

GROWTH GUIDE  
**MEMBERSHIP ORGANISATIONS**  
**GUIDE TO UNLOCKING GROWTH**



**How do membership organisations retain relevance and appeal in a market where consumer attitudes are changing, expectations of value added services are increasing, and where there is vast competition for attention and loyalty?**

There's no doubt that membership organisations are facing increasing challenges not only in competing for attention and interest with new propositions, service offerings and content, but in reimagining their channels to market.

This growth guide takes a look at how digital experiences are coming to the fore, allowing membership-based organisations to pivot their digital strategy to build strong and engaged communities and deliver seamless user experiences across multiple channels and devices.





MEMBERSHIP ORGANISATIONS GUIDE TO UNLOCKING GROWTH  
**WHERE MEMBERSHIP ORGANISATIONS  
CAN PIVOT AND GROW**



## WHERE MEMBERSHIP ORGANISATIONS CAN PIVOT AND GROW

### BOOSTING MEMBERSHIP ACQUISITION AND RETENTION

From discovering essential strategies for boosting new member acquisition, to delving into deep persona analysis and feedback loops. Organisations can gain crucial insights into member needs and behaviours. Analytical insight can revolutionise the digital approach, optimising every step of the member journey for maximum impact, and with targeted optimisations users can be converted into devoted members.

### GENERATING REVENUE FROM NEW SERVICES

Many organisations are achieving sustainable growth and market resilience through diversifying revenue streams. By exploring innovative strategies; from integrating e-commerce solutions to offering subscription-based access to digital content and virtual events, this adaptation to digital trends is essential for long-term success.

### UTILISING DATA AND INSIGHTS

Unlocking the power of data to fuel personalisation, optimisation, and targeted strategies can lead to greater efficiencies and sustainable growth. Analytics tools and predictive modelling can anticipate member behaviour and shape proactive responses.

### PROMOTING ENGAGEMENT

By creating seamless experiences across all channels, membership organisations can foster engagement through a multi-channel approach, catering to members' preferences across various devices and media. Integrating websites and applications also allows for seamless cross-promotion, amplifying marketing reach and fostering a sense of belonging among members, and leveraging data and analytics is crucial for understanding user interactions and optimising experiences to drive higher engagement.

**Continue reading to explore further into these transformative strategies and the immediate actions you can take to achieve meaningful results.**



## BOOSTING MEMBERSHIP ACQUISITION AND RETENTION

### UNDERSTANDING MEMBER NEEDS AND EXPECTATIONS

Establishing a deep understanding of member personas and leveraging feedback loops is paramount in being able to understand your member needs and the expectations they have of your service or product. Web analytics services such as Google Analytics (GA) provide valuable insight into your members' activity, their behaviours and actions taken across your websites and applications; this data can help to inform your digital strategy and optimisations required across your site or App to help improve the member acquisition. With growing competition and changing user preferences, understanding your members is the first step in being able to ensure that your services and membership offering aligns with these expectations, helping you to attract new members and improve membership acquisition.

### OPTIMISING DIGITAL SOLUTIONS AND THE SIGN-UP PROCESS

A considered and compelling user experience is critical for attracting new members to your site. Optimising the important journeys users take across your websites such as the sign up process, will ensure a smoother and more seamless experience for new and current members. With so much competition online, organisations need to provide greater value by providing a unique and interactive experience to differentiate themselves from their competitors and attract new members. Key processes such as the member sign up can be a definitive point where users experience frustration and is often overlooked. Ensuring an easy and seamless sign up process will enable you to drive increased conversions.

### CONVERTING USERS INTO MEMBERS

By conducting thorough analysis of website traffic, user behaviour, and conversion funnels, organisations can identify potential bottlenecks and optimise key elements of their website, such as call-to-action, registration processes, and landing pages to help convert more users into members.

Through various Conversion Rate Optimisation\* (organisations can begin to trial new conversion paths through A/B testing (testing two different variations of the same page or content) to identify the best solution and to help implement a frictionless user experience and journey. Utilising these insights to identify and resolve conversion bottlenecks, coupled with A/B testing strategies for continual refinement will ensure a robust user experience which delivers on target metrics.

\*Conversion rate optimisation is the process of increasing the percentage of users or website visitors to take a desired action on a website or app)



## GENERATING REVENUE FROM NEW SERVICES

### DIVERSIFYING REVENUE STREAMS

With increased competition across industries and sectors, organisations can unlock new strategies for diversifying their revenue streams to ensure long term success, while also adapting digital solutions and offering to include subscription-based access to content and resources, virtual events, webinars and online courses.

### IMPLEMENTING E-COMMERCE SOLUTIONS

Implementing e-commerce tools and technologies can open up new revenue streams. From merchandise sales to subscription-based services, implementing new e-commerce approaches can provide an edge over the competition and ensure long lasting revenue as a result.

E-commerce approaches can often streamline processes and enhance convenience for your members. Implementing e-commerce features such as shopping carts, subscriptions, bookings or digital downloads which enables easy access to information, publications, and other resources/services. Embracing these solutions empowers membership organisations to adapt to the evolving digital landscape and market trends, amplify their reach, and drive sustainable growth online.



**Implementing new e-commerce approaches can provide an edge over the competition and ensure long lasting revenue as a result.**

## USING DATA EFFECTIVELY

### LEVERAGING DATA IN MEMBERSHIP ORGANISATION

Data is a valuable asset for informed decision-making across any type of organisation, especially for membership with an abundance of member data and information. Data throughout a membership organisation can be used for a wide variety of purposes including personalisation, targeting, optimisations and informing digital strategies and direction.

Membership data provides actionable intelligence and insights into your users and how they interact with your organisation. Analytics tools can be utilised to introduce predictive modelling as a means of anticipating member behaviour for proactive organisational responses and making more informed decisions throughout.

### DATA PRIVACY AND SECURITY

With growing data privacy and security concerns, safeguarding member data is a non-negotiable responsibility which all organisations must comply with. Ensuring GDPR compliance and implementing best practices for data protection, usage and storage is essential to building and maintaining member trust throughout the organisation.

Alongside GDPR, with increased cyber attacks often targeting websites and applications, data security is also paramount to ensure critical business data is not lost or stolen. Utilising new cloud technologies and robust data security management processes helps to ensure the security of data and minimise disruptions to operations, instilling trust in users. Building trust amongst audiences is an important cornerstone in being able to actively improve membership sign ups, retain members and build positive reputation.



## PROMOTING MEMBER ENGAGEMENT

### CREATING A SEAMLESS EXPERIENCE ACROSS ALL CHANNELS

Membership organisations can foster engagement by taking a multi-channel approach, providing access to services and products through a range of different devices and media. This can be used to drive interaction and participation amongst your audiences using their favoured device across mobile and new devices such as AR and VR.

Providing a consistent and interactive experience across these different channels will ensure members are engaged and receive a consistent experience regardless of the device or channel they are using. Embracing multi-channel sites enables members to access information, participate in discussions, and contribute to online communities conveniently and easily.

Moreover, integrating websites and applications allows for seamless cross-promotion and amplifies marketing reach across different audiences, facilitating broader engagement and fostering a sense of belonging among members.

### DATA & ANALYTICS

Understanding how users interact with digital channels is essential to creating a solution which drives engagement amongst members. Through gaining insight via a range of different methods and channels, user experiences and journeys can be optimised to achieve higher engagement. By harnessing member data from various sources such as website interactions, event attendance, email interactions



**In 2023/2024 online member engagement is up 6% and personalisation up 4% in comparison to 2021/2022...**

(Digital Excellence (2024) Research Report- MemberWise)



and feedback provided by members themselves. Using and analysing this available information means organisations can gain valuable insights into member preferences, behaviours, and engagement patterns to subsequently base their optimisations around. Implementing other tools such as predictive analytics enables organisations to anticipate member needs, identify trends, and proactively create targeted engagement initiatives.

### **GAMIFICATION FOR MEMBER PARTICIPATION**

Gamification has become an increasingly popular method of creating engaged communities and improving engagement metrics across membership organisations. Gamification provides an additional layer of exciting features to websites and apps which engages audiences with digital solutions. This includes tools like points, badges, and leaderboards which can be assigned to members based on actions taken across the site or app, along with interactive challenges and contests to elevate member participation and engagement. This method of driving engagement can also be utilised across events, webinars and other online activities which ensure optimal participation.

### **PERSONALISATION**

Personalisation is evermore critical when aiming to provoke effective member engagement and can often be the key to successfully retaining members. By leveraging member data, analytics and insights, organisations can create tailored and personalised user experiences that resonate with individual member preferences. Customised content, targeted communications, and personalised recommendations can all contribute to creating an engaged community of members.



## HOW WE'VE HELPED...



### ROYAL COLLEGE OF NURSING

We're the consultant specialists that helped the RCN overhaul their digital platform to better serve their 440,000 members worldwide.

Not only has the new platform totally transformed the RCN digital experience – elevating it from a passive information resource and support service to a dynamic, real-time network of engaged care and nursing professional – it has also strengthened the RCN's ability to achieve its core goals.

### TOGETHER WE HAVE...

- Managed the wealth of content offered online – which comprises over 30,000 pages and documents – to increase findability and direct users to additional relevant information.
- Determined the most appropriate multi-channel strategy as the RCN's mobile traffic continues to grow.

## *the* PHARMACEUTICAL JOURNAL

### PHARMACEUTICAL JOURNAL

Combining our expertise with intuitive customer centric design, Box UK designed and built an ecosystem to support the Pharmaceutical Journal's subscription-based model.

We continue to work closely with the Pharmaceutical Journal to optimise their site, ensuring a flexible and user-friendly site which delivers a wealth of benefits.

### TOGETHER WE HAVE...

- Enabled seamless access for members through Single Sign-On.
- Supported the Continuing Professional Development (CPD) requirements of the Pharmaceutical Journal and its members, through implementing an LMS (Learning Management System).
- Implemented personalisation capabilities to further enhance and add value to the end-user experience.



## YOUR DIGITAL SOLUTIONS PARTNER

Box UK is a trusted digital solutions partner to the membership sector. We provide you with the experience, expert insight and industry partnerships you need to navigate your digital journey effectively.

Our multidisciplinary teams collaborate closely with you delivering tailored solutions from strategic consultancy to specialised user experience services and bespoke web and mobile development, to help you achieve measurable returns on your digital investments and drive your transformative strategies forward.

For over twenty five years we've been reimagining digital experiences with leading organisations such as the Royal College of Nursing, Pharmaceutical Journal, British Medical Journal, Sodexo (Pluxee), and RS DesignSpark.





Box UK specialises in the design, development and delivery of large-scale digital platforms that are relied upon by millions worldwide, with a track record of success spanning more than twenty five years.

Our multidisciplinary team act as partners to global clients including Jaguar Land Rover, Sodexo, the British Medical Journal and RS Group, delivering impressive programmes of work that elevate and accelerate their digital growth.

Across hundreds of high-profile projects, we've gained a reputation for quality that's recognised at the highest levels – with a host of awards from leading industry bodies, including the Webbys, Communicators and UK Digital Experience Awards.

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