higher logic

thrive

Email Campaign Cookbook

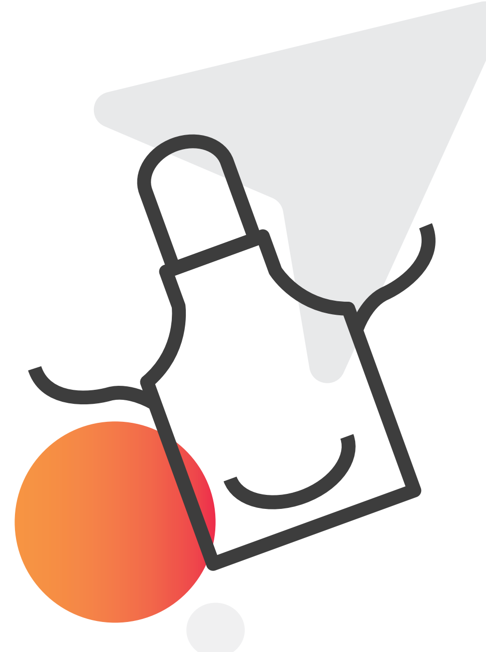
HIGHER LOGIC'S

HOUSE RECIPES

LEARN HOW TO COOK UP

8 useful email campaigns!

Food and emails. What do they have in common? As it turns out, a lot!



What if I said you could have an email strategy that saves you time and gets members engaged with personalized content? It's possible. No, really, it's possible! There are two important pieces to this strategy:

#1. Rethink how you're delivering information, and #2: automate

Let me explain #1, rethinking delivery. Every time you send out the same message to everyone, you're serving everything on the menu. For example, members who aren't interested in mentoring get emails about it, and members who only want to hear about events hear about everything else, too.

This means that members are getting foods they don't like (i.e., irrelevant emails and content), which decreases the chances they'll want to actively engage with you. But when time and resources are short, this often becomes the default.

Here's the ideal situation: deliver just what each group of members like in small pieces over time, just when they're hungry for it. Instead of showing up with everything on the menu, you could provide manageable bites of just the foods those members enjoy. When members receive just the content that's relevant to them, at the right time, it improves the likelihood they'll read it, engage with it, and take the desired action – and then continue to engage.

Believe it or not, it's possible to adopt this strategy without spending hours sending out emails one by one. That's where #2, automation, comes in. An automated email campaign is a series of emails designed to feed your audience little bites of information over time, so that you can nurture them toward a goal. You build the campaign at the beginning, with all the steps and emails, and then start running it to the right audience. It does take some upfront work to build an automated email campaign, but once you've got it set up, you can let it run without much attention.

When you pair innovative software that provides campaign templates *(*cough Higher Logic Thrive cough*)* and this campaign cookbook, you can build your new email strategy with ease.

Hopefully, the relationship between food and email marketing makes more sense now, and you see why you're reading a cookbook. To help you whip up these delicious bites for your audience, really, nothing makes more sense! Plus, we threw in some real recipes from our team, too, so you can have something to munch on while you build your campaigns.

BON APPETIT!

Beth Arritt
Association Strategist and Campaign Cookbook Editor-in-Chief

This campaign cookbook will walk you through everything you need to create eight automated email campaigns.

We chose the campaigns that you'll find most useful for accomplishing key association business processes.

You can create each of these campaigns in our member experience platform, Higher Logic Thrive. With marketing, community, and membership management built in, you have everything you need to create a powerful member experience in one place. No issues with data flowing between disparate systems, and you have just one place to send out email campaigns, post in the community, and check results.

Now, let us show you how to cook up these campaigns and make your marketing even better!

- Renewal
- Onboarding
- Event Support
- Prospecting with Content
- Community Engagement
- Certification
- Member Win-Back
- Internal
- In the Kitchen!

Where to Begin

- If you're new to campaigns and you're looking for an easy one to start with, try **onboarding.**
- If you're looking for the most impactful one, try the **renewal campaign.**

Bonus: *You'll find templates for these two campaigns within Higher Logic Thrive Platform.*

Before you get started, take a quick look at the **glossary** – this will help you get familiar with key terms we'll use in the cookbook.

Let's get cooking!

Glossary of Marketing Automation Terms

Automated campaign: A series of communications, typically email, designed to tell the audience about one topic and get them to engage. Usually built in a marketing automation system.

Cadence: The order and timing of the emails and steps in your automated campaign.

Decision step: A step in an automated campaign that tells the campaign what to do in response to an action (e.g. the member has renewed; now remove them from the campaign).

CTA: A CTA is a call-to-action, asking the audience to take a specific step, whether that is clicking on a link, responding to the email, renewing membership, etc.

Web tracking: A tool for tracking a known user's web browsing behavior.

Landing page: A website page that shares information about a specific topic. In marketing, a landing page typically has a way to capture the visitor's information (a form, a chat tool, etc.).

Digital body language: The actions (or lack thereof) your member takes online that create a picture of their interests and habits.

Integration: A connection between two pieces of software that allows data to flow through.

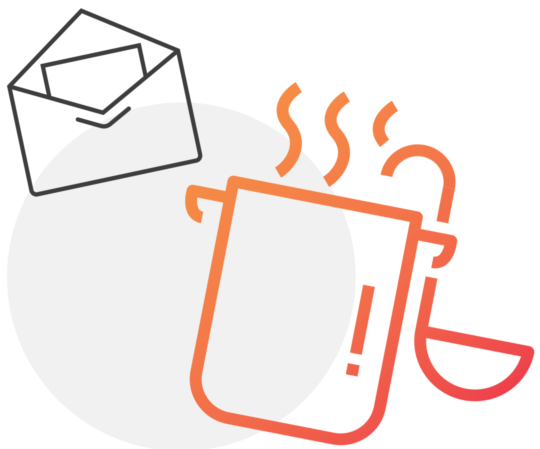
Mute campaign: An option within an email campaign to unsubscribe for just that specific campaign.

Renewal Campaign

What's your membership renewal process currently like? If you're still sending emails one-by-one, members forget to renew, or your grace period is starting to stretch on and on, you should definitely try a campaign. With a renewal campaign, you are using automation to communicate with members periodically before their renewal date. You're sharing about benefits, things coming up in the new year, what they'll be missing out on, etc., all in a measured, planned way, and it's automated once you build the campaign. Delicious!

INGREDIENTS

- **Emails:** We find on average seven emails is the sweet spot for a 90 day renewal flow, but you should adjust this to your audience's habits.
- **Your data.** This includes two lists: Members who need to renew, and members who have already renewed.



TIP: Built-in membership management makes this easy
If you use Higher Logic Thrive Platform, you can have your campaign pull this data quickly and easily from our member management module. All the system has to do is see if a member has renewed, and the campaign will exclude them from the next email. And if you want to integrate with your existing member database, that's available too.

PRE-RECIPE PREP

There are a few research steps you should take before starting to build your campaign.

1. **Document your existing process.** Before building a renewal campaign, you'll want to look at your current process. How does your team currently handle renewals? Where are the current pain points?

2. **Review member patterns and data.** This is key to Step #3 where you build your campaign flow. Decide how many emails you will need to include in your campaign, how far apart they'll be spaced, and when members should exit the flow. Discover:
   - **a.** When do members normally pay?
   - **b.** Which emails that you've traditionally sent them have been effective?
   - **c.** What grace period do they currently expect?

3. **Create a list of existing member benefits.** Get your list together so you have it ready for the next section.

STEPS

1. Create your email lists. You should have two lists: One list of members who haven't renewed, and one list of those who have.

2. Add your data to your campaign. There are two ways to do this:

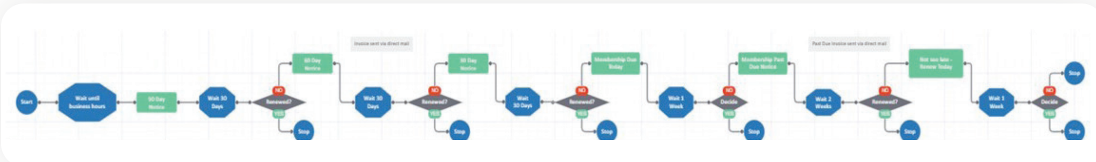
a. Integrated: If your association management system (AMS) or CRM integrates with your marketing software, use the integration to add the two lists into your software. If you have Higher Logic Thrive Platform, you can use your third-party integration or pull data from within the platform if you're using our member management functionality.

b. Not integrated: If you don't have an integration, upload your renewal list into your marketing software. You will want to build a reminder into your campaign to notify you to upload your most recent list of who has renewed before the decision step to send the next email. (This is so you don't send them an irrelevant email that they haven't renewed, when they have.)

3. Build your campaign flow. You'll use the cadence you determined in your prework, as well as your additional touchpoints and decision steps.

a. Add a decision step that removes anyone who has renewed before each email goes out.

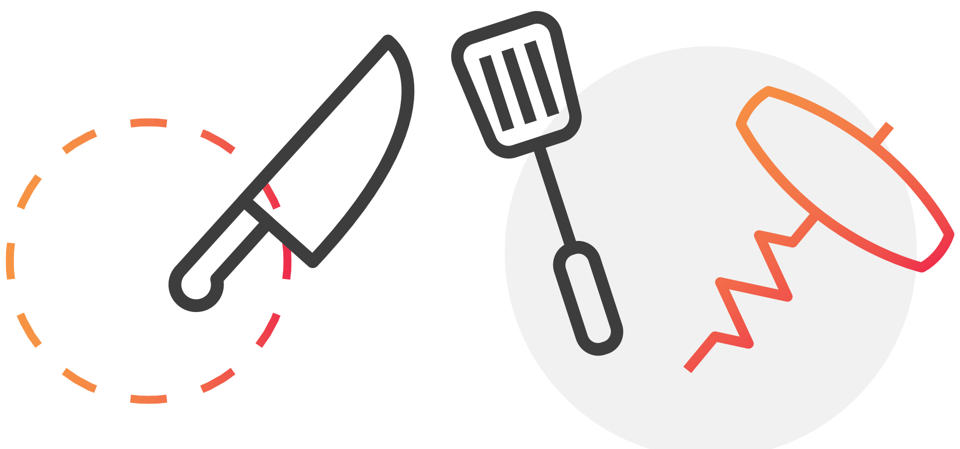
b. Remember when you outlined your member benefits? Create an email promoting them, and send this email to everyone who is due for renewal as a way to warm them up.



4. Write your emails. Keep them short and focused on benefits to the member. Send your emails from a staff member's actual email address, not just name (i.e., "cheryl@association.org," not "membership@association.org").

Need messaging help? Check out these tips for writing better renewal messages, or use the draft text provided inside Higher Logic Thrive Marketing.

5. Test your campaign. Use a different email address that fits each possible scenario in your campaign and make sure everyone flows through the way you expect them to.



6. Launch your campaign. Most systems will have several options for launch. For example, you might see these options:

a. Add subscribers over time. This will only add future subscribers and will keep adding them until it reaches an end date you set or you turn off the campaign.

b. Add subscribers at once. This will add subscribers who are currently in the list, and then stop. It will not add any future subscribers.

c. Add subscribers at once and over time. This will add all existing subscribers and any who drop into the list until it: reaches an end date that you've set, or you turn off the campaign.

d. Branch from another campaign. You would not choose lists for branch campaigns; they receive subscribers who reach a certain point in other campaigns and get dropped into this one.

7. Check on your campaign to see how it's doing. See how many people have renewed after each step. If you see very low results, e.g. only 3-5% have renewed, you may want to adjust your messaging. If you see that the first couple emails have encouraged a good number of renewals, you should let it keep running as-is.

BUILD IN HANDY REMINDERS

In Higher Logic Thrive Platform, use our campaign capabilities to set up notifications to remind yourself or other team members of activities outside of email. For example, let's say you want someone to make an extra renewal touchpoint via direct call, voicemail drop, or text to members who provide a cell phone number. Automatically remind the team and send them the list of who to contact with a built-in notification step in the campaign.

8. After three renewal cycles have passed, see how your campaign has improved, stayed the same, or declined. If renewal success rates seem low or if you're not seeing improvements month-over-month, revisit your messaging and your cadence.

TIP: If this is a company level membership, double check that you're emailing the right contacts/people.

OPTIONAL STEPS

9. Show off your campaign! Report back to your stakeholders. How did automating this process go? Did you improve renewal, either in time saved for your team or on improved results on retention? This will help you show the value of the new process you've implemented.

10. Improve on the steps we provided. This campaign should be tailored to your members' preferences. Find something we didn't include that works? Add it to the mix.

The final step? Enjoy watching the results come in!

NOW WE'RE COOKING WITH GAS!

To make getting started easier, Higher Logic's marketing automation software includes some built-in campaign kits. These **Starter Kits** are built specifically for associations and include key campaigns you'd need.

Onboarding Campaign

Also known as a welcome campaign, an onboarding campaign is the perfect way to welcome new members into the association. Members receive a series of personalized emails that run for anywhere from a few weeks to a full year, walking them through bite-sized benefits and opportunities for involvement and engagement.

SUCCESS SPOTLIGHT

Helen Taylor, digital marketing manager at the Public Affairs Council, worked with the membership team to create a member onboarding campaign. They're getting results:

- **2x their typical email engagement**
- **95% success rate toward their goal**
- **hours of time saved**

Public Affairs Council

INGREDIENTS

- **Emails.** The number of emails in your campaign should be based on your unique audience and association. See the Pre-Recipe Prep section for more.
- **Data.** You will need a list of new members.

TIP: Built-in membership management make this easy

If you use Higher Logic Thrive, you can have your campaign quickly check for new members using our member management feature. If you do want to integrate with your existing member database, that's available too. If you don't have an integration, you can also upload new members when they join – but don't make new members wait longer than a week to get their first onboarding email!

PRE-RECIPE PREP

1. **Look at your current member benefits.** Decide which of your member benefits are the best ones to highlight in the onboarding campaign. For example, maybe members love the online community, or certain trainings are very popular. Highlight these items in your campaign emails.

2. **Decide on a cadence.** How long should members wait before they get the next email in the flow? Add your preferred wait time. Do you want to notify someone on your team to make a personal call to members? Add a notification.

   Advanced version: *In the first email of your onboarding campaign, ask members why they joined. If you want to get sophisticated, you could add branch logic that sends them slightly more targeted content, based on their selected interests.*

3. **Determine how many emails you'll need.** A good starting point is 4-6 emails over the space of 2-3 months. Focus each email on one member benefit, so the number of emails you send will vary by association. A smaller association with fewer benefits may have fewer emails to send – but you still want to have a cadence to remind members to get involved on a regular basis. Another association might have very detailed benefits, so you need to develop a "Year One" onboarding campaign that stretches throughout their first year.

STEPS

1. Create your email list. This should be your list of new members.

2. Next, add your data to your campaign.

3. Build your campaign flow. You'll use the cadence you determined in your pre-steps, as well as any additional touchpoints (like a notification of new members to make a personal phone call to welcome them as they join).

a. Consider what the progression of a new member looks like. What is the next logical step after they join? Once they make their first post in the online community, what should happen next?

b. You can use Higher Logic Thrive Platform's internal reminders here too! Let's say you get a lot of interest about your volunteer or mentoring programs during the onboarding campaign. You could notify the internal staff who want to grow their list of interested individuals, etc.

4. Write your emails. Keep them short. You shouldn't tell the whole story in the email. Use a short, bulleted list that links to key pages on your website. Members' clicks on these links will help you know that they've read the emails and give you more insight into their interests. **Other tips:**

- Focus on one topic per email.
- Send your emails from actual staff addresses vs. a "noreply" email address.
- Focus on the benefit to the member and use member-centric language.
- Include calls-to-action (CTAs).
- Ask for feedback on their first month as a member (you could use a survey or ask them to reply to the email).

5. Test your campaign. Make sure everyone flows through the way you expect them to.

6. Launch your campaign! After you've tested, you're ready to launch with new members.

7. Check on your campaign. You want to see high engagement in this campaign. Look for clicks on your desired CTAs rather than open rates, because open rates are increasingly unreliable.

8. Refine your campaign: After three months have passed, see how your campaign has improved, stayed the same, or declined. If you see a holding pattern on metrics, but they're fairly good, don't make changes. But if clicks are low, re-evaluate.

TIP: Go back and refresh periodically

If you introduce new benefits, make sure you go back and include those in your onboarding campaign.

Event Support Campaign

You've got an event coming up – nurturing your potential attendees is an excellent strategy to increase attendance. This campaign can work with many types of events – in-person, virtual, or hybrid.

INGREDIENTS

- **Your emails.** You'll have a better sense of messaging for these emails after you do your pre-recipe prep.
- **A list of known users interested in your event.** This campaign comes with a twist – we learn how to use web tracking! See more in pre-recipe prep.

PRE-RECIPE PREP

1. **Create a list of justifications for why people should attend.** Think about common reasons members might attend your event, look to post-event feedback from past years, and consider what makes your event unique. This might include things like education, the online event community, networking, the exhibit hall – these will make inform your messaging and your campaign emails.

2. **Set up web tracking** on the event pages on your website, especially your registration page. Web tracking lets you know who visits your event page so that you can target them with specific communications about your event.

3. **Send out an email** about your event to a broad group. When people click on the event page from your email, they will now be a known user (thanks to web tracking and your email links working in tandem), and you'll know when they visit your registration page. This is how you create your email list for your event campaign.

STEPS

1. Create your campaign flow. Base your number of emails on the justifications you figured out in the prepwork. Follow these tips:

a. Limit yourself to one justification to attend per email.

b. Add a decision step to remove anyone who has registered before you send each email. This makes sure communications stay relevant.

c. You could include one email that describes all the logistics for the event at the end of the flow and even provide a justification letter.

2. Set up a mute campaign. You might end up with people in your campaign who know they can't attend your event, for whatever reason. Adding a mute campaign gives them a way to opt out of those specific emails just for this year's events and gives them more control over their preferences.

3. Add your lists. You will need a list of those who have already registered to exclude from your email and a list of interested parties (the list provided through web tracking).

4. Write your emails. Keep your emails limited to one reason to attend per email. Write about the benefits for the member.

5. Test your flow. Test every scenario with different email address that fits that scenario.

6. Launch your campaign. After you've launched, one important thing to keep in mind for event campaigns is the end date. You want the campaign to stop accepting new emails at a certain point. You can keep the campaign running right up until the event, but you should also make a note to turn the campaign off completely once the event is finished. Why? Even if the campaign has passed the end date, it will still finish out the sequence it had already started unless you turn it off.

Pro tip: You can add date steps inside the campaign to end on time, and even drop people in the right spots and avoid things like sending emails for early registration after the date has passed, etc.

7. Report on results! How did your campaign affect registration and even attendance? If your campaign did well, make sure to share your results with your team and the broader organization.

SUCCESS
SPOTLIGHT

The British Columbia Non-Profit Housing Association **built an email campaign for their virtual event** and increased attendance from the year before by nearly 50%. This was in spite of adding a fee for the event, which was free the year before!

BCNPHA
BC Non-Profit Housing Association

Prospecting with Content Campaign

When you've set up this campaign, you'll have an effective new prospecting tool. We'll walk you through how to take a piece of content to attract new prospects and nurture them to completing your desired action. You could use the campaign for new member acquisition, event sponsorships, program sales – any type of sales situation.

INGREDIENTS

- **Piece of content.** Depending on the goal you've chosen for your campaign, choose a piece of content that you'll use to get prospects to give you their information. It doesn't have to be something huge and labor-intensive to create! Let's say you're looking to attract event sponsors – it could simply be the sponsorship prospectus. (Pro tip: Still using a big, clunky prospectus brochure? Try using a PowerPoint that sponsors can just pull from directly to get approval.)
- **Landing Page.** Build a landing page where you describe your piece of content. Add a way to capture your visitors' information, like a form. This landing page should be integrated to your marketing automation software.
- **Emails.** Once your prospect has filled out the form to access the piece of content, send it to them as an email they have to click through. This accomplishes two things—1) you make sure it's a real email address before providing valuable content, and 2) when they click through to your website for the content, they become known users in your web tracking. Then sit back and let your prospect nurturing campaign guide them toward the desired action. Continuing with the sponsorship example, you would ideally have a series of 3-4 emails that describes all the benefits of being a sponsor.
- **Optional (but good to have).** Consider adding some carefully targeted online ads to drive prospects to your content and widen your audience.

PRE-RECIPE PREP

1. **Determine how you'll qualify your data.** The goal here is to make sure you're sending your campaign to the right people. This is especially important if you have a sales team. You want to make sure they're spending their time pursuing the right leads. For example, maybe someone filled out your form, but they gave a company name that wasn't eligible to sponsor or exhibit. They shouldn't receive this campaign. To qualify your data, you can set up automations that check off boxes on a list you create. **For example:**

   - ○ Check if this is a corporate member.
   - ○ Check if they're already in our database.
   - ○ Check if they filled out their corporate categories.
   - ○ Check if they're in the middle of another campaign.

2. **Decide on a cadence.** When you're thinking about your cadence, don't forget to think through your qualification steps, the wait times between each email, decision steps (e.g. did your prospect decide they want to be a sponsor? They don't need to receive the campaign anymore) and how many emails you want to send.

STEPS

1. Decide on the topic. Choose a goal for your campaign and a corresponding piece of content.

2. Build your landing page. Describe the piece of content you're offering and add a way to capture their contact information. If you're using a form, ask for the data you'll need to send the campaign.

3. Identify your list. Your list will come from the people who give you their email address on the landing page. When you build your landing page in Higher Logic Thrive Platform, getting this data into your marketing campaign is easy.

> **a.** When you first set up your campaign, you probably won't have anyone in that email list, since you haven't promoted the landing page yet. But once someone fills out the form on the landing page, you'll be ready for them! You'll also need your qualification lists.

4. Map out qualification process. You know those qualification steps you decided on in the prepwork? Now you need to think through what order you need those steps to go in. For example, you might need to know if they're in your database or not before you ask the system to check if they've filled out their corporate categories.

> **a.** Keep in mind that a separate set of needs should have a separate campaign. For example, you might want to nurture members to attend your event and companies to sponsor your event – this would be two different campaigns.

5. Write your emails. Shorter emails are better. If you have other pieces of content to help make your case to the prospect, add those into the flow as well. For example, if your goal is to gain new members, promote your top member benefits, like your online community or your certification programs.

6. Create your campaign. Build the cadence you planned out in your prework, and then add your emails.

7. Test your campaign. Make sure everyone flows through the way you expect them to.

8. Launch your campaign! After you've tested, you're ready to launch your new prospecting campaign.

9. Check on your campaign. Are you seeing results on your desired goal? There are a lot of areas you can tweak or change to see if it works. You could try a different piece of content or different promotion strategies for your landing page. Watch how your campaign recipients are clicking (or not clicking) through your emails. Do they stay engaged up to a certain point, then it drops off? Consider revising that email. It's all about testing!

TIP: Get a Marketing Power-Up with Online Community Data

When you have an online member community for your members (and even prospective members), you can discover all sorts of new data to make your marketing more personal and relevant.

It's like finding out what dishes your members like best. Let's say you're putting on a big event about security, and you know your members have searched for "security" in your online community. You can pull that data right into your marketing! Drop these members right into an email campaign that's promoting your upcoming event. And we know that the more relevant the content is to your members, the more well-received it will be, right?

To make your life easier and your member experience better, Higher Logic Thrive Platform has marketing, community, and membership management built in so that you have everything you need to create powerful member experiences in one place.

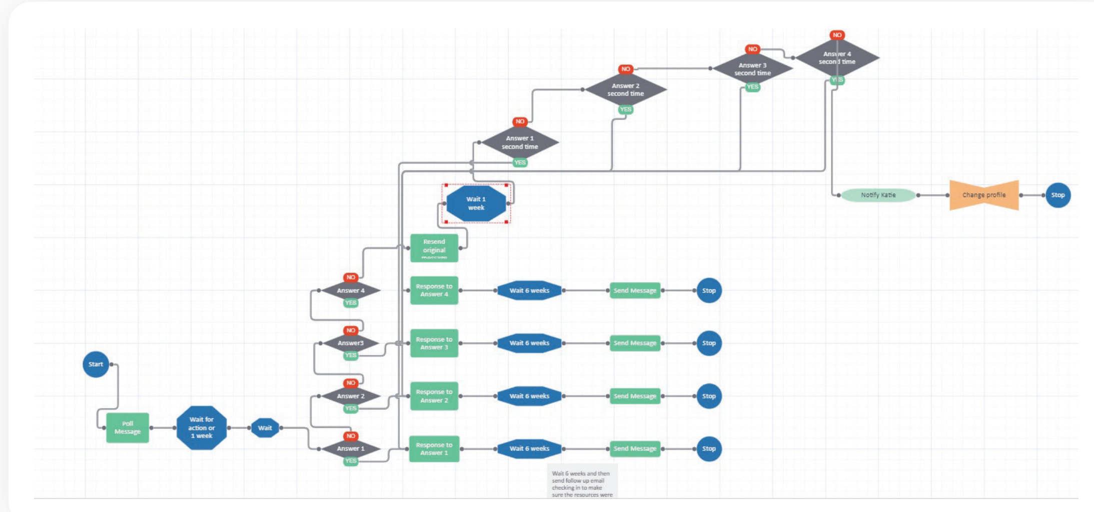
Community Engagement Campaign

When you have an online community, an automated campaign can be super effective for growing engagement. You can use it to get members to join the community, fill out their profiles, get active, attend events, and more.

We focused this specific community engagement campaign on targeting members' interests. The first email asks about their interests and tailors the rest of the campaign.

THIS IS HOW IT WORKS:

- Send an email to your members with a poll asking them what they're most interested in. Stick with 3-5 options.
- Add a wait step of one week to give them time to answer.
- Create a follow-up email for each of your topics – for example, if they chose mentorship, send them an email with resources on mentorship in the community.
- After adding a wait step (we recommend six weeks), send another email to ask if the resources were helpful.
- For those who don't respond, send them down an alternate path where they receive every follow-up email, every week.



NOW THAT YOU'VE GOT THE GIST, LET'S GET COOKING!

INGREDIENTS

- **Your email list.** The audience for your campaign is up to you – you could include disengaged members in the online community or members who have newly joined the online community.

- **Your emails.** The key emails in the campaign will be the initial poll email, the follow-up emails on specific topics, and the final follow-up asking how they have been enjoying the community.

PRE-RECIPE PREP

Choose your poll options. Think through not only what the poll options should be, but also which resources you'll showcase in each follow up email. For example, if they say they're interested in mentoring, which mentoring resources will you send?

STEPS

1. **Add your data to your campaign.**

   a. Optional: If your marketing system and your online community are integrated, you can continuously add members to the campaign. In Higher Logic Thrive Platform, it's easy to jump between one and the other!

   b. If you don't have integrated software, you can also upload your community members directly to the campaign.

2. **Build your campaign flow.** Feel free to use the cadence we outlined above or build your own!

3. **Write your emails. Keep them short.** You shouldn't tell the whole story in the email. Use a short, bulleted list that links to key pages in your online community. Clicks on these links will help you know that they've read the emails and give you more insight into whether your emails are working. More tips:

   a. Focus on the benefit to the member and use member-centric language.

   b. This email campaign works best if you send it from your community manager, or in place of a community manager, the staff person best known in the community.

4. **Test your campaign.** Make sure everyone flows through the way you expect them to.

5. **Launch your campaign!** After you've tested, you're ready to launch with your community members.

6. **Check on your campaign.** Have these emails led to the desired action and/or higher engagement in the community? If not, consider refining your messaging or having the community manager reach out to a few members to get their feedback about why they're not engaging or why they didn't respond to the emails.

Want to try a different twist?

Try putting members into different campaigns based on their answers instead of sending one-off emails. After each answer, add the interest group for the corresponding campaign to their profile, then check for the next answer.

Certification Campaign

Want to get more people into your certification, accreditation, training or other programs? Use this campaign to promote your learning options to members who might be interested. Not only can you contribute to non-dues revenue, but you can also provide a tailored member experience.

How? Identify criteria that indicates your members are eligible for the certification, a benefit you believe will help them be successful. This automated email campaign guides members to that next step in their career. And it's pretty easy to build!

INGREDIENTS

- **Your email list.** The audience for this campaign should be anyone who meets your criteria to take the certification.

- **Your emails.** You'll want 3-4 emails showcasing different benefits of the certification.

PRE-RECIPE PREP

1. **Create your criteria for who will go into the campaign.** This is how you'll decide what data to collect for the campaign email list. Your criteria might include things like:
   - ◯ Has not taken the certification
   - ◯ Has viewed the certification page on the website (find this out by putting web tracking, a feature of Higher Logic Thrive Platform, on that page)
   - ◯ Has clicked on certification-related information in your emails in the past

2. **Gather member testimonials.** If you can collect (or already have) nice things members have said about the certification and how it's helped them, their career, etc., these are perfect pieces of content to include in your campaign.

STEPS

1. Add your data to your campaign.

a. If your marketing system and your association management system are integrated, you can continuously add and remove members to the campaign based on your criteria

b. If you don't have integrated software, you can also upload your list directly to the campaign.

2. Build your campaign flow.

a. Add in a step before each email that checks whether they've enrolled in the certification. This prevents members who've completed your desired action from getting an irrelevant email. You're working to show them that you know them, so don't let this trip you up.

b. Include 3-4 emails in this campaign. Even though this campaign is meant to help your members along an ideal journey, be mindful that they did not ask for these emails, so you don't want to bombard them.

c. Space the emails out a little bit further apart than some other campaigns, so maybe 9-10 days apart. In most cases, you'll want to make sure these emails only go out during weekdays.

3. Write your emails. Keep each email to one topic. Your email topics could include things like:

a. Overview of the certification program

b. Benefits of taking the certification

c. Member success stories

4. Test your campaign. Add some test emails and make sure everything's flowing through the campaign the way it should.

5. Launch your campaign.

6. Share results! After your campaign has been running for a couple of months, check on your conversions. Measure for a few months and see how it's going compared to how you used to promote certifications. And don't forget to show your leadership how much revenue this campaign is earning the organization.

TIP: Give Members a Way Out

Build mute campaigns into certification campaigns or other promotional campaigns like this. Again, even though you're designing this campaign to help your members along an ideal journey, be mindful that they did not ask for these emails. A mute campaign is a link they click that gives them away to opt out of just that specific email campaign, helping you avoid a situation where they decide to unsubscribe entirely.

Member Win-Back Campaign

When members lapse, you might let these members go simply because of the time it would take to get them back. But when you create an automated email campaign for these members, you have a targeted, personalized stream of communication that never stops working for you.

The important thing here is to build campaigns with personalized messaging for different types of members. For example, you could segment your campaign by membership type, length of tenure, or length of time it's been since they lapsed. But don't worry, it's totally fine to start with a campaign for just one of these groups and branch out later!

SUCCESS
SPOTLIGHT

SNM MI SOCIETY OF NUCLEAR MEDICINE AND MOLECULAR IMAGING

Partnering with Higher Logic's Strategic Services team, The Society of Nuclear Medicine and Molecular Imaging's (SNMMI) created four unique automated workflows for four member types. Each campaign had three messages that they sent out over a period of several weeks. The SNMMI team saw "an immediate return on investment" with 150 renewals directly tied to this campaign. And it doesn't stop there. The team can keep using the campaign framework to win back other members who lapse.

(P.S. If you want extra help building these campaigns, **partner with our Strategic Services team!** They're a group of dedicated engagement strategists who will help guide your marketing strategy.)

INGREDIENTS

- **Your email list.** These will be the lapsed members you need to reach.
- **Your emails.** Send no more than three emails in this campaign.

PRE-RECIPE PREP

Decide who gets the campaign. Choose a group of lapsed members based on a characteristic to receive the campaign, and then you can create your messaging around this commonality. For example, if they're all members who lapsed more than a year ago, you could talk about any benefits you've added since then.

STEPS

1. Add your lists. If you use Higher Logic Thrive, you can have your campaign pull this data quickly and easily from our member management module. All the system has to do is see if a member has renewed, and the campaign will exclude them from the next email. If you do want to integrate with your existing member database, we integrate with many association management systems.

2. Build your campaign flow.

a. Add steps that check whether a member has re-joined before each email goes out.

b. If you want to, you can add in a step to resend the first email if the lapsed member hasn't opened it or opened but didn't click.

c. Make sure the campaign ends after three messages. It's okay to ask a few times, but don't go overboard. They know how to find you when they're ready.

3. Write your emails. Focus your messaging on specific reasons why that group of members should rejoin your association, and make sure you use member-centric language.

4. Test your campaign. Add test emails and make sure everything's flowing through the campaign the way it should.

5. Launch your campaign.

6. Measure results. After your campaign has gone through one full cycle, see how many lapsed members converted, and at which email. This helps you see which messaging was most effective and improve upon it for the next version. And don't forget to share your results to show how you're saving the association time and bringing back money!

TIP: Make the re-onboarding experience personal

If a lapsed member renews, roll out the red carpet with a "Welcome Back" campaign. This would be a spin on your onboarding campaign. Since they're familiar with some aspects of your association, they shouldn't get the brand-new member messaging, but you can still provide the latest resources and information about how to get involved — it's a key part of getting members re-engaged.

Internal Campaign

There are lots of manual processes around your organization that you can automate. The "internal campaign" is all about finding ways to show the value of your marketing automation software across your organization. Here are a few examples of things you could automate:

- Staff birthday emails
- Emailing invoices
- Qualifying sales leads who download resources

If you want practice creating campaigns, an internal campaign is a perfect place to start.

INGREDIENTS

- **A coworker** with a problem that you can solve!

PRE-RECIPE PREP

- **Ask questions.** Talk to your coworkers and identify a process you can streamline using automation.
- **Create campaign components.** Based on the problem, identify the components of your campaign. You know you'll need an email list, but beyond that, consider whether you'll need additional content or landing pages. You'll also need email copy, so get your internal team started on some messaging bullet points you can use in your emails.

STEPS

1. Set up your campaign flow in your marketing automation tool. Identify the decision steps you'll need before each email.

2. Add the email lists you prepared.

3. Write your emails using the messaging your team provided. Get their thoughts on the final messaging. Then, add your emails into the campaign.

4. Test your campaign with your coworker. Make sure the emails are delivering or not delivering as planned.

5. Launch your campaign!

6. Check on your campaign. If the campaign isn't working like you hoped, refine it.

Let Higher Logic Be Your Sous Chef

Remember when we said that it's possible to have an email strategy that saves time for your team AND helps you provide powerful, relevant experiences for your members? Hopefully, this cookbook shows you that it's possible. And Higher Logic is designed to help you get started. With innovative software like Higher Logic Thrive Platform, you can build personalized, data-driven automated campaigns with ease.

Schedule a demo to learn more!

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