



Amanda Lea Kaiser

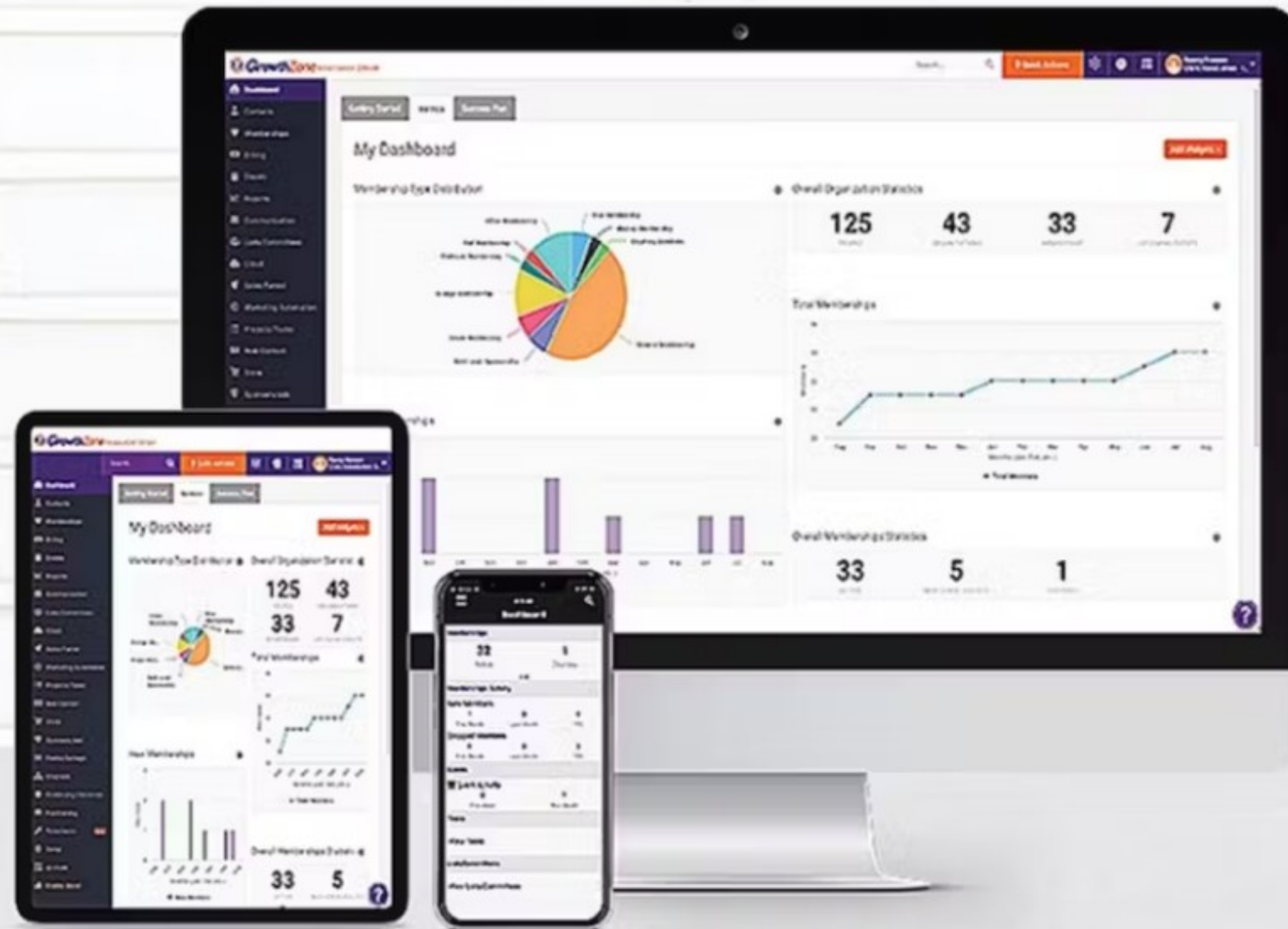
For Association & Chamber Pros



Attention! Catch Your New Members' Attention

with Amanda Lea Kaiser

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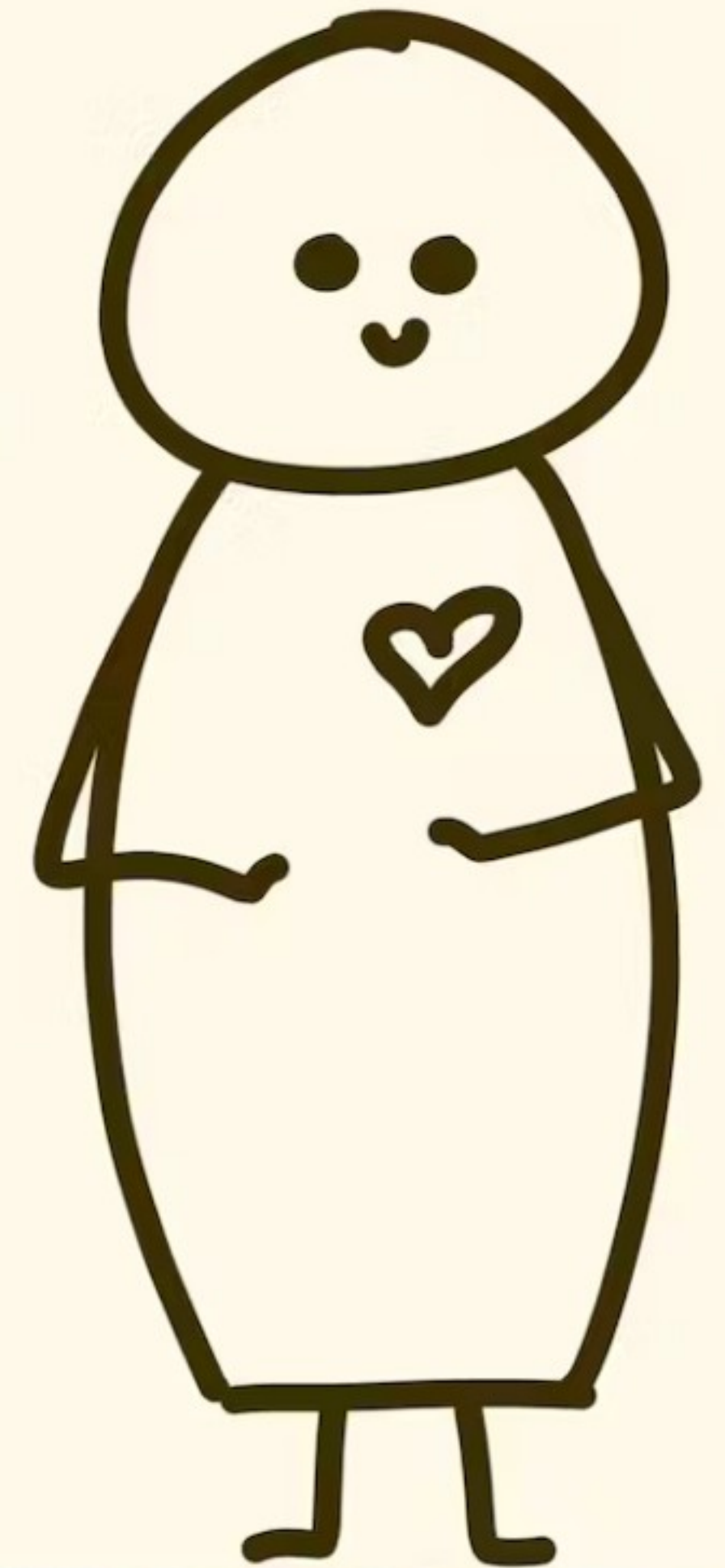
- Today's Webinar Recording
- CAE Credit Certificate

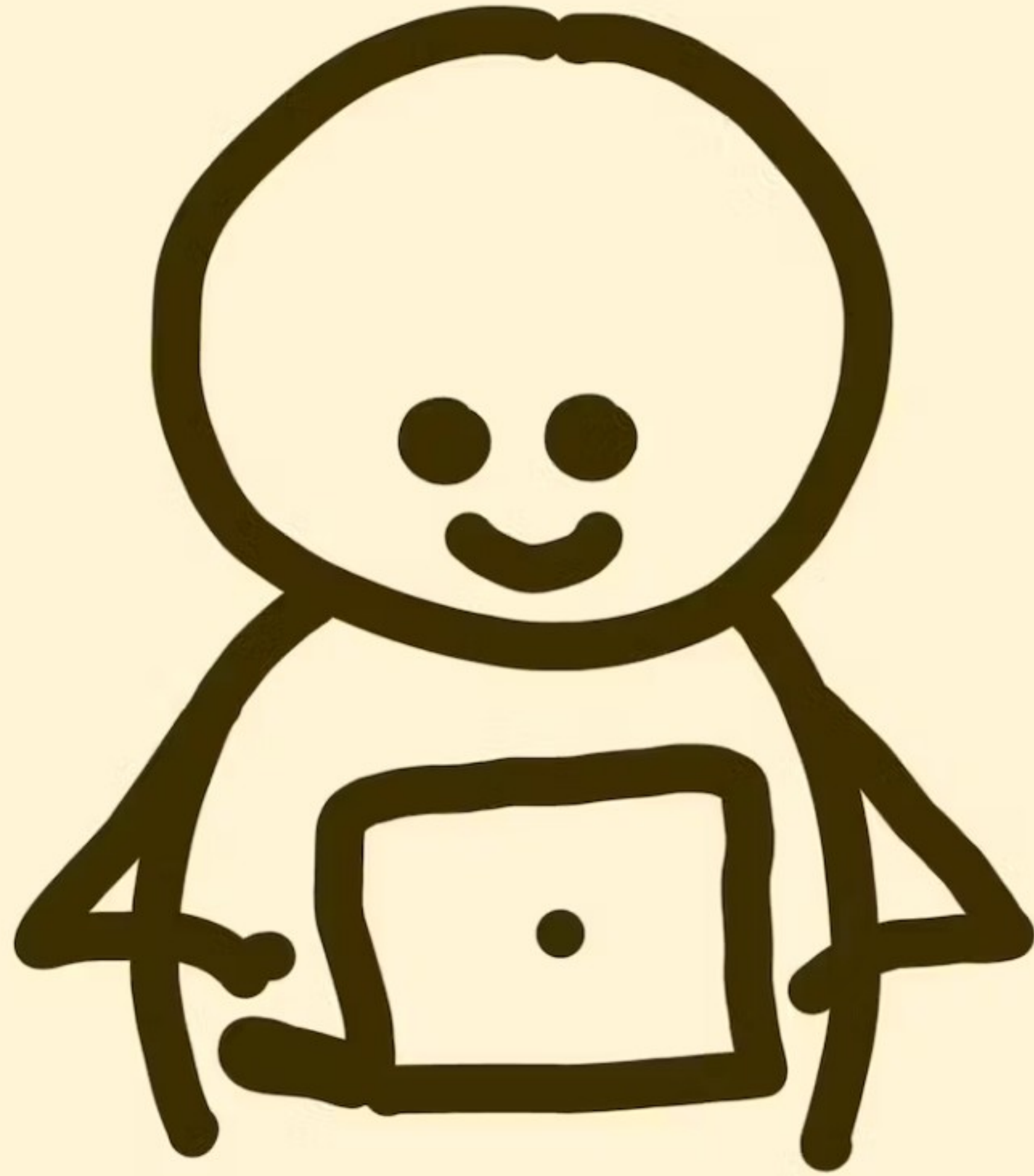
Attention!

Catch Your New Members' Attention

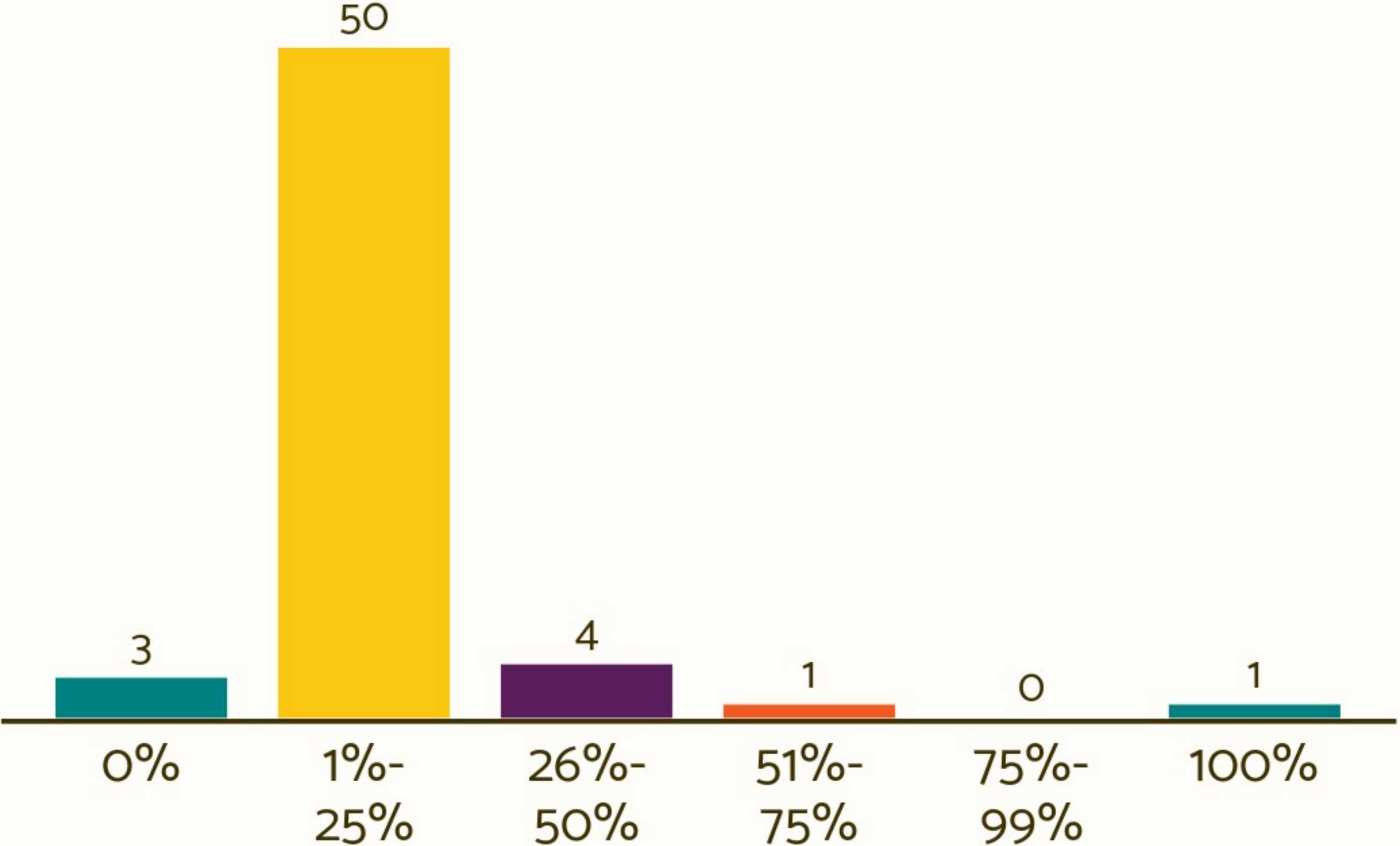
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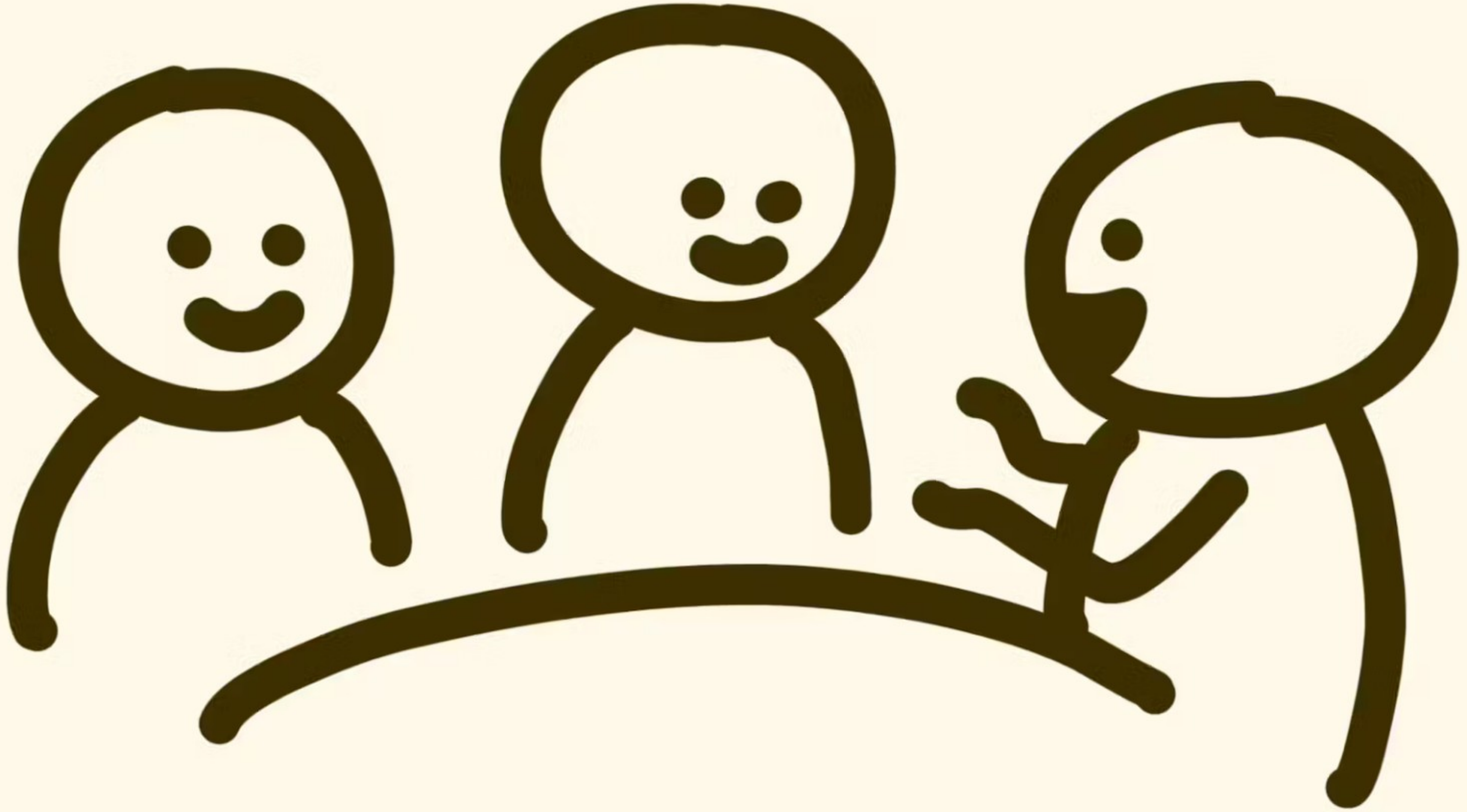
**Would you rather be
a dragon or have a
dragon? Why?**





What % of members read codes of conduct?





Let's encourage everyone to adopt
_____, _____, and
_____ behaviors to create a
_____, _____, and
_____ member culture.

First Impressions

- **Form quickly**
- **Last months or a lifetime**
- **Are very difficult to change**
- **Influence decisions down the road**

First Impressions

56 Answers

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through word-of-mouth

When they call the office to talk about membership or stop by our office.

Receive an email

Attend an event as a nonmember, read our magazines, join as a member

Our events

upon first meeting

Looking at social media- more than the website

website

Attending their first event



First Impressions

56 Answers

Events

website, opening email/ call, events

Before they meet us, online most likely

Events, social media, website, in-person

After they make their payment

first contact via phone,mail,reviews

Website and word of mouth

Phone Calls, Walk-in Visits

Social Media, Word of mouth, E Magazine, Events



First Impressions

56 Answers

Social media platform

Welcome emails and printed materials

referrals

They begin before they become members.

Immediately from multiple sources

Phone Call, event, emails

First event they attend.

When they see our logo and sign or when they walk through our doors.

The website -- and/or the first conversation/communication they have with one of our team.



First Impressions

56 Answers

Through referral

• When walking through our doors requesting membership info. • At their first event.

Professional courtesy

We try to give every new business in our community a first dollar and then plug them on social media as an introduction to the community.

At member or community events- meeting new people

Contacted by our membership committee

Welcome phone call

At an first event

Online- Website, word of mouth, any events



First Impressions

56 Answers

When they hear our name

Gossip

First phone call

Online Reviews

When they meet either me as the director or an Ambassador

online

When they start thinking about joining

New member Meet & Greet event

First contact, first response



First Impressions

56 Answers

I would like to think it would be once they have a first connection with the organization, be it a function or a first conversation with staff.

When they meet other members

People don't care what you know until they know that your care

Welcome phone call

from our members, word of mouth, social media

When you meet the people in the organization

friends

The first contact with a team member, first email, impression of events, when they come to an event or the office, on-line, reviews

You remember them



First Impressions

56 Answers

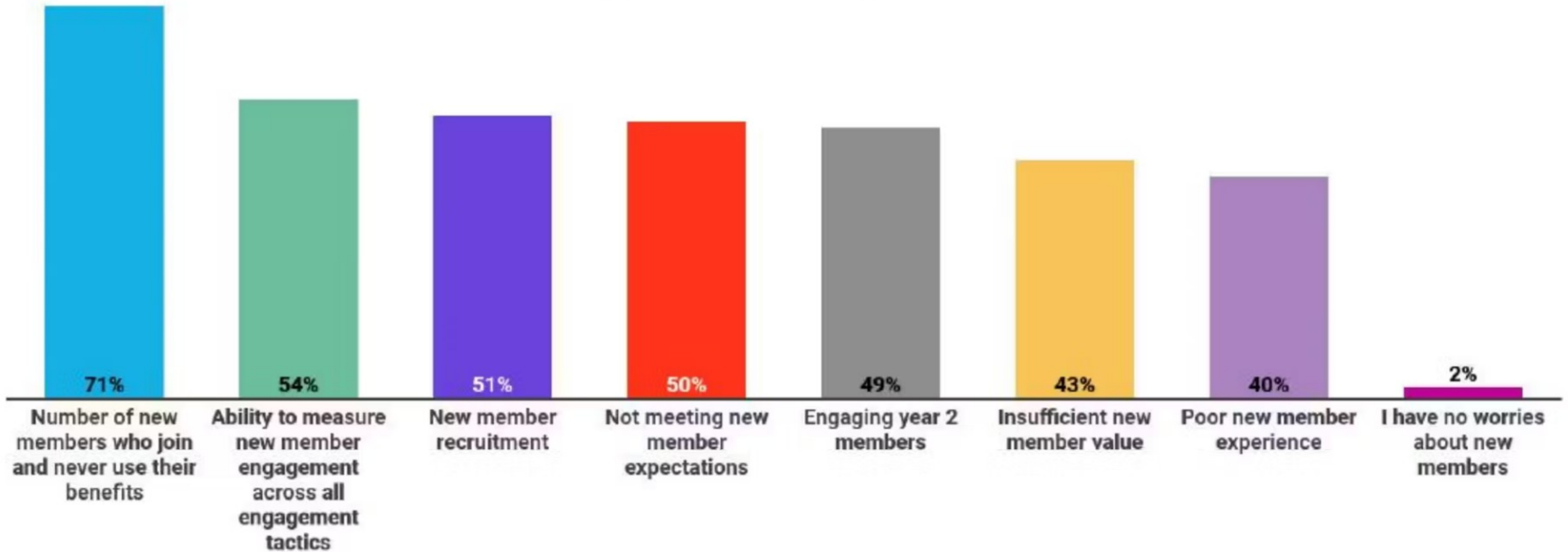
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following up after they join

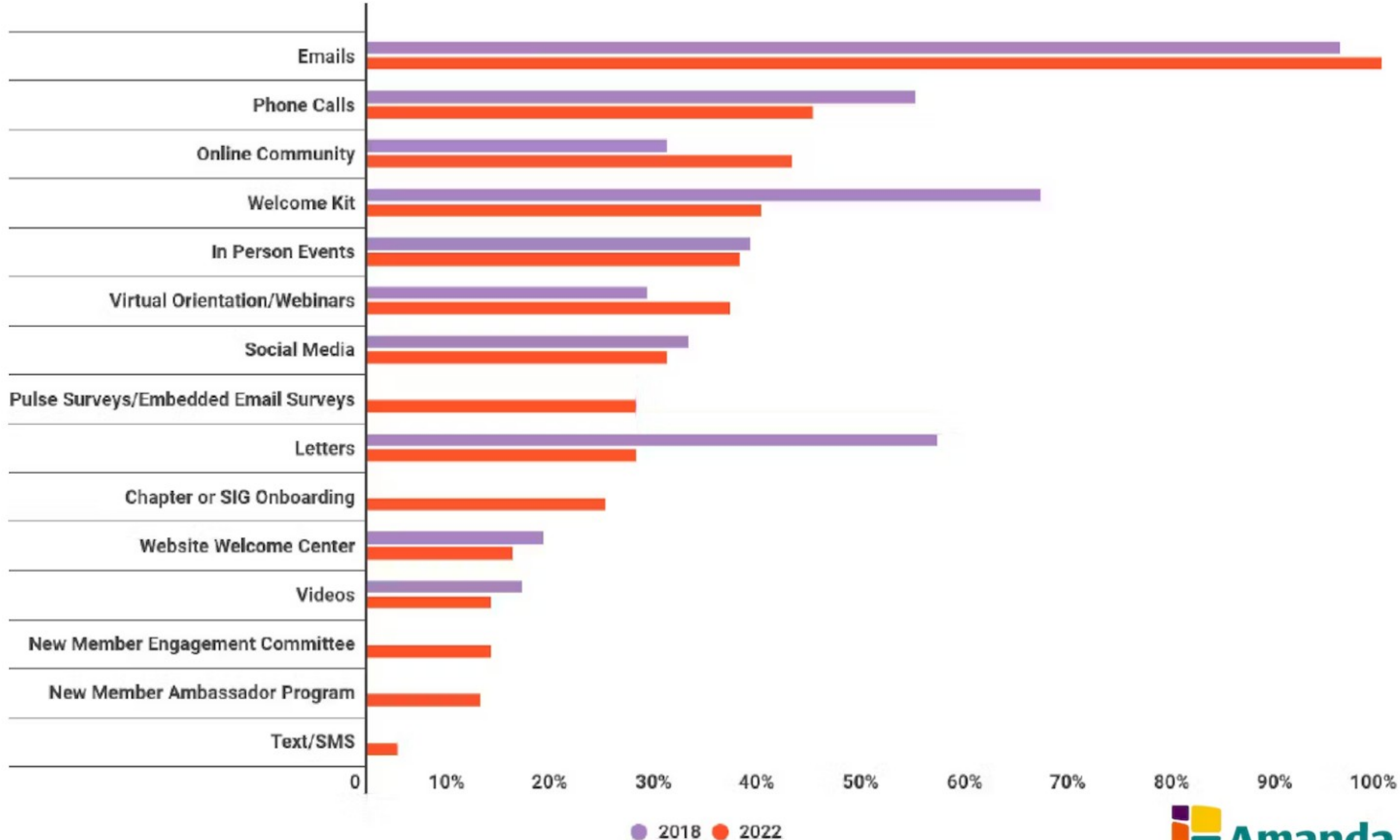
Social media, website, events



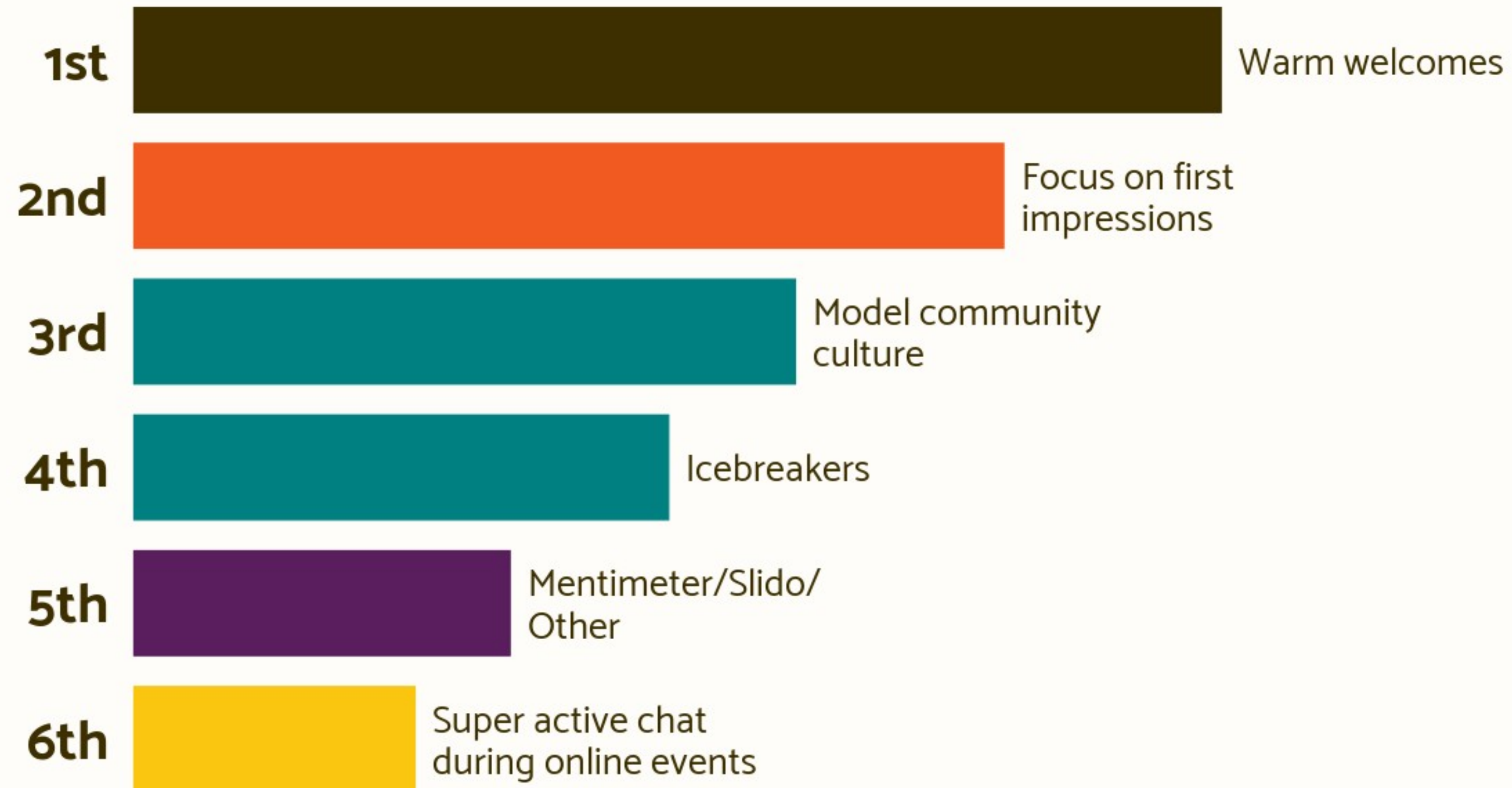
What worries you about new members?

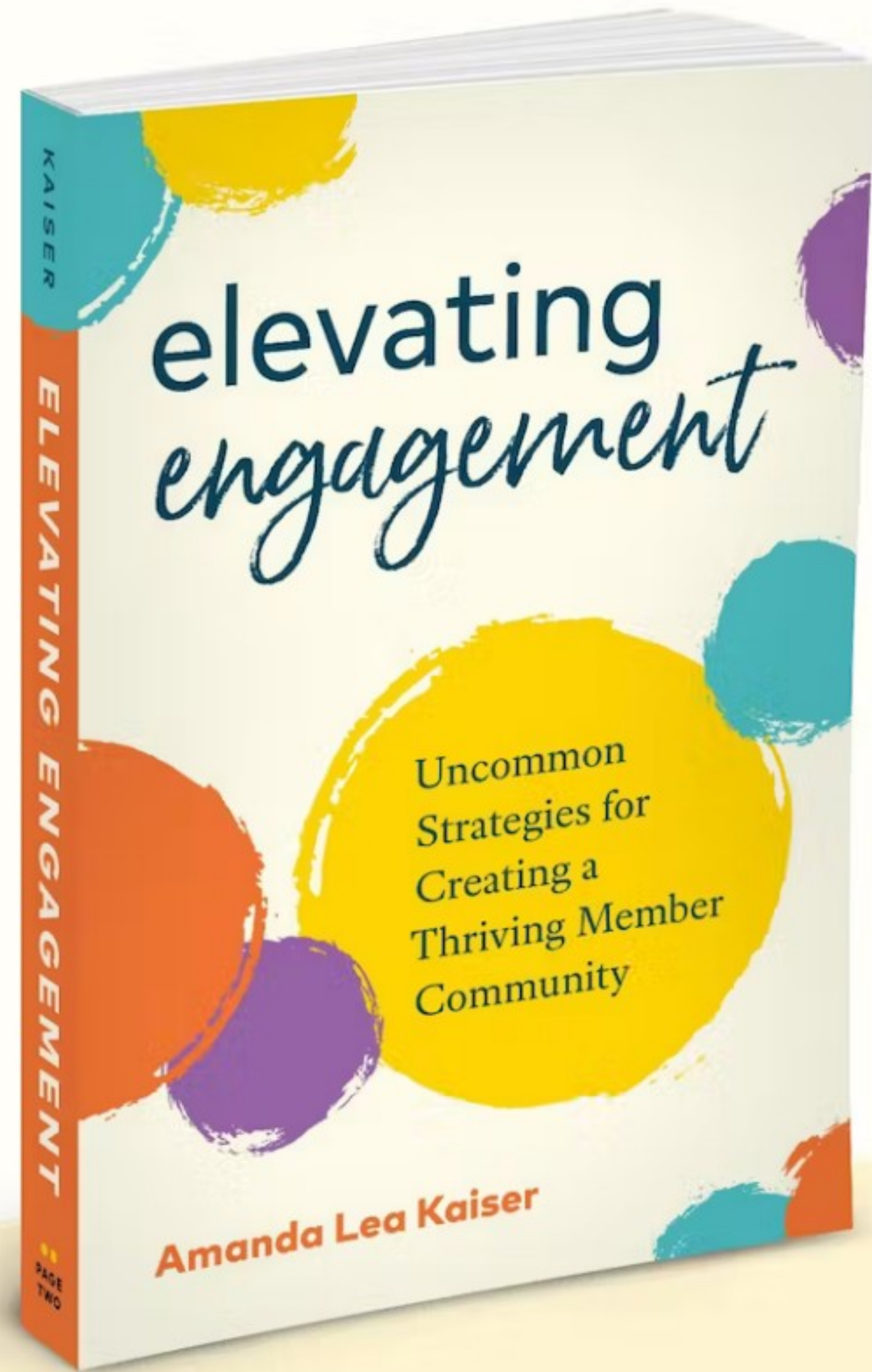


Comparison of Tactics and 2018 vs. 2022



What engagement tactic would you want to try?





Available on Amazon



Or at your favorite bookseller.

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