

# Your mobile app: More than just a social feed



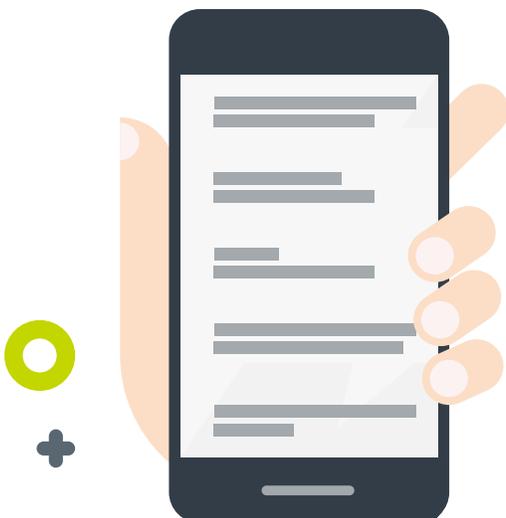
# Your guide to using the SocialLink mobile app as a marketing method



Communication is one of the most important responsibilities an organization must do to keep its members engaged.

Sometimes, it is difficult to manage the timing and method in which you reach out to your membership. After sending another email, at what point do you lose their interest? Are there alternative ways to get your message out without it going straight to your members' junk folder?

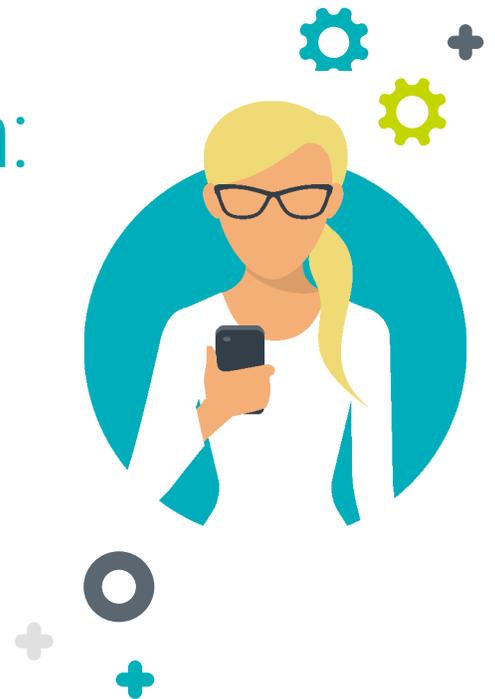
You can leverage the power of a social mobile app as an extension of your communication and marketing efforts. With members constantly on the go, they heavily rely on their mobile devices for information about all the activities in their busy lives. Why should your association be any different? Through the power of feeds and push notifications, you can instantly send relevant information to members with a single click.



Studies show approximately 30 percent of members want to engage through a mobile app. But, you are not sure how to use a mobile app as a marketing medium. Read along to learn five marketing campaigns you can run through your Community Mobile App to extend and strengthen your reach, giving members access to the content they want instantly at their fingertips.

# 1 Membership growth: the renewal drive

Member retention is key to your association's survival. On average, it costs up to 10 times more to acquire a new member than it does to retain an existing one. And, if you are losing more members than you bring in, you are fighting a losing battle. So, how can you utilize a mobile app for membership renewal promotions?



## How it works in the app

Push notifications are sent to your members' mobile devices notifying them their membership is up for renewal. The notification allows members to take action and automatically go to your member renewal page, where they can submit payment of their dues directly from the app.

## What if your member doesn't act on the push notification?

We have a solution for that. There is also an automatic "Announcement" feature. It appears at the top of your members' feed, which notifies them they are within their renewal period. Additionally, when scrolling through their main feed, they will notice a "Member Renewal" post.

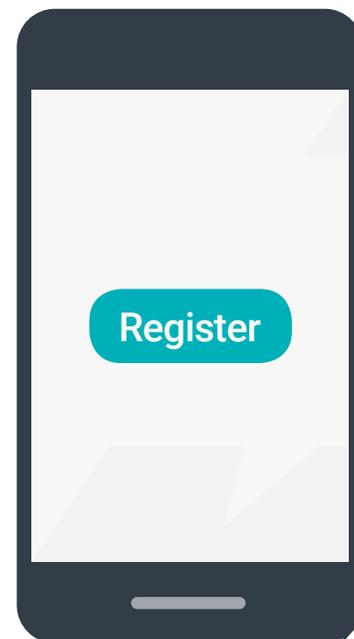
## Recommendation

Send three different push notifications. The first notification goes out X number of days before the membership expires. The second notification pushes out the day before the membership expires. The final notification is received X number of days after the membership expires.

### Bonus

It's all automated. There are no manual steps needed by your staff. Simply configure your timeframe, and it's done. And, once a member renews, notifications automatically stop.

## 2 Drive event registrations



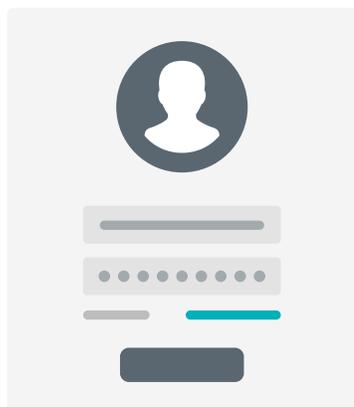
Events are a significant way to engage your members. Events also reinforce your association's value proposition, helping you retain them and grow your membership base. It is important to not use traditional event promotions, but instead, utilize a mobile app in the following ways.

### How it works in the app

With 1-click, you can promote registration for an upcoming event through a push notification to members. When an event is promoted, a corresponding post within your members' "Main Feed" gives them basic information about the event (name, date, location, etc.). Your members also get access to an event registration button, which registers each of them directly from the app.

### Recommendation

Start promoting your event as soon as possible. With 1-click, send a push notification to members letting them know registration is open.



Within the event promotion post, members can view other members who have already registered for the event. They can also encourage their associates to register, if they have not already done so.



## 3 Added benefit to your sponsors and advertisements

Companies view sponsorships and advertisements as a strategic way to build brand recognition and increase sales. In the case of sponsors, they want their logo anywhere and everywhere. And, in the case of advertisers, they want the same thing—their ads promoted in as many places as their dollars allow.



### How it works in the app

Make a splash with your sponsors and advertisers by adding their logos and ads to the “Splash Screen.” (The splash screen is the first screen members see when they open the app.) The images are rotated at any time by your staff by simply changing out the image as needed.

### Recommendation

Make sure you share screen shots with your sponsors and advertisers. You can also utilize the “More Screen” option as a cultivation tool. Surprise your sponsors and advertisers with a love note and screenshot of their added benefits.

#### Bonus

Another place to showcase your sponsors and advertisers is on the “More Screen,” where your staff updates images displayed at any time on this screen. Typically, your association’s logo is displayed here, but can also showcase your sponsor’s logo.

## 4 Find out what your members think

Surveys and quizzes are vital to finding out what your members think and what they know. Quit guessing about what your members want, and just ask them through the mobile app.



### How it works in the app

Just like the event registration promotion, promote a survey or quiz using 1-click and then trigger a push notification to members. The push notification notifies members it is available for completion and directly takes them to the survey or quiz.

### Recommendation

Most organizations circulate an annual membership survey. (If you are not doing this, think about doing one this year.) Do not let your annual survey collect dust on a digital shelf once you have presented it to your board of directors. Strategically address the issues arising from your survey, or do more of what works.



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# 5 Keeping a pulse on industry news



Members value relevant industry information. Whether you have a super member or a value seeker, industry information ranks among the top two reasons why members choose to renew their membership. When something

important happens within your industry, share it with your members. Using the mobile app, you can place the content your members desire right at their fingertips.

## How it works in the app

Using the “News and Press” feature, promote any article or press releases with 1-click to trigger a push notification announcing the news. Just like the “Events and Survey/Quiz,” a corresponding post in your members’ “Main Feed” is created where they can view the news item title, as well as a short snippet of the content, along with a button to view the entire article.

## Recommendation

Not all your members want to know everything. But, approximately half want to be regularly updated. Find the right balance of keeping members updated, without telling them every detail.



You can also promote your organizational posts, such as blogs and announcements, through the “Open Posts” feature. Your posts are added to the “Main Feed” for members, but will not go out in a push notification.

# Conclusion

As you now realize, a mobile app is more than just a social feed. The strategies outlined inside this ebook will successfully allow you to use your mobile app as a marketing method, communicating and engaging with your members in new, effective ways. From membership renewal campaigns and sponsor spotlights to industry news promotions, there are a multitude of marketing campaigns you can push through the mobile app.

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