



MICHIGAN
WEST COAST
CHAMBER OF COMMERCE

DIGITAL TRANSFORMATION: NEW MEMBER JOURNEY

SALES MEETS MARKETING

STORY: THE WHY

As an organization we place a high priority on first-year retention, and track it as a data point on our company scorecard. Recognizing that the first year of membership is critical to developing a lifelong Chamber member, the West Coast Chamber embarked on a journey to create a new member journey that is remarkable, replicable, and scalable.

After benchmarking best practices and challenges to first year renewals, we developed a robust new member journey plan that involves, among other things, delivering key benefit messages to new members at strategic points along their journey. As a marketing and sales staff of two, we recognized that to execute the plan effectively, we had to solve a capacity issue. So many members, so little time.

Further benchmarking revealed that the best way to consistently and effectively hit the touchpoints with the messaging we identified was to embrace technology, and we set about developing and launching an automated digital new member journey. The tech end of this was steep, as it involved significant customization of Chambermaster fields and an integration with Mailchimp, and much of our budget went into the coding and intergration of the two platforms, as well as the development of a dashboard to track response data.

The focus of this journey is to build familiarity with the professionals on staff and to communicate the Chamber's value proposition frequently, stressing how members can tap into member benefits. The journey wraps up at the tail end of year one, with a video that congratulates a member on a great year, and welcomes them into year two.

OBJECTIVE:

The objective of this digital transformation was to provide a remarkable welcome and new member experience, address issues of staff capacity to deliver the experience in an efficient and effective way, to identify opportunities for intervention with non-responsive new members, and to create custom options within our CRM and email server to allow for future projects.

The following pages illustrate the project that began in mid-2018 and was launched in January 2019.

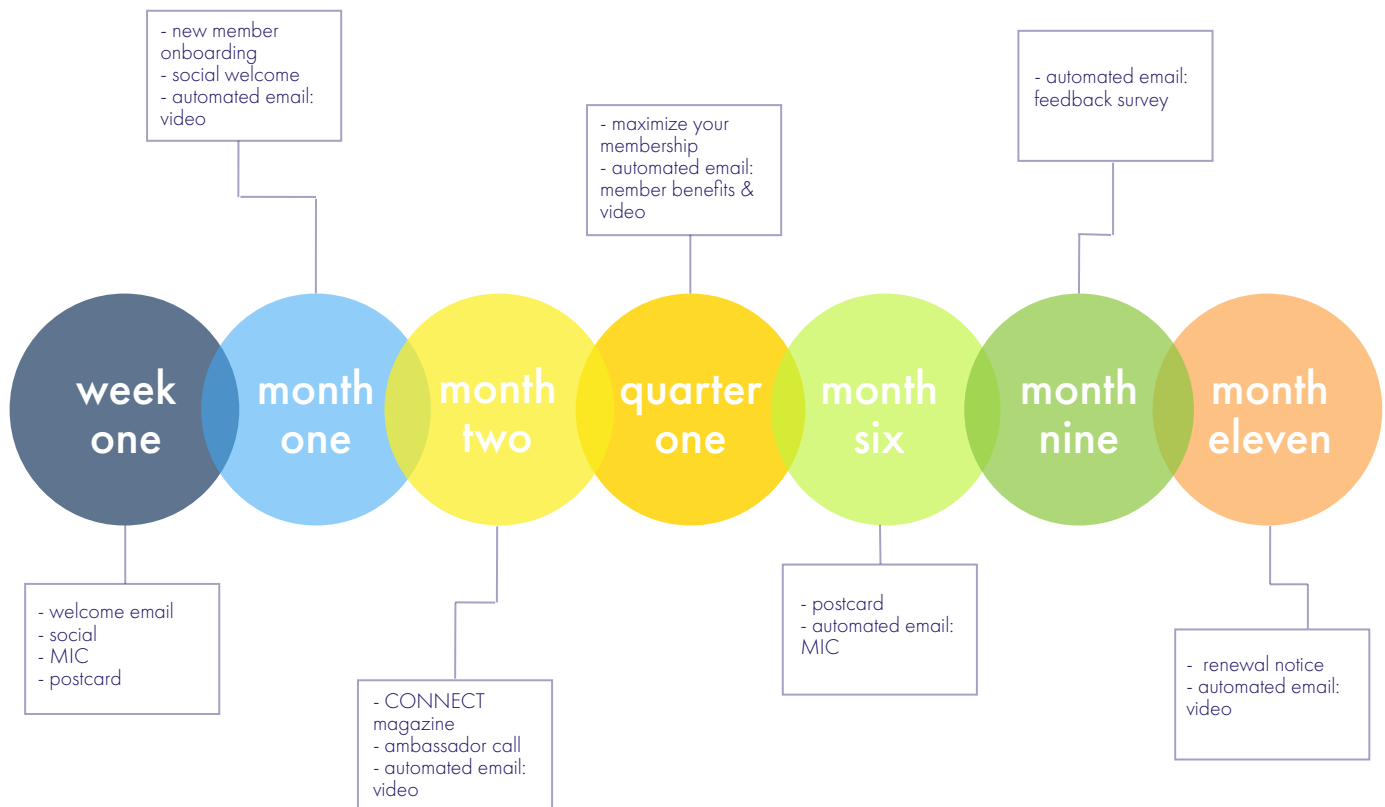
NEW MEMBER JOURNEY: MONTH ONE

The first month of the new member journey is personal and includes a customized video that features our leadership team and welcomes the new member to the Chamber. We call it the "Airplane Video," as that's the part that really gets members excited. This video contains sophisticated special effects. Part of our budget went into working with an outside firm to shoot and create the template for the video using Adobe Premier Pro and After Effects. Since we also have those skills in house, we can now customize each video ourselves, incurring no additional expense.

When the new member clicks on the button to watch the video, it takes them to a custom landing page on our website, where they can view the video as often as they would like. Once they've finished watching the video, they find themselves on our website, set up to explore and engage.

See video on the following page.

New Member Journey





WELCOME!

Thank you for joining the West Coast Chamber!

Your investment impacts the greater good of our community. As you begin your first year of membership, we want to enable you to take full advantage of all the benefits that membership has to offer. We envision a bright future for your business, and look forward to a successful year ahead.

[WATCH YOUR VIDEO](#)









NEW MEMBER JOURNEY: MONTH TWO +

After the first month of membership, the touchpoints are automated, and trigger at strategic points along the first year of membership. Several include videos created specifically for the campaign.

New members are now tagged in a custom field in Chambermaster when they join, and automatically funneled into the journey, which is housed on Mailchimp. No staff time is necessary to add or remove people from the sequence, which is key to delivering the messages in a timely manner without adding to staff workload. These emails are sent to all representatives listed in the member account (not just the primary), which enables us to get deeper into the organization and get more representatives engaged.

See emails following the workflow plan.

6 Workflow Emails

 1. Automation Email #1 30 days after subscribers join the grouping, New Member Journey, in group, AUTO:MembershipType 19 subscribers in queue	44.0% Opens	9.3% Clicks	75 Sends
 2. Automation Email #2 7 days after subscribers are sent previous email 2 subscribers in queue	52.1% Opens	17.8% Clicks	73 Sends
 3. Automation Email #3 22 days after subscribers are sent previous email 25 subscribers in queue	45.8% Opens	16.7% Clicks	48 Sends
 4. Automation Email #4 30 days after subscribers are sent previous email 0 subscribers in queue	37.5% Opens	0.0% Clicks	48 Sends
 5. Automation Email #5 200 days after subscribers are sent previous email 48 subscribers in queue	0.0% Opens	0.0% Clicks	0 Sends
 6. Automation Email #6 75 days after subscribers are sent previous email 0 subscribers in queue	0.0% Opens	0.0% Clicks	0 Sends

[View this email in your browser](#)



Hello Friend,

Thank you for signing up for a membership to the Michigan West Coast Chamber of Commerce. Your new membership has many benefits which include:

- Advocating for our members
- Member discount programs
- West Coast Leadership Program
- Networking and educational opportunities

Below is a video with a brief welcome message. Again, thank you for choosing to become a member.



Jane Clark
President | 616-392-9634
[Connect with me on LinkedIn](#)



272 East 8th Street
Holland, MI 49423
www.westcoastchamber.org





Hello Friend!

As a member of the West Coast Chamber, you are invited to take full advantage of the opportunities our members enjoy.

With value-driven programs and services that focus on you, we as your Chamber are committed to identifying your needs, delivering meaningful solutions, and building an engaged network.

[Click here](#) to view upcoming events, specialty programs, and other exciting chances to connect and grow.

Too busy to attend an event? Your membership works even while you're sleeping. We offer money-saving benefits, including insurance discounts and scholarships. [Click here](#) to learn more.

We work every day to create something truly remarkable that supports and inspires our members. Our goal is your success.

If you have any questions or feedback, please don't hesitate to let us know.

We're so glad you're a member.

Sincerely,

Britt DeLo
Director of Membership | 616-392-9719
[Connect with me on LinkedIn](#)



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Hello Friend,

Thank you for your membership in the West Coast Chamber of Commerce! Please take a moment to watch the video below for more information about how the team at the West Coast Chamber of Commerce can help you maximize your membership.



Please let us know if you have any questions!

Sincerely,

Britt Delo
Director of Membership | 616-392-9719
[Connect with me on LinkedIn](#)



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www.westcoastchamber.org





Hello Friend,

As your West Coast Chamber, we want to be sure we are communicating all the benefits and advantages of your membership.

[Click here](#) for a video walkthrough of how to log in to the Member Information Center.

[Visit Member Login Page](#)

Need to update your business profile? Did you open a new social media account or launch a new website? Did you add new members to your team? All these things and more can be updated in your account. As always, let us know if we can provide help.

We are proud to serve as the region's advocate for local businesses. The voices of our members are our voice, and our mission is to be a champion for your success.

If you have any questions or feedback, please don't hesitate to let us know.

Thank you for being a member of the West Coast Chamber.

Sincerely,

Britt DeLo
Director of Membership | 616-392-9719
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Hello Friend,

We value your membership and your feedback.

Would you take a moment to let us know how we're doing?

[Take Our Survey](#)

Our passion lies in building successful businesses and connecting our members with the resources they need to grow and succeed. Always exploring ways to improve and to exceed expectations, we believe in the power of staying hungry for what's next. The Chamber taps into creativity and innovation to explore new possibilities as well as new approaches to what is proven to work. Your feedback helps us do this.

Below is a link to our upcoming events.

[Upcoming Events](#)

Thank you for being a member of the West Coast Chamber.

Sincerely,

Britt DeLo
Director of Membership | 616-392-9719
[Connect with me on LinkedIn](#)



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Hello Friend,

We hope you've enjoyed your first year of membership in Michigan West Coast Chamber of Commerce. Below is a video with a brief message thanking you for your membership commitment.



Thank you for being a member of the West Coast Chamber.

Sincerely,

Britt DeLo
Director of Membership | 616-392-9719
[Connect with me on LinkedIn](#)



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