



Marketing to KEEP Members: **How You're Losing Money by Not** **“Reselling” Your Membership**





"Selling is something we do for our clients [members] - not to our clients [members]."

- Zig Ziglar



“How You’re Losing Money By Not Reselling Your Membership”

- Members forget what they get with their membership
- Members cancel because they don’t see the value (repeatedly)
- Members don’t know about “other opportunities”
- Members don’t use their benefits because you don’t tell them why they should



“How You’re Losing Money By Not Reselling Your Membership”

- Membership is not a one-time purchase, it’s an on-going agreement
- You de-value your members when you don’t resell them on their membership

REVIEW:

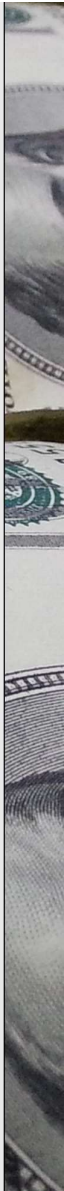
The 5-C Model of Membership Marketing

“The 5-C Model Membership Marketing”

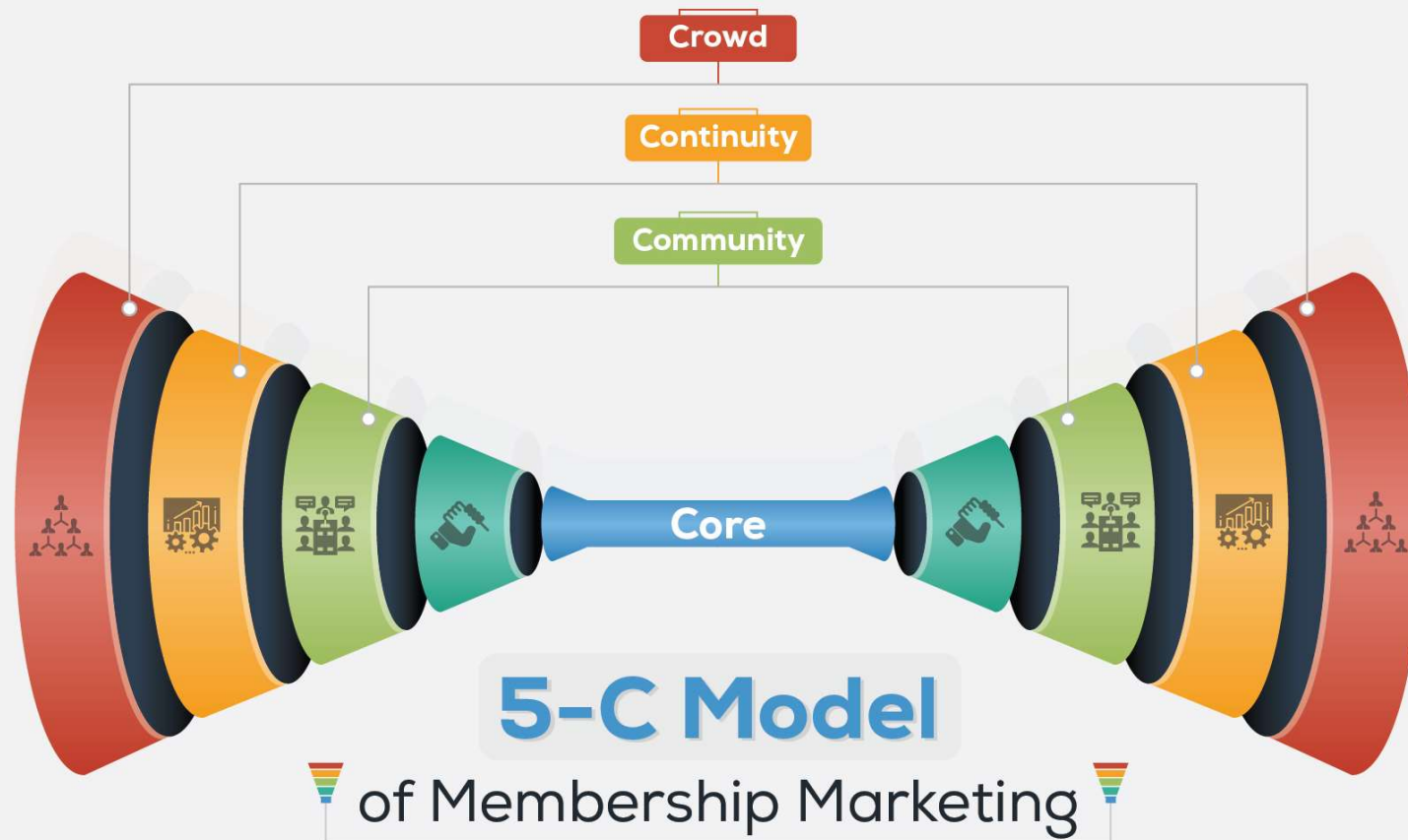


CROWD -> CONTINUITY

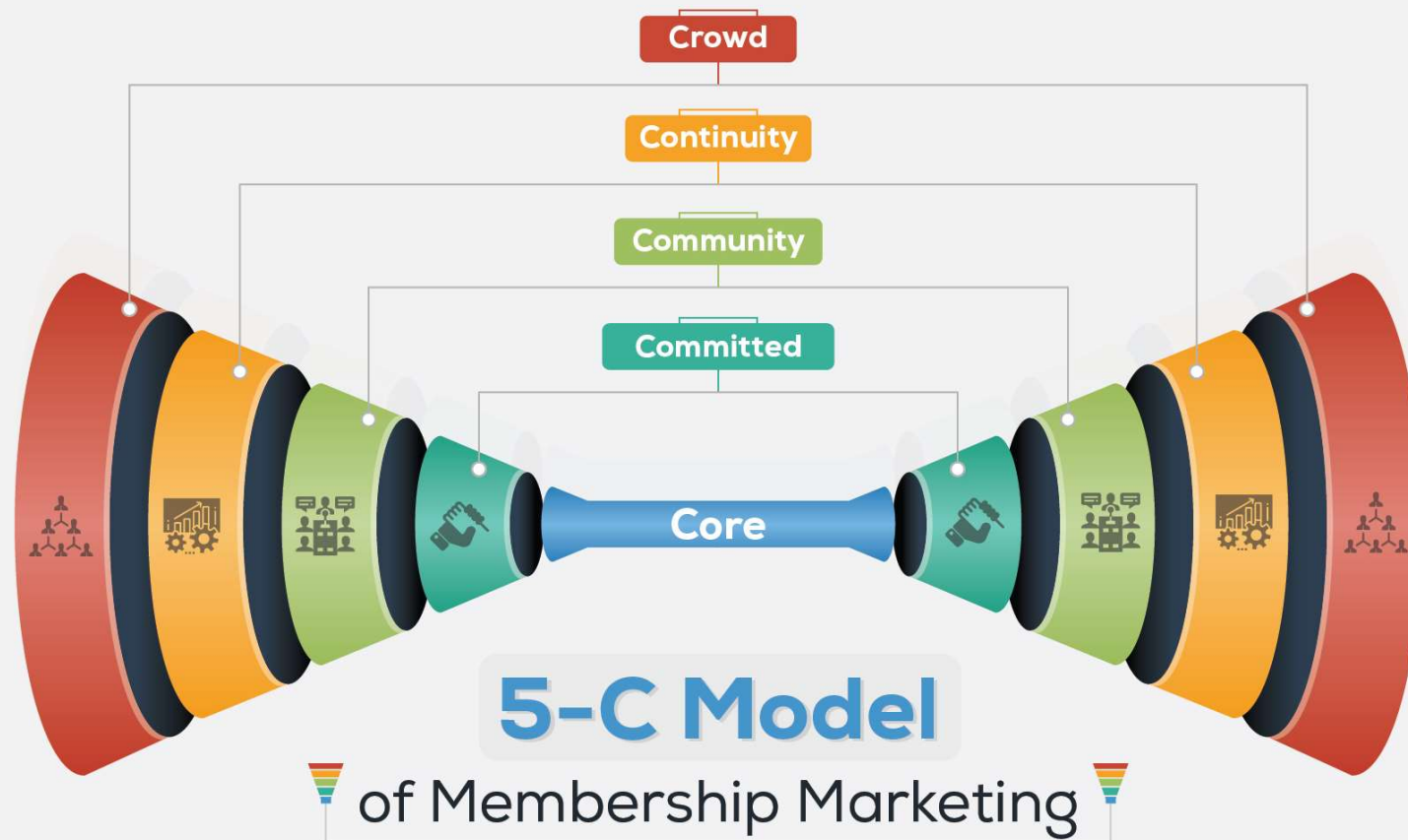
- This is what you do to GET members.



“The 5-C Model Membership Marketing”



“The 5-C Model Membership Marketing”





Marketing: From Continuity -> Community

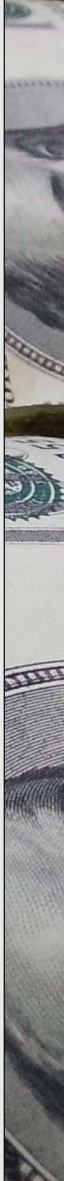
- GOAL: Get them ENGAGED in their membership



HOW

From Continuity -> Community

- Handwritten note
- Welcome call
- Newsletter (E-newsletter)
- Facebook Group
- New Member's Reception (live or online)
- Events

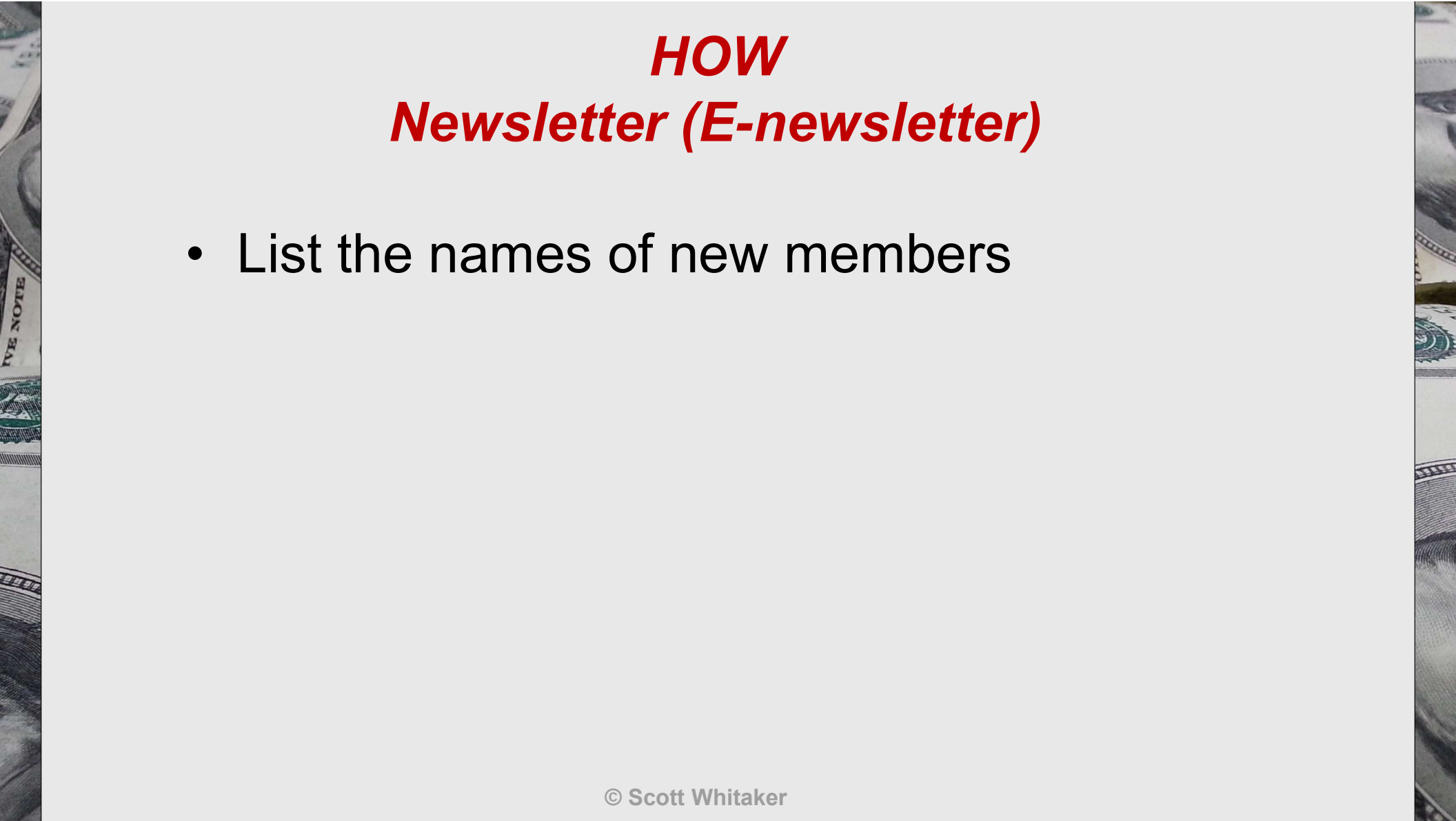


HOW Handwritten Note

- Thank them for their membership!

HOW Welcome Call

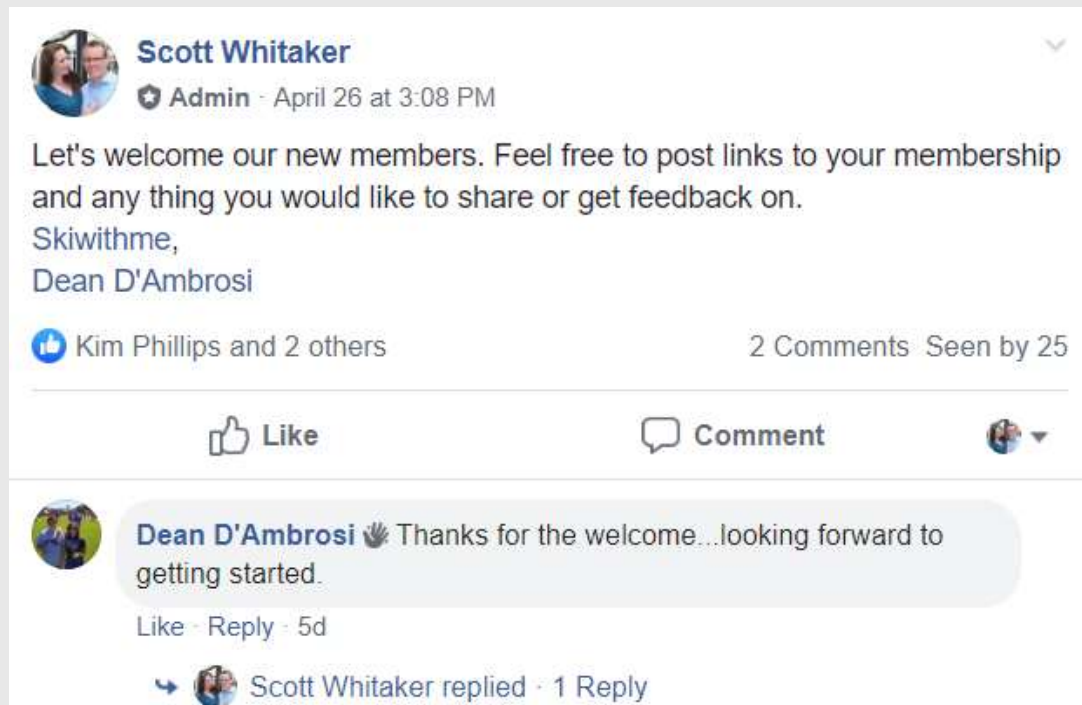
- Promote the next step to get them engaged in membership



HOW Newsletter (E-newsletter)

- List the names of new members

HOW Facebook Group



HOW

New Member's Reception

 **Scott Whitaker** created a private event for the group.
Admin · Yesterday at 10:03 AM



WELCOME OUR NEW MEMBERS

**NEW
MEMBERS
RECEPTION**

ON MAY 3, 2019
1PM EST | FACEBOOK LIVE

FRI, MAY 3 AT 1 PM

New Members Reception

<https://www.facebook.com/groups/membershipmarketers>

9 Going · 2 Maybe · 0 Can't Go

HOW Events

- Recognize the new members
- Assign them to an existing member
“ambassador”

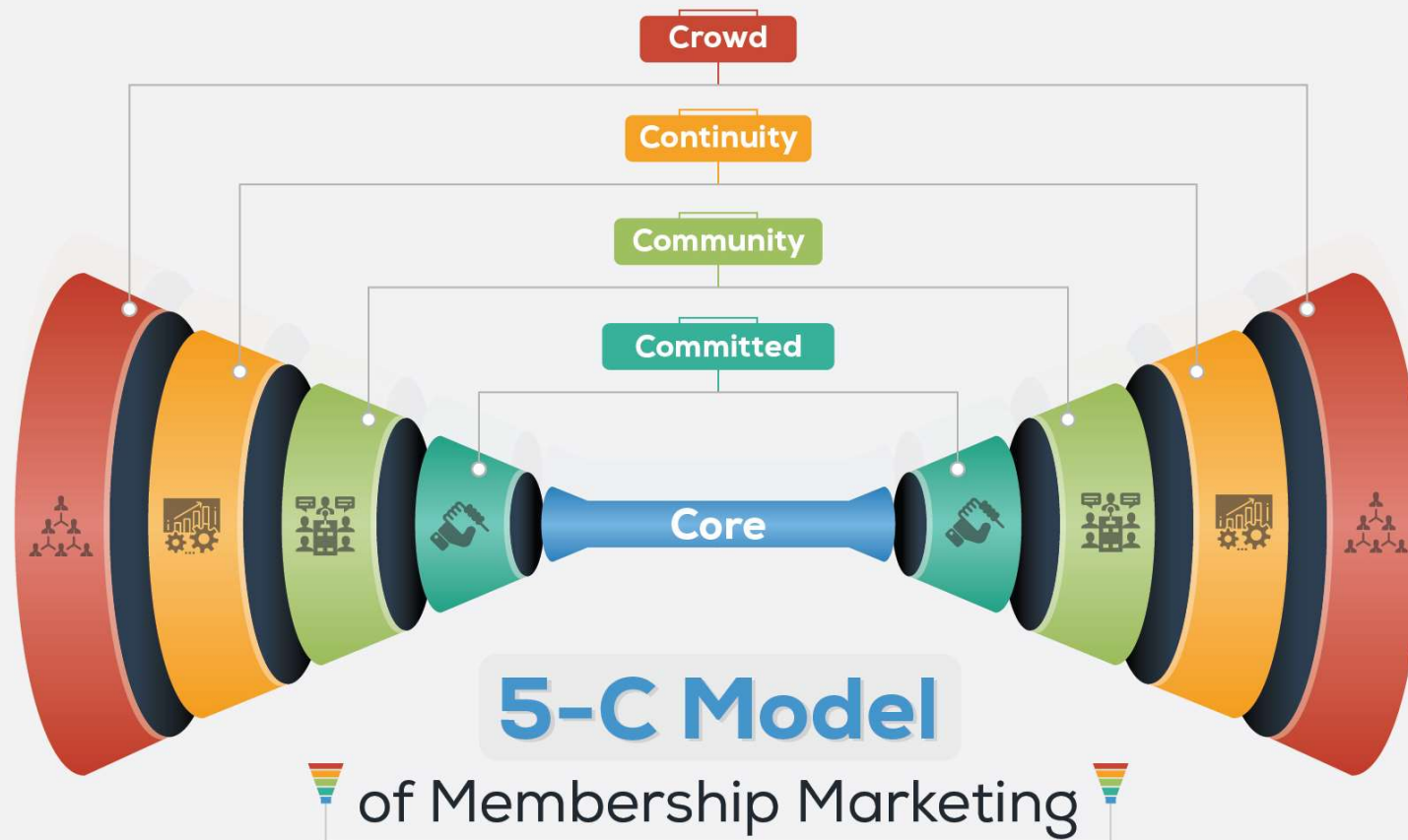
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“The 5-C Model Membership Marketing”





Marketing: From Community -> Committed

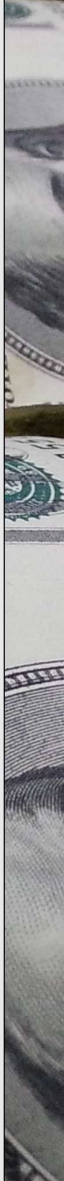
- GOAL: Get them COMMITTED in their membership



HOW

From Community -> Committed

- Celebrate their wins
- Get testimonies
- Offline mailings
- Point them to other members
- Events



HOW

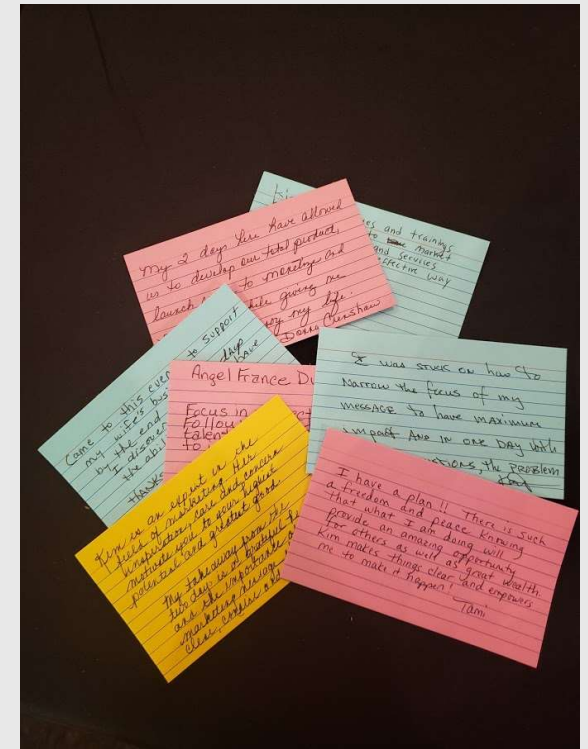
Celebrate their wins...

- Announce their wins!
- Highlight members
- Tell stories about members

HOW

Get testimonies...

- Ask for them!
- No need to bargain for them.
- Send people a gift for their testimony
- Use them!





HOW Offline mailings...

- Reminders (Events, membership benefits, thank yous)
- Newsletter
- In a digital world, do something offline



HOW

Point them to other members...

- Build connections and make introductions
- Like-minded members
- Members who are different

HOW Events...

- Name badges
- Volunteer opportunities
- Recognition



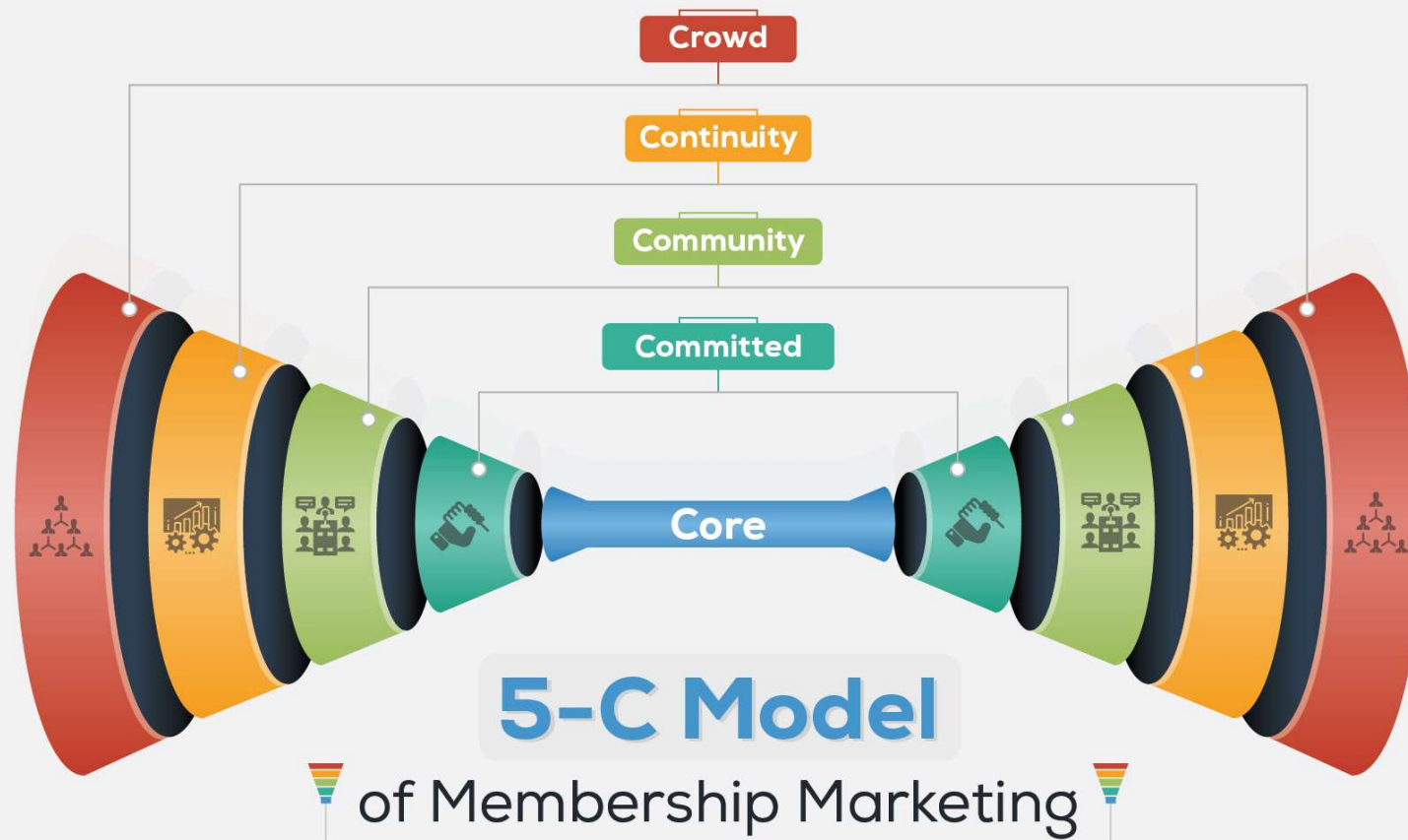
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“The 5-C Model Membership Marketing”





Marketing: From Committed -> Core

- GOAL: Get their highest possible level of ENGAGEMENT and COMMITMENT



HOW

From Committed -> Core

- Make them ambassadors / coaches
- Unannounced benefits
- Events

REMINDER: By this time you've been doing all that was previously mentioned.



HOW

Make them ambassadors / coaches...

- CAUTION: Advanced Strategy
- They represent the membership
- They are leaders and held accountable
- Incentivize them
- This is a privilege (not to be given or taken lightly)



HOW

Unannounced benefits...

- Special experiences
- Access to resources
- Access to others

HOW Events...

- Highlight them
- Special seating
- Name badges
- Presenters
- Volunteers or Volunteer Leader

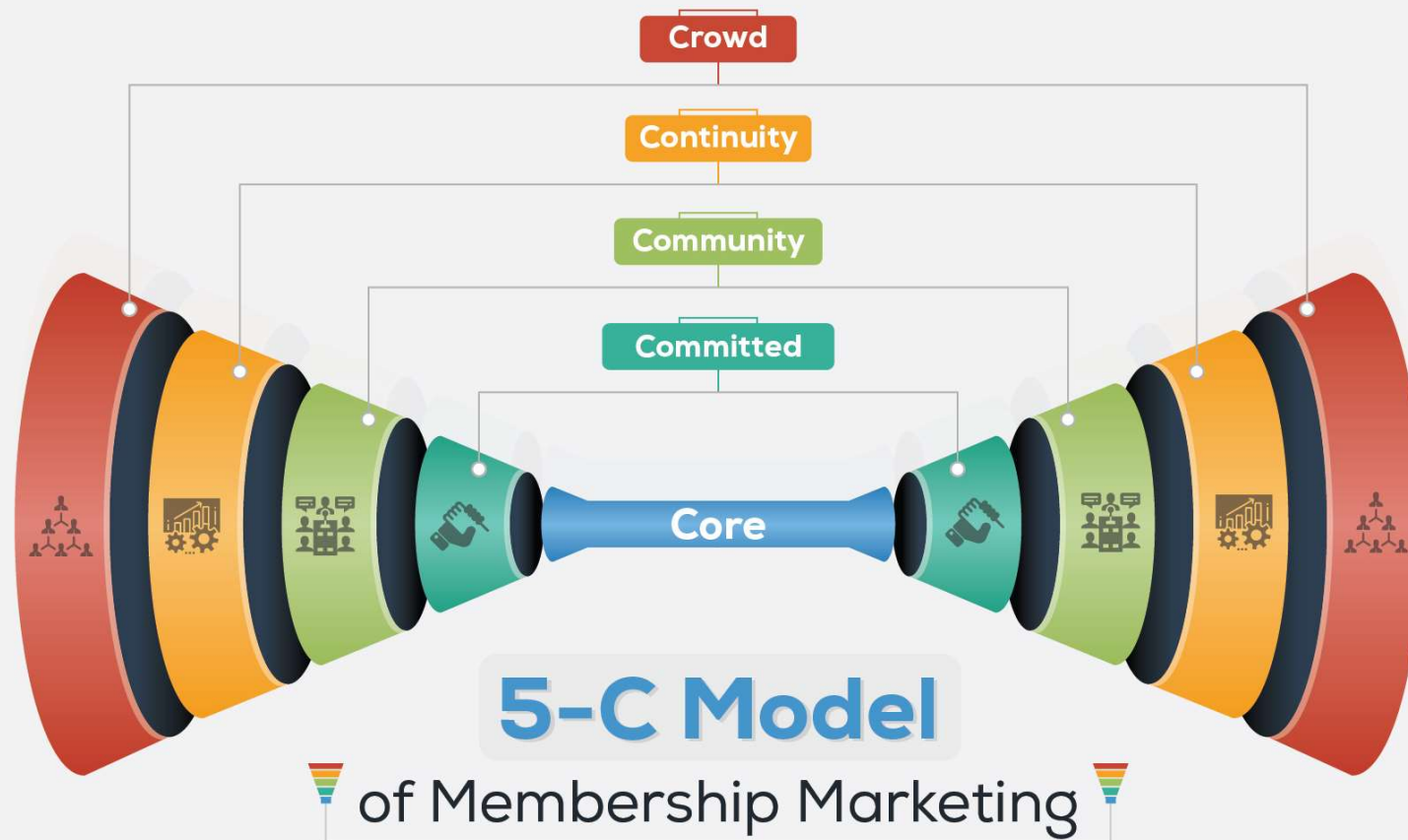


Marketing: From Committed -> Core

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ENGAGEMENT and COMMITMENT

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“The 5-C Model Membership Marketing”



“How Do I Get Started”

- Start with “Continuity -> Community”
 - Start with your communications
- Increase communication where needed and improve existing communications.
(Resell and retell them.)

Q&A

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