



CASE STUDY

ASSOCIATION ACTION CENTER

CHALLENGE

Creating opportunities for association members to interact and get to know each other between events can strengthen your community of practice and increase member satisfaction. Connecting with your members online and developing the right tools to actively engage can be the biggest obstacle.

INSIGHTS

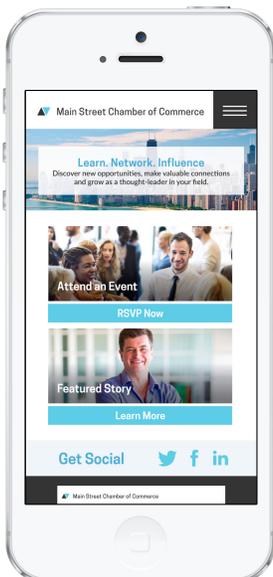
Providing your members with an interactive, online Action Center can help you drive engagement and add value for members between events.

An Action Center is a one-stop-shop where members can quickly RSVP for upcoming events, learn about other members and interact with your social media posts.

By sharing the stories of your members in blog posts and short videos through the Action Center and social media, you can inspire your members and help them get to know each other better.

We develop Action Centers for associations that seamlessly connect to a membership database that matches your members to their social IDs. Through the membership database, or CRM, you can identify engagement leaders and communicate with your members across social channels.

Outreach Experts' Action Centers are an award winning tool that facilitate community relationships, increase participation and improve event attendance.



STRATEGY

1. Design an online Action Center with opportunities for members to see stories about other members, RSVP for upcoming events or share social posts.
2. Build the digital infrastructure to connect with members across social networks, through their email and via text.
3. Develop a communication plan, including a blog and social media program, to target members with relevant content to build community and drive traffic to the Action Center.

SERVICES



Action Center Development



Blog Development



Membership Database with Social Match

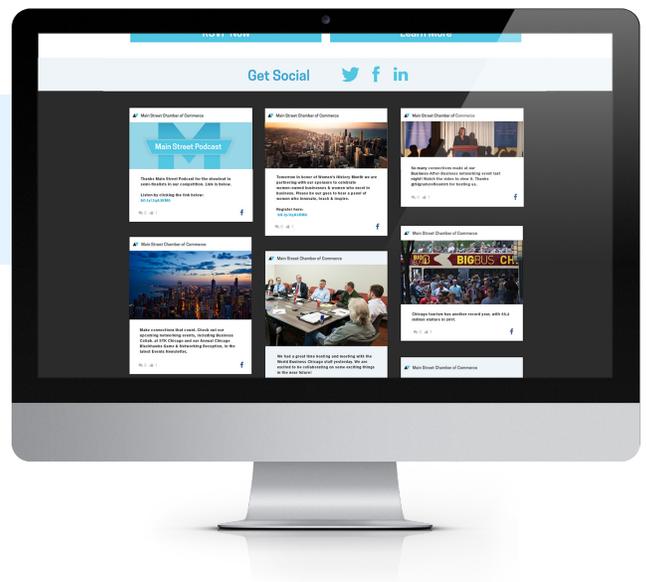


Digital Engagement

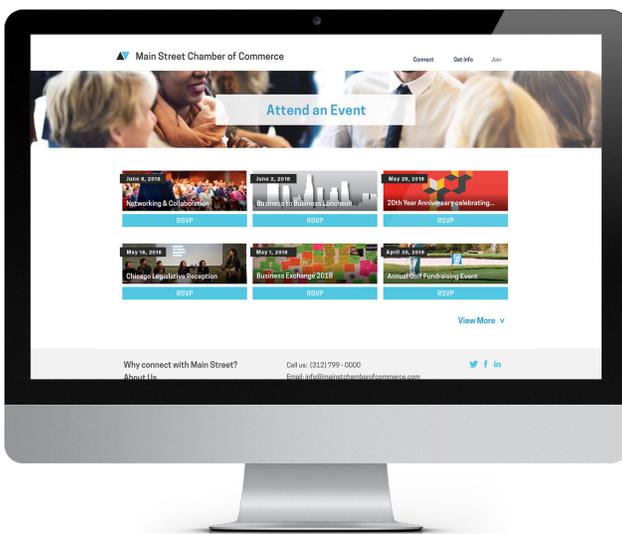


Social Program

SOCIAL FEED



CALENDAR



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