

Communicating Effectively with Your Members using the Internet



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How Can the Internet Help Facilitate Member Communication?

- Lowers production and distribution costs
- Faster cycle time increases communication frequency
- May be used for both push/pull communications
- Increases “take action” responses
- Opportunity for feedback

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What Can't the Internet Do?

- Isn't a replacement for an overall communication strategy
- Can't create high quality, compelling content by itself
- Doesn't eliminate other forms of communication

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Two Types of Member Communications

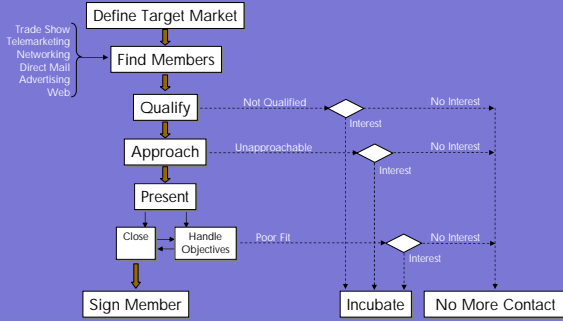
- Member Acquisition
- Member Retention

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Member Acquisition Process

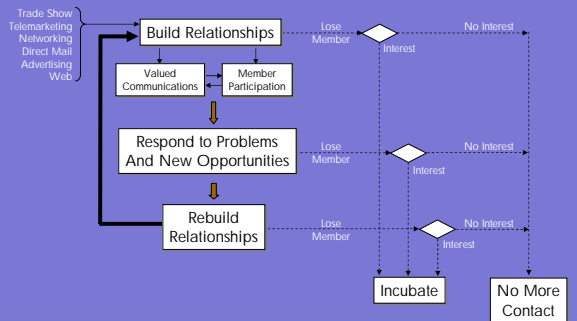


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Member Retention Process



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Communication Methods using the Internet

- Web Sites
- E-mail
 - Personal
 - Newsletters
- Chat

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Three Step Communication Process

- Content Creation
- Delivery
- Assessment

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Content Creation

- Difficult to create quality, compelling information
- Create authoring and proofing process
- Establish time for creation on an ongoing basis
- Leverage published information and multiple authors
- Provide relevant information, not just filler



Distribution

- Cross-publish content where possible
- Use only opt-in E-mail member lists (Spamming is your worst nightmare)
- Create process to acquire new recipients
 - Sign up here
 - Forward to a friend



Assessment

- Track click-throughs where possible
- Evaluate reader response over time
- Make content adjustments continually
- Ask members for feedback
- Remember – There's no reason to create content nobody reads



Strategies for Integrating Internet Communication

- Review overall communication strategy
- Start small
- Clearly identify near & long term goals and objectives
- Create and refine processes
- Be ready to evolve strategy & content over time



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Summary

- Internet is ideal medium for member communications
- Augments, doesn't replace existing communications
- Content creation is the hardest part
- Establishing processes is critical
- Assess, Assess, Assess
- Be prepared to adjust over time

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