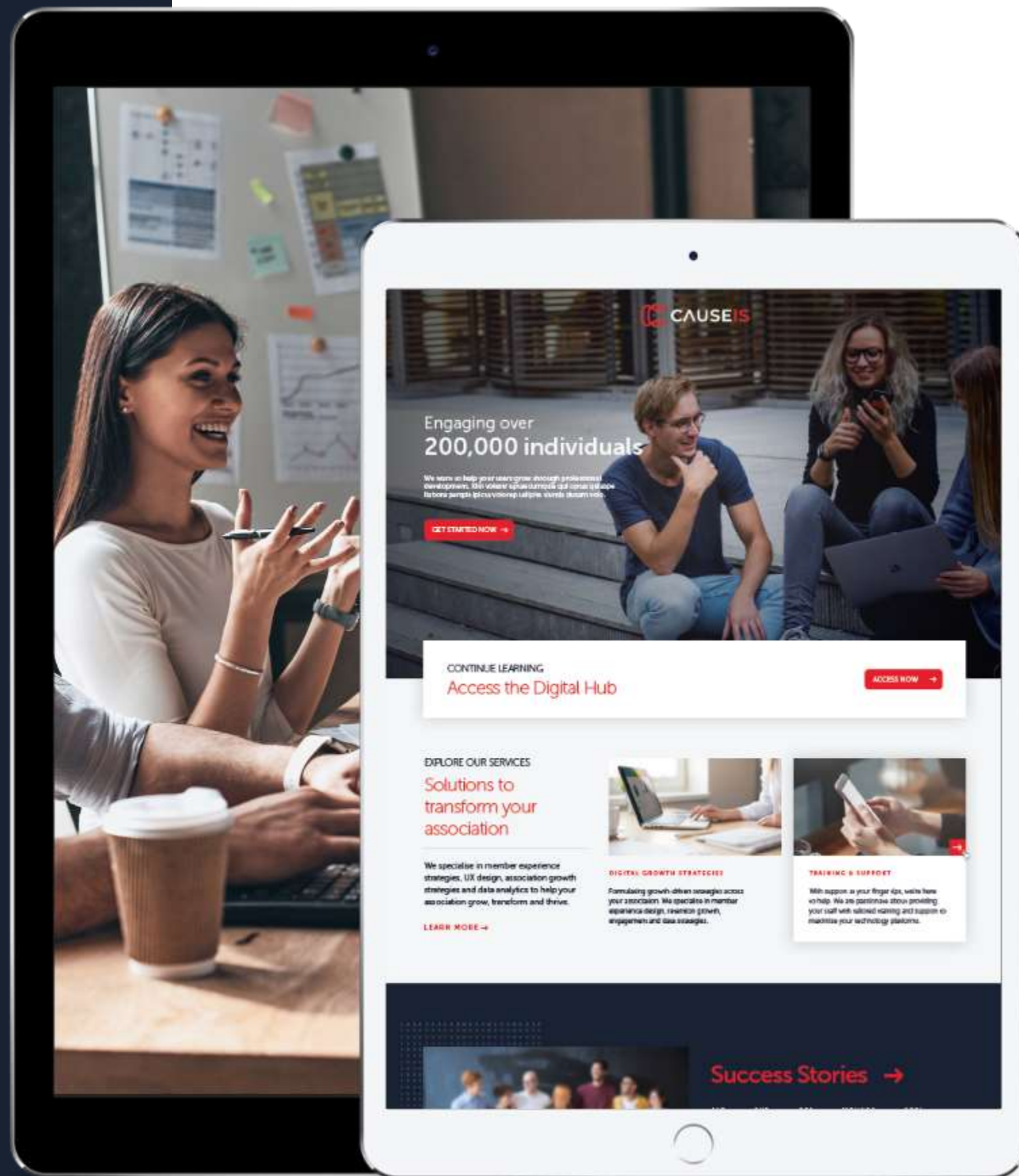
About Causeis

Causeis exists to support associations.

We create digital experiences for your members, your staff and your association. Focusing on your growth, Causeis leverages best-in-class technology to enable your strategy and success.

We are the designers of the **Digital Academy for Associations** providing association and digital strategy to over 200 associations.

Causeis has just been named as the Global iMIS Partner of the Year for the second concurrent year.



We support AuSAE

AuSAE is the home for association professionals.
A place where you belong, connect with others, advance your
career and be inspired.

www.ausae.org.au

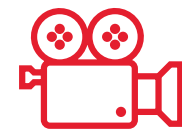


Maximise your Workshop Experience



Chat and engage

Engage your fellow peers through the Zoom chat. Share ideas, successes and learnings. Ask your questions to our presenter.



Session recording

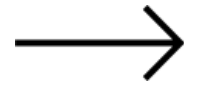
Today's presentations are being recorded however to maximise you're sharing and networking the breakout rooms will not.



Presentation Slides

Presentation slides and recording will be distributed at the end of the webinar.





Your Presenter



Michelle has consulted and presented in Australia and globally to 100s of associations to help them enable their digital transformation and growth strategies.

Whether Michelle is presenting on engagement scoring, data analytics, member experience or how to align your tech stack to meet your internal or external expectations you'll find her passion and enthusiasm for the industry contagious.

Connect

Michelle Lelempsis

Managing Director, Causeis

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michelle@causeis.com.au



Let's get started.





The last 2 years...



How would you describe your current Digital Transformation journey?

Your Digital Transformation is
only just beginning.





What is a Digital First Mindset?

Digital

Digital refers to your data, technology, online platforms that are enabling you to deliver your member or customer value proposition

Digital First Mindset

A Digital First Mindset is entrenched in your culture - to drive a business that is centred around digital experiences that is designed entirely around your customer.



What do **association** leaders
around the **world** say?



“Asking ourselves how to re-imagine the business as if our primary engagement tool is digital and peer to peer”

“Recognising that digital isn’t just something we do, it is what we do.”



“Accessing new global markets by moving from in-person delivery to digital first to convene and connect scientists globally.”



"Every action you do will be available 24/7, it will be niche and personalised."

You must focus on creating high value thought leadership."



“Encouraging and rewarding our people to keep innovating, embrace new technology and systems from the inside staff and external customer perspective.”



What does the **future**
association look like?

What does the **future association** look like?

Leading with Innovation

Associations will be leading with innovation, agility and able to lead the market.

Personalized Experiences

Why not be an association for everyone? Targeted, relevant and personalized.

Data Insights

Association leaders will have data insights across their entire performance available in real-time to rapidly respond and influence.

Connecting Consumers and Members

Focused on connecting in real-time, consumers with members and new peer-to-peer markets. Global associations will begin to influence local markets.

Investment in pure cloud tech

Association leaders will only invest in true cloud tech, ensuring data security, lower risk and greater access to modern functionality.

New Content Sources

AI driven content will provide new opportunities, and new sources. Member driven content will be bigger than ever before.



What is **holding** you back?

What is **holding** your association back?

Cloud Strategies

AMS and Membership tech has been available in true cloud for over 5 years, every association should have a roadmap to move.

Limited Skills and Market Competition

Data Manager, Business Analysts, and CX Officers are the future.

Unnecessary Complexity

Creating exceptions, rules, or complex business process will reduce your associations impact to improve rapidly.

Innovation Gaps

Create a culture of innovation that will enable your future steps and ideas. Start by talking about improvements, ideas and blue-sky thinking.

Guiding Principles

Is your association perception of "agility" resulting in lost opportunities? Create a framework for your tech-stack or digital landscape guiding principles.

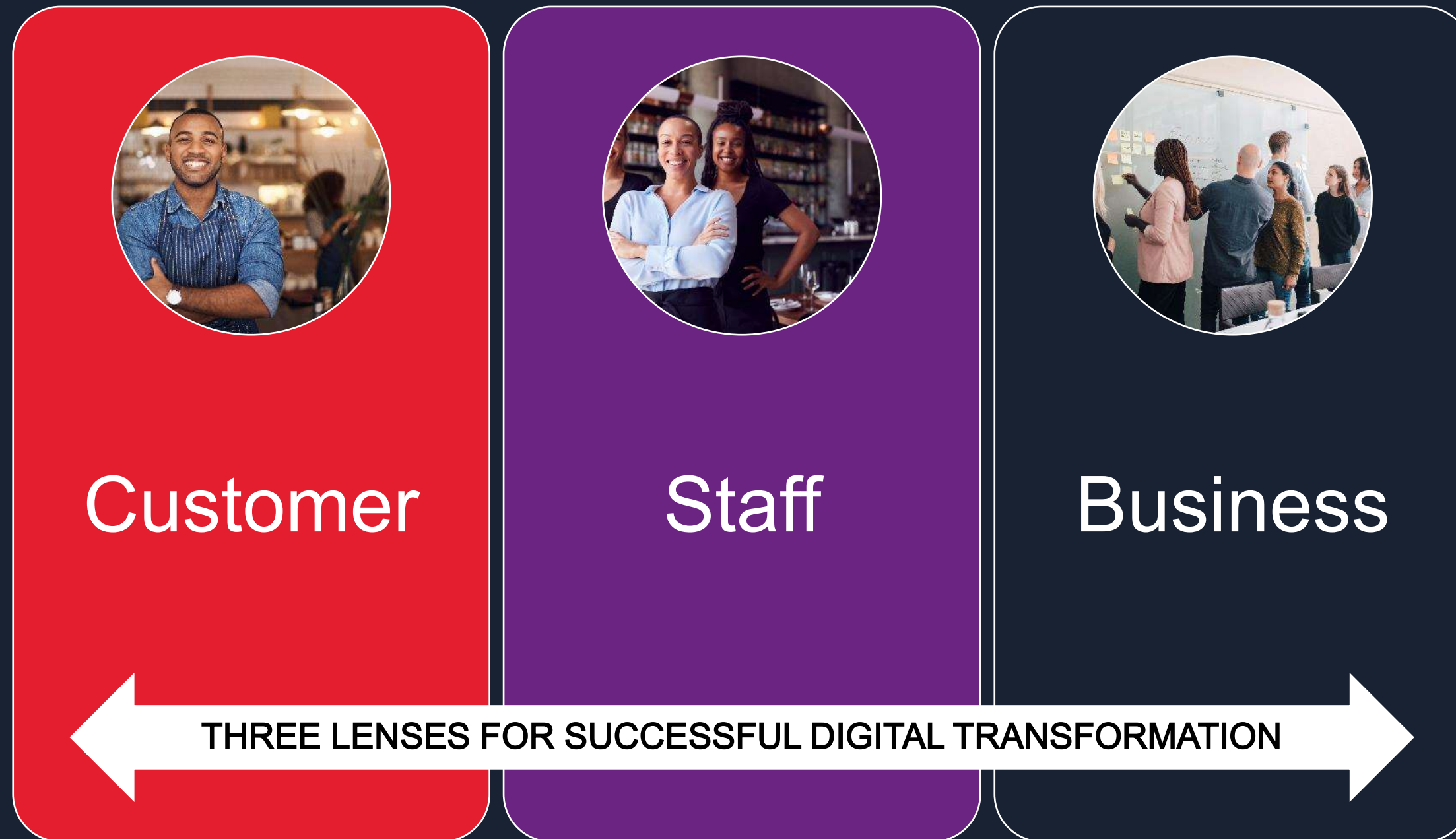
Data as Business Driver

Data is the most valuable asset your association has – how are you harnessing, managing and using to sustain your business decisions.

A close-up photograph of a person's hands holding a vintage camera. The camera is silver and black, with a large lens in the foreground. The lens reflects a scene, possibly a person in a white shirt. The background is dark and out of focus.

Who to **consider** in your
digital first mindset?

Digital Transformation: Three Lenses

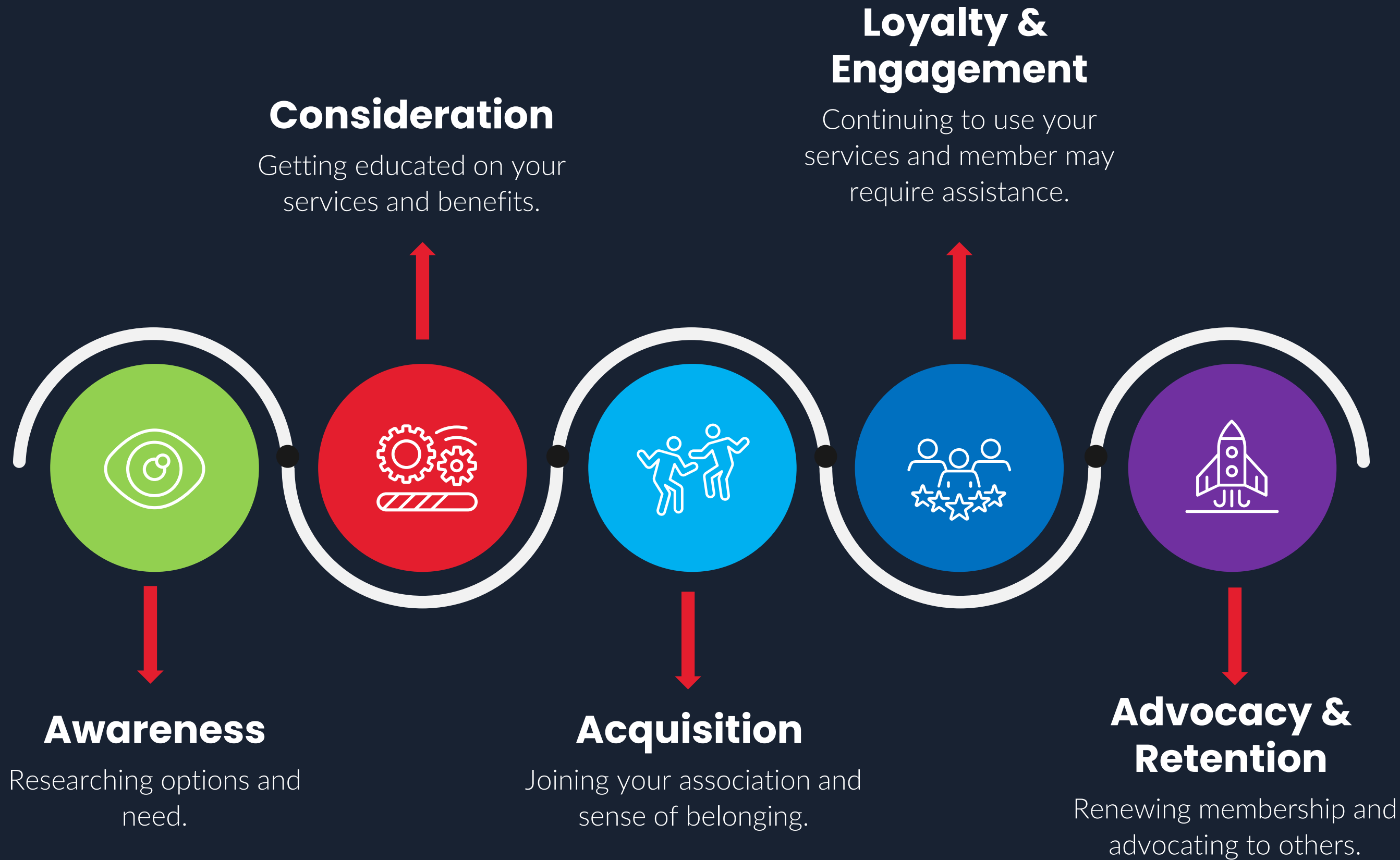




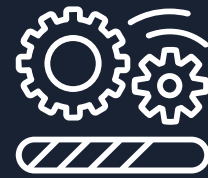
Understanding the Member Journey



The Member Journey.

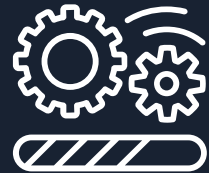


The Member Journey.



Awareness	Consideration	Acquisition	Loyalty & Engagement	Advocacy & Retention
Easy to locate your website via search engines.	Compelling and relevant member value proposition.	Simple join process with clear steps.	Member is targeted with personalised benefits.	Member can provide feedback to the association.
Easily identify your member value proposition and relevance.	Clear pathway for joining.	Join process is efficient (completed in 60 seconds)	Engagement strategy to target disengaged members.	Members are offered to participate in surveys.
Ability to download more information or toolkits.	Able to identify suitable membership category.	Nudging or follow up to abandoned cart joins.	Use of engagement scoring to measure and rank members.	Members are encouraged to provide a testimonial for various purposes.
Prospect clicks through a paid advertisement to a targeted campaign page.	Compelling value against your competition.	Immediate recognition of joining.	Incentivising or gamifying member engagement.	Easily identify ways to be a volunteer for the association.
Association homepage has clear join call to action.	Prospect contacts membership and has all questions answered.	New member welcome contains personalised content.	Designed onboarding journey for new members	Provide a Customer Satisfaction Score or NPS on benefits and services.
Association has Google Reviews from loyal members.	Clear pricing and payment options for membership.	Real-time payment with immediate member access to online portal.	Asking members for feedback or satisfaction	Proactive engagement with member e.g. Career stage review
Website has relevant content for each primary segment.	No red tape or barriers to joining.	Path for first engagement is clear.	Easily identify high-value benefits and services.	Renewal strategy commences with 3-months lead time.
Clear and compelling content on your relevance and impact	Association has a prospect and acquisition strategy.	Receives a welcome pack that is relevant and personalised.	Member using association for their intended purpose. Why did you join?	Advocacy program for loyalist members.
Prospect can answer - What's in it for me?	Ability to download more information to review.	Electronic drip-fed welcome campaign. Day 1, 7, 14 and beyond.	Proactive changes to member categories to reflect their needs or career stage.	Member retention measured across segments and personas.
Association appears in other media sources with consistent brand.	Offers non-traditional communication e.g. live chat.	New member personally introduced to the association.	Proactive member outbound contact.	Continuation of loyalty and engagement strategy in years 2 and beyond.

The Member Journey.



Awareness	Consideration	Acquisition	Loyalty & Engagement	Advocacy & Retention
Prospect clicks through a paid advertisement to a targeted campaign page.	Association has a prospect and acquisition strategy.	Nudging or follow up to abandoned cart joins.	Electronic drip-fed welcome campaign. Day 1, 7, 14 and beyond.	Provide a Customer Satisfaction Score or NPS on benefits and services.

Digital Marketing Trends.



Digital Marketing Trends.

SEO

Investment in learning how SEO will make or break your awareness phase

Responsive and UX Focus

Website is designed for responsive first. Google is changing it's ranking!

Paid Search Advertisements

Access to Google Grants for increasing your paid adverts.

Display Advertising

Google or other media display advertising to broaden your reach and brand exposure. To retarget, remind and encourage the call to action

Content Marketing

Content marketing will drive your associations success. Content if harnessed can be your biggest acquisition provider..

Customer advocacy marketing

How can you harness your loyalists to enable your marketing and brand? Can they take over your socials, provide google reviews, share testimonials?



How many Digital Marketing strategies are you using?

Digital Marketing Trends.

The screenshot shows a Google search for 'reinsw'. The search results include a link to 'REINSW: How to Become a Real Estate Agent in NSW' with a description: 'We are the peak industry body for online real estate courses, training, certificates, licensing, agents courses & property professionals. Learn more now.' Below this are several links: Training, Online Store, Contact us, Legislation, About us, and CPD Training Course. A 'People also ask' section lists questions like 'What is the role of REINSW?' and 'What does REINSW stand for?'. On the right, a Google Business Profile for REINSW is displayed, featuring a map, photos, and details such as address (30-32 Wentworth Ave, Surry Hills NSW 2000), phone number ((02) 9264 2343), and a list of products including Webinars (\$50.00), Assistant Agent courses (\$250.00 - \$590.00), and CPD Courses (\$65.00 - \$490.00).

Digital Marketing Trends.

Google search results for "computer society join". The search bar shows "computer society join" with a search icon and a microphone icon. The results page shows "About 390,000,000 results (0.46 seconds)".

Ad · <https://www.isaca.org/> ▾
Join ISACA - ISACA Membership - isaca.org
Join a Community of Over 165,000 Professionals and Enjoy a Variety of **Membership** Benefits. Advance Your Career, Grow Your Network and Develop Leadership Skills as an ISACA Member. Vibrant Engage Community. Get Valuable Discounts. Advance Your Career.
[Student Membership](#) · [Recent Grad. Membership](#)

Ad · <https://info.acs.org.au/become-a-member/acs> ▾
Australian Computer Society - Join 35,000 Tech Professionals
Gain the skills to unlock your potential with ACS - Get your experience certified. Explore 400+ networking events - Learn from the best - Connect with professionals. Earn CPD Points. Professional Development. Discounts For Members. Networking. Discounted Courses.

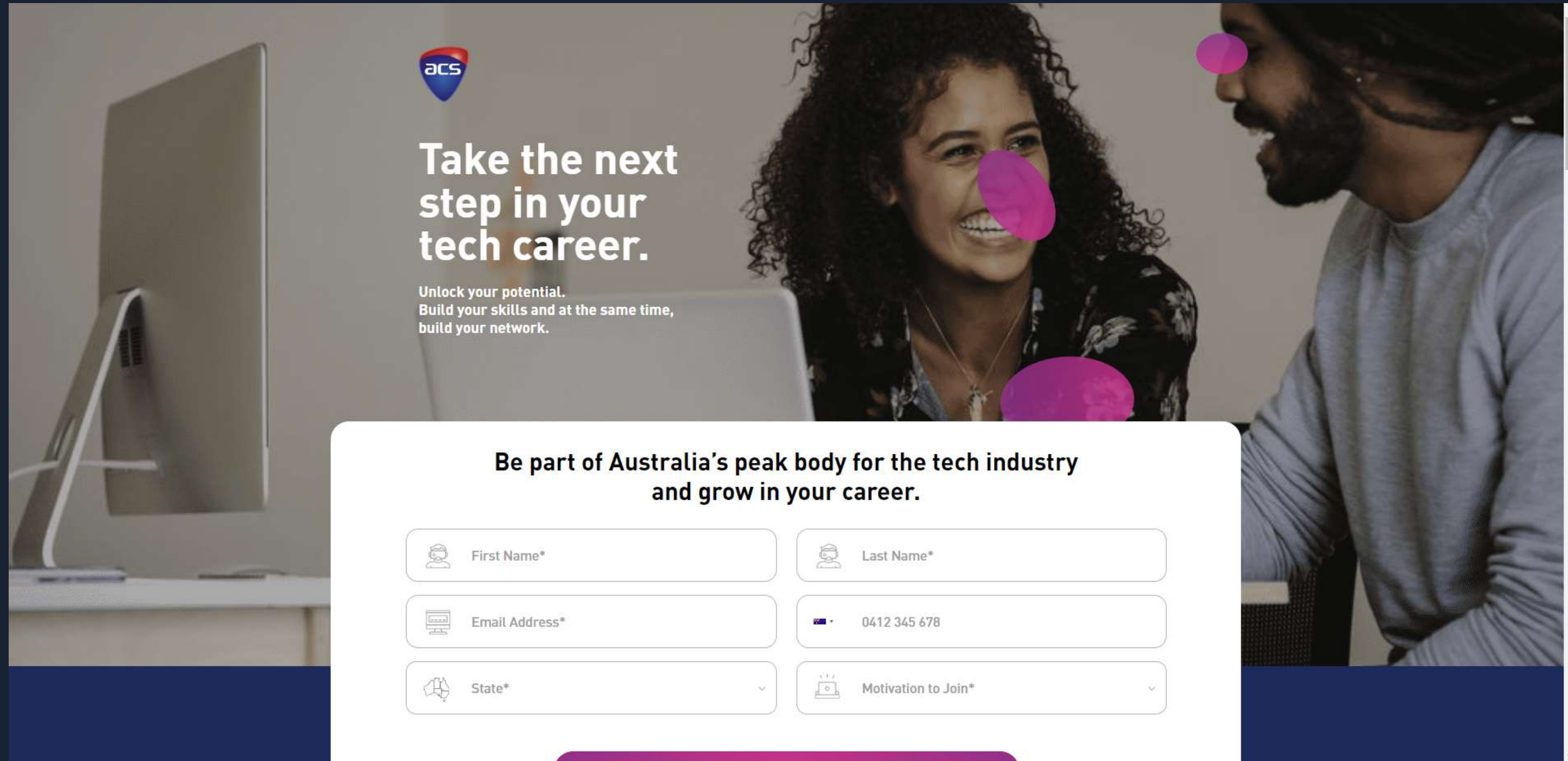
Ad · <https://www.acm.org/> ▾
Join ACM Today and Save - Join Other Computing Pros
Take advantage of thousands of on-demand learning resources to advance your career. **Join** ACM today and save 25% on your first year of **membership**. **Join** Now. Call Today. Courses: Python, Machine learning, Java.

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Join ACS | become a member
Join ACS and be part of Australia's largest **community** of ICT professionals. Take advantage of member benefits including digital learning assets, ...

<https://www.acs.org.au> > [membership-application](#) ▾
Membership Application - ACS
ACS **Membership** \$ 374. Be part of Australia's largest professional ICT **community**. Whether you are a student, technology or leading professional - ACS is here ...

<https://www.computer.org> > [membership](#) > [join](#) ▾

Digital Marketing Trends.



The image shows a recruitment landing page for ACS. The background features a woman and a man smiling in an office setting. The ACS logo is in the top left. The main headline is 'Take the next step in your tech career.' Below it is the sub-headline 'Unlock your potential. Build your skills and at the same time, build your network.' A white form is overlaid on the bottom half of the page with the heading 'Be part of Australia's peak body for the tech industry and grow in your career.' The form contains six input fields: First Name*, Last Name*, Email Address*, a phone number field with '0412 345 678', State* (a dropdown menu), and Motivation to Join* (a dropdown menu).

ACS

Take the next step in your tech career.

Unlock your potential.
Build your skills and at the same time,
build your network.

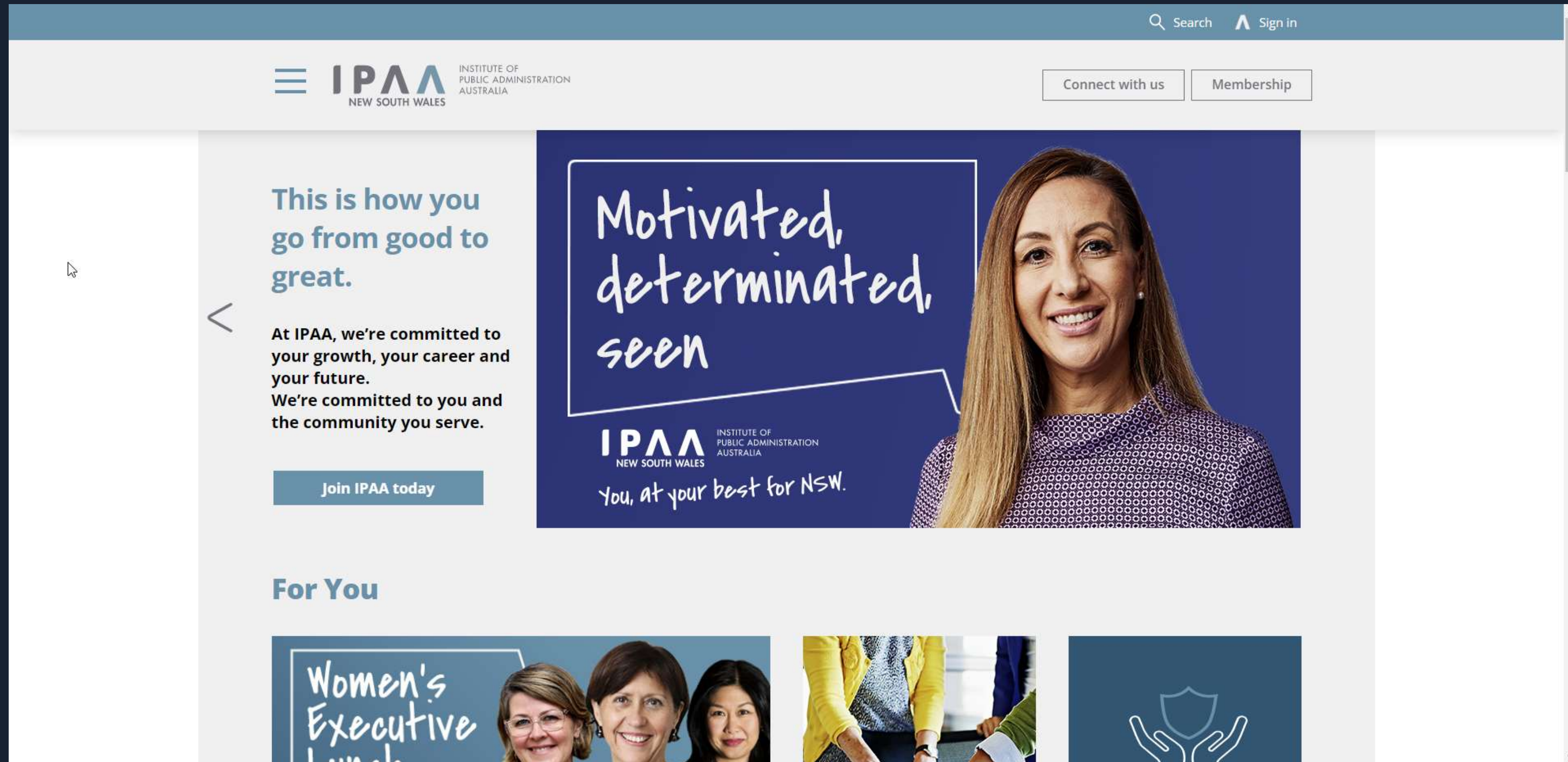
**Be part of Australia's peak body for the tech industry
and grow in your career.**

First Name* Last Name*

Email Address* 0412 345 678

State* Motivation to Join*

Digital Marketing Trends.



Tools to embed Digital First Mindset.



Other Associations

- ✓ Townhall meeting
- ✓ Stop, start and continue
- ✓ Blue-sky thinking
- ✓ Skip meetings
- ✓ Digital Excellence meetings
- ✓ Ask the member – What do you need from us today, What do you need from us tomorrow?



Now is the time to
start your own journey.



Change starts small

- ✓ Discover all the AuSAE resources you have available and among the wider community
- ✓ Network at this conference
- ✓ Ask about the future
- ✓ Be curious
- ✓ Blue-sky thinking
- ✓ Question the norm
- ✓ "What if we don't change?"

Questions





DIGITAL ACADEMY SUMMIT 2022

October 12-13 | Melbourne

The first dedicated digital transformation conference for innovative associations proudly presented by Causeis.

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Keynotes by



5 Trends in the Future
of Customer Experience



The IKEA Loyalty Loop:
Data and personalization for
member engagement



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