

Personalization and the member experience

6 steps to member
personalization success



Do you want to improve your association's
member experience?

The key is personalization.

Personalization is a powerful tool to reach members
across the entire membership journey.

Members want personalization

➤ Targeted, valuable content is the
fifth most important member benefit

➤ Targeted, valuable content is a top
priority for members of all career
stages: early, mid, and late career

- Community Brands

Non-members expect a personalized experience

9/10 industry experts found
customers expect some
personalized content

- Marg

76% of consumers are more
likely to connect with and
purchase from a brand
that personalizes

- McKinsey

Associations aren't investing in personalization

24% of associations have
invested in technology
that supports
personalization

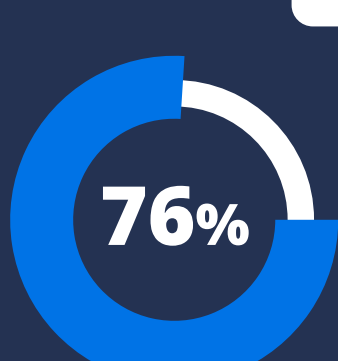
34% of associations plan to
invest in the
personalization of
information in the future

- Community Brands

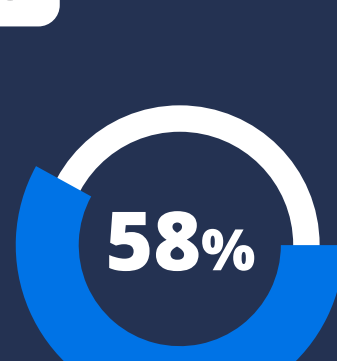


How to personalize the member experience

Relevant suggestions

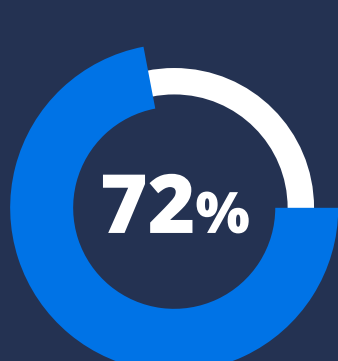


of members want recommendations
on continuing education, training, or
content related interests.

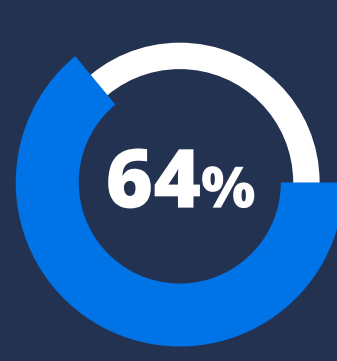


of members want recommended
reading.

Valuable information



of members want information about
specific programs based on interest.

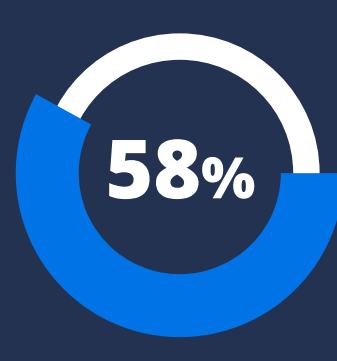


of members want information about
products or services related to
interests or past purchasing habits.

Real-time recognition



of members want public recognition
of accomplishments.



of members want personalized thank
you emails after a course or event.

Research conducted by [Community Brands](#)

6 steps to begin personalizing the member experience

1

Set clear goals for personalization

Consider if you would like to offer
more relevant content, learning
materials, or personalized
communications to your members.
Identify KPIs and other metrics to
determine your success.

2

Identify your data sources

Which data will assist in your
personalization efforts? Will you use
your association management
software (AMS), career center
solutions, learning management
system (LMS), event technology, data
analytics, and more?

TIP

NetForum association management software (AMS) integrates with
[Community Brands](#) family of connected solutions including event technology,
career center solutions, event technology, data analytics, and more.

3

Develop a data governance policy

Create a strategy to guide your
personalization process, informing
what type of data you'll collect, how
long you'll keep the data, and how
long you'll use it. Remember to
routinely audit your data and to
practice good data hygiene (removing
duplicate records or highlighting
missing files).

4

Segment your member records

Begin your personalization efforts by
segmenting your records based on
member behavior, demographics,
traits, or more. Start with a single,
well-defined customer segment for
personalized member
communications.

5

Leverage member engagement scoring

Member engagement scoring is the
ultimate personalization tool, and one
of the most effective ways your
organization can provide an experience
to meet and exceed your members'
expectations. By scoring a member's
level of involvement with your
organization, you can determine the
health of their relationship and take
action to get them more engaged.

6

Revisit and refine

Continually evaluate your
personalization process to refine your
approach. Once you know what works
(or what doesn't work) for your
organization, you can scale up.



TIP

NetForum A-ScoreTM can transform your member personalization process.
Discover how NetForum elevates member engagement scoring.

Connect with our team today for a personalized demo.

[Learn More →](#)

Learn more tips to personalize the member experience

Looking for even more strategies to elevate the member experience?

[Download our free whitepaper:](#)

**Your association's complete
guide to member
engagement scoring.**

[Download Now →](#)

