

mtm

Engagement @ Member

INITIATING BRAND CONVERSATIONS
WITH YOUR MEMBERS



Insightful Transformative Innovative Trusted



WE HELP MEMBERSHIP ORGANISATIONS TRANSFORM, GROW AND SUPPORT THEIR MEMBERS. WE DO THIS BY CREATING INTELLIGENT STRATEGIES TO HELP THEM HAVE A GREATER UNDERSTANDING OF MEMBER NEEDS, WHICH TRANSLATES INTO IMPROVED RETENTION AND ADOPTION. WE HAVE THE EXPERIENCE WORKING WITH MEMBER ORGANISATIONS TO EXECUTE CAMPAIGNS EFFECTIVELY.

We continue to position The MTM Agency for the future, with the resources, capabilities and experience required to deliver integrated campaigns with agility helping our clients present value to their members in an ever-changing world.

We have brought together a talented team of strategic thinkers and high-calibre specialists, with the knowledge and insight to add real value. Our conversation cloud approach allows our teams to consider the importance of all channels with the potential

for clients to be in relevant conversations. Using integrated campaigns, we can leverage the media, digital and online opportunities that used together will deliver a positive ROI.

We are proud to partner the membership brands we are trusted to work with; each has their own challenges but all strive for the common goal to engage their members. So if you'd like to meet the team and hear more about how we work, get in touch; it'd be good to hear from you.



How to be ready to engage and adopt new members



“ You need to think innovatively and creatively, and with an even greater understanding of your audience. ”



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In light of a turbulent political and economic climate, it is easy to feel overwhelmed by the challenge of delivering value and retaining membership. However, as with any challenge, it is imperative that businesses and brands continue to drive growth.

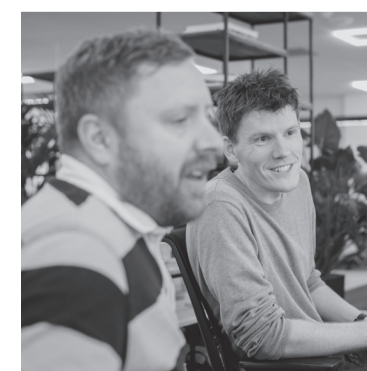
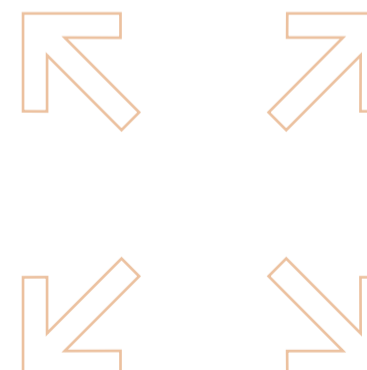
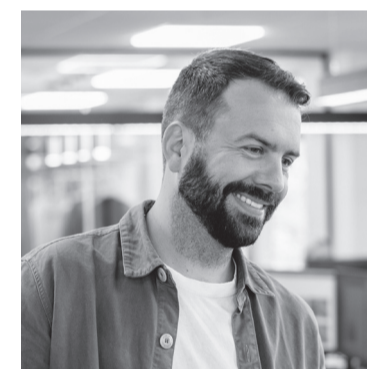
Achieving meaningful growth is not easy. It's hard because we live in an ever-changing, complex and competitive world. Additionally, member behaviour and expectations continue to shift, and disruptive technology presents opportunities and challenges in equal measure.

In response, you need to think innovatively, creatively, and with an even greater understanding of your audience's needs and wants. You need to think about the entire communications landscape, where different audience groups go to digest information, the channels you use, the mediums your audience prefers. You also need to interrogate all available data to gain the most detailed and nuanced understanding possible. And, with the amount of data now available, that means considering how you can leverage machine learning and AI systems to do this analysis for you.

Strategically-driven, integrated campaigns

One approach to achieving the above is strategically-driven, integrated campaigns. They are a proven way to reach and engage your audience across multiple channels and touchpoints and, when approached with excitement and creativity, enable all communications channels to work harder and deliver a greater contribution to generating revenue.

Integrated campaigns can be extensive in their scope and last a year or more, or they can be deployed quickly in response to a time-limited opportunity. Only this week, an MTM client identified a global requirement and in a few days, we had implemented the launch of a microsite, released with the support of a focused PR campaign, social posting with animated videos, and internal sales comms. We are now monitoring social noise, which will influence where we take the campaign next, deciding what will be the ongoing messaging and weighting of channel activity to retain high levels of interest, which is already creating business conversations and sales.



Essentially, integrated campaigns are about considering the role that each relevant promotional channel can play so you maximise their effectiveness, rather than a set of unconnected messages and visual styles that run the risk of leaving your audience feeling confused. And that makes sense, doesn't it? We live in such a connected world that you know your audience uses several platforms, across multiple devices, every day. It's therefore critical that you consider this type of intelligence in your activities and build campaigns around your audience's lives.

Simply put, when all of your marketing activities are working harmoniously, pushing towards the same goal, you're able to create a seamless journey from one communication to the next and from one channel to the next. That consistency helps you build trust with your intended audience. And if customers trust you, then they are more likely to engage with you – and ultimately buy from you.

Increasing the overall levels of audience engagement

In our own experience, when aligned, the contribution made by each channel will collectively increase the overall levels of audience engagement.

An additional advantage of following an integrated approach to your campaigns is that it provides an opportunity to regularly assess the impact and penetration of each of your activities, by channel. By monitoring the results and considering each available metric, including social media stats, website analytics, on-site behaviour and sales leads, brands can direct future marketing spend towards the disciplines and channels that have produced the best return on investment, and ensure budget isn't wasted on activity that isn't producing the expected results.

Maximising your CRM's potential

According to Forbes, 83% of audiences already expect brands to use what they know about them to improve their experience.

As is true of all brands, but especially those in the membership space, personalised, data-connected experiences are about understanding your audience. This intelligence is typically gathered through Customer Relationship Management (CRM) software that records and manages interactions with members and other stakeholders. A CRM enables you to align your commercial and member strategies to enhance the brand experience, drive loyalty, improve member retention and increase engagement.

If you're not yet taking advantage of everything a CRM has to offer, choosing the right one could drive a step-change in your relationship with your audience. CRM selection relies heavily on your understanding of your members, as well as what your organisation wants to achieve strategically from the investment.

Know your audience and listen

We hear a lot about the challenge of keeping up with audiences – especially younger, more digitally savvy audiences. Generations X, Y and Z, all now expect seamless digital experiences that marry the latest technology with a rich user experience and high degrees of personalisation.

Start with the strategy

Your CRM strategy should be heavily informed by your approach to member acquisition,

retention and engagement, and it should also reflect the views of relevant departments within the organisation. A CRM is a long-term investment, choosing the right one should be an organisation-wide decision.

Understand your salesforce from your dynamics

Each CRM platform is likely to offer something slightly different. You need to ensure you've done enough research to understand the various platforms' specific features, unique functionality, and underlying technology to evaluate how each will provide your organisation with the greatest level of value.

Where is the value?

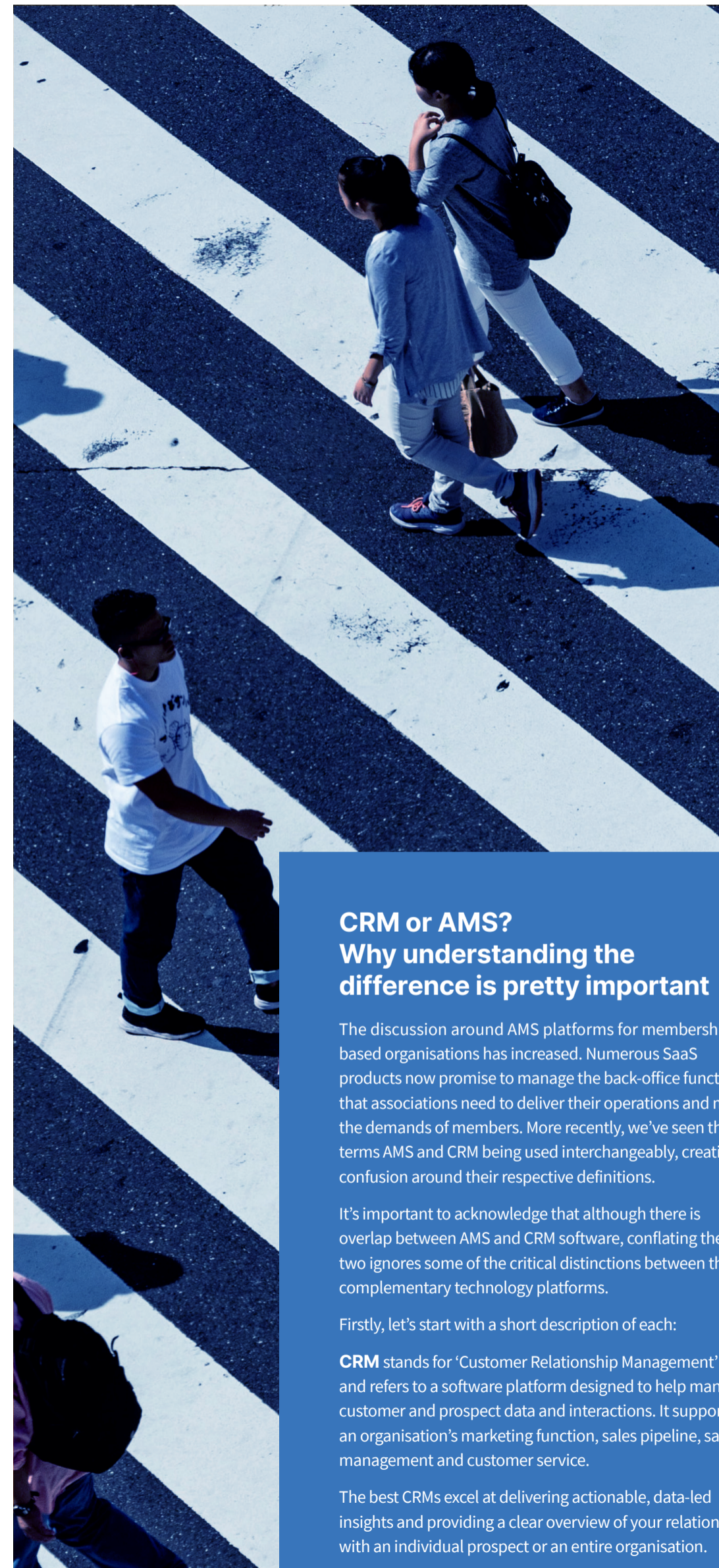
Determining where the value is coming from is essentially an extension of your CRM strategy. It's worth exploring how each stakeholder within your organisation will use the CRM and how they intend to extract value from the investment.

Specialist or generalist?

Several CRM platforms claim to be developed specifically around the needs of the membership industry. Their sales teams will highlight other membership customers they have and 'out of the box' functionality designed specifically for your needs. However, just because it's called 'CRM4Members' or something similar, it doesn't mean that it's automatically a better investment than a product from Microsoft or Salesforce. Often specialist products are developed by small teams that don't have the resources to develop new functionality regularly or leverage the latest tech trends.

Ready for the future?

One of the most important questions you need to ask a CRM provider is what the future looks like. This is a question more targeting smaller platforms and specialist products, but the answer is just as interesting regardless of the size of the provider. You want to be confident that your chosen CRM will not be rendered unusable in two years.



Does it integrate?

The value your CRM ultimately provides will have a lot to do with how it interacts with other platforms and systems. Good integration between various systems is vital.

Make a list of everything you want to connect your CRM to and grill the providers on whether their platform will seamlessly do what you need. Take your website as an example. Most modern CRMs will offer a range of API connections out of the box. This ensures the website can easily communicate with the CRM, reading and displaying information from it and writing information to it.

We recently came across a specialist member platform, using iframes to display member information. This restricts the client's ability to style the information in line with the website. It also stops them from building more personalised experiences using the data stored on the CRM.

Do you have the necessary budget?

Managing your CRM project is like any other: its success is dependent on meeting your objectives and coming in on budget. To ensure success, you need to develop a realistic CRM budget that takes the following critical areas into account: CRM ROI, reducing risk, CRM services, technology, and Capex and Opex.



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CRM or AMS? Why understanding the difference is pretty important

The discussion around AMS platforms for membership-based organisations has increased. Numerous SaaS products now promise to manage the back-office functions that associations need to deliver their operations and meet the demands of members. More recently, we've seen the terms AMS and CRM being used interchangeably, creating confusion around their respective definitions.

It's important to acknowledge that although there is overlap between AMS and CRM software, conflating the two ignores some of the critical distinctions between these complementary technology platforms.

Firstly, let's start with a short description of each:

CRM stands for 'Customer Relationship Management' and refers to a software platform designed to help manage customer and prospect data and interactions. It supports an organisation's marketing function, sales pipeline, sales management and customer service.

The best CRMs excel at delivering actionable, data-led insights and providing a clear overview of your relationship with an individual prospect or an entire organisation.

CRMs integrate with other systems, such as your website and email, to supercharge your marketing efforts and give an understanding of how effective your communications activities have been.

AMS stands for 'Association Management Software' and is a generic term for software that provides organisations with the critical functions they need to run effectively. AMS' have typically been designed to manage the specific needs of associations and, as such, their core functionality is centred around member management.

It's easy to see where the confusion arises as both systems are built around customer and prospect data and how to maximise its value to the organisation. Where the key differences lie is the purpose of collecting and storing that data. At its core, a CRM supports the member acquisition and retention process, providing a powerful tool to record brand interactions and nurture a prospect through the marketing funnel. Conversely, an AMS is positioned to serve existing members and support the day-to-day running of the organisation.

Top tips to AMS/CRM vendor selection:

1. Ask more questions.
2. Know the true costs.
3. Remember that not all software is created equal.



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Our services

An award-winning range of services to give you a louder voice with your members

Using our conversation-cloud approach, we develop strategies and solutions fast, integrating marketing and PR with digital innovations to create client campaigns that give them a voice.



Brand	Digital services
Brand identity	Digital strategy
Brand strategy	UX
Creative marketing	Web design
Exhibitions & events	SEO
Film & animation	PPC
Graphic design	Website and CMS management
	Social media
	Data insights



PR & content
Crisis & issues management
Product launches & events
CSR
Digital PR & social media
Internal comms
Media relations

Media planning & buying
Full production
Digitally-led channels
Audience building
Performance evaluation
Digital development
CMS development
Website development
Hosting & support



Recommended Rating
+ 9.5 out of 10

Benchmarks

Value for Money	9.3
On Time	9.6
On Budget	9.9
Client Services	9.9
Creativity & Innovation	9.5
Effectiveness	9.5
Strategic Thinking	9.6

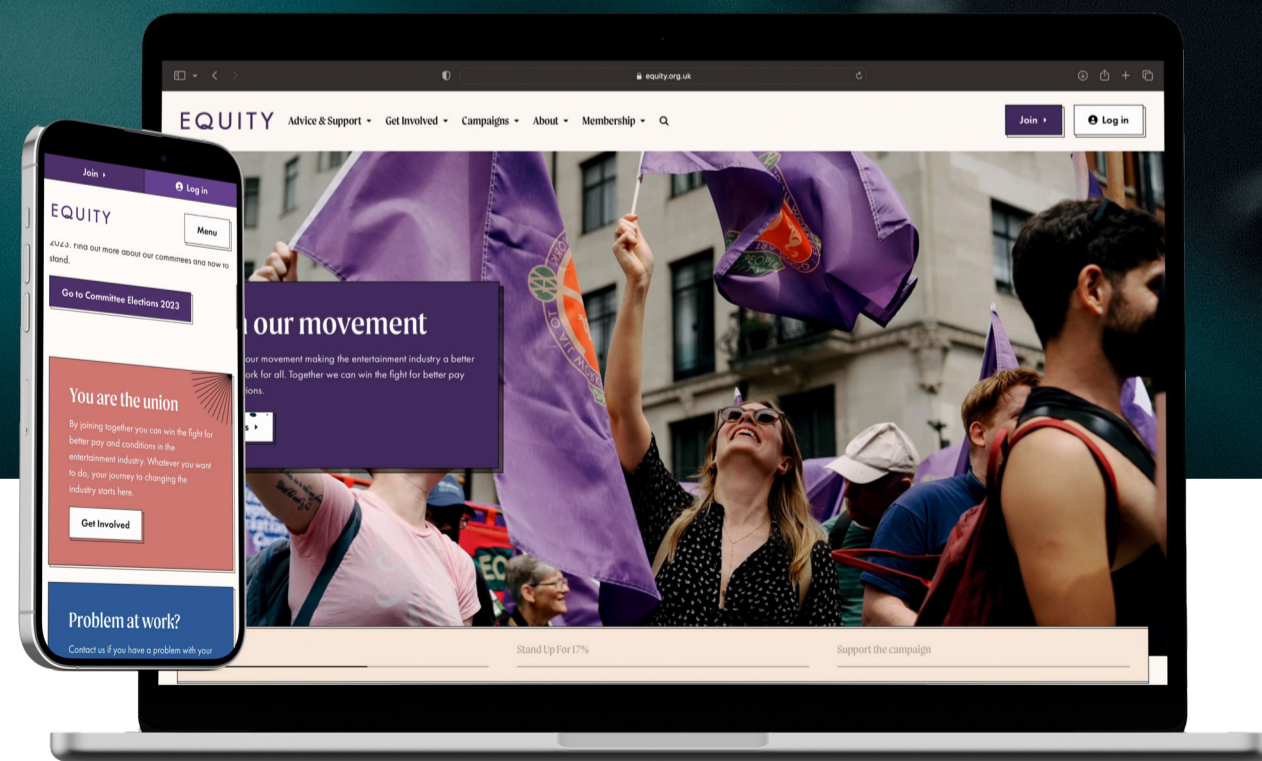
Our partners:



EQUITY

Combining accessibility and creativity to create a future-proof platform the UK's creative industry union

Equity is the UK's trade union dedicated to performers and creative practitioners, representing the interests of more than 47,000 actors, singers, dancers, designers, directors, stage managers, puppeteers, comedians, voice artists, and variety performers.



Future-proofing for growth

Equity was looking for a partner that understood its purpose and objectives to develop a new, best-in-class website to support the next stage in its journey. It needed a creative agency capable of building a future-proofed catalyst for growth that would become the union's central communication asset and help drive engagement and interactivity to new heights. It wanted the new website to be a true reflection of the brand, firmly centred on its audience and their needs, whilst adhering to best practice digital principles, with AA accessibility, fast loading, a unique design and a considered user experience (UX) throughout.

Building a platform for tomorrow

MTM's research team worked hand-in-hand with the project sponsors to gain a detailed understanding of what Equity stood for, what it meant to its members and how the new site could support their needs. Combining strategy, design and technology, we defined an innovative solution that would deliver on each of the brand's objectives. We collaborated to understand what the new proposition could look like visually and how we could reimagine the user experience, making it effortless and highly intuitive.

Unified Design System

By evolving the brand's visual identity across digital, we presented a new unified design system that would ensure the Equity brand truly came to life online. With a rich art-deco feel balancing heritage and modernity, our solution took an emotive approach that focuses on sharing stories from across the creative community, demonstrating the personality of the brand and championing accessibility at every level. By updating the way content is displayed to more "storytelling with heart," we wanted to provide visitors with immediate insight into the determination, purpose and value of the organisation.

Building with Umbraco

Following a review of suitable options, we narrowed our CMS recommendations for the project down to two, with WordPress and Umbraco making the shortlist. After a demo of both, Equity selected Umbraco for their new site build. Umbraco is based on the latest Microsoft .NET (ASP.NET Core) technology and is 100% open source.

Flexible Site Structure

The site is built up of flexible content blocks that the content-management team have full control over whether they are editing existing pages or creating entirely new sections of the site.

The home page carousel hosts highlighted campaigns, with the ability to showcase imagery and video. The dual call to action block signposts members to the correct areas of the site to seek advice and support, get involved and browse current campaigns.

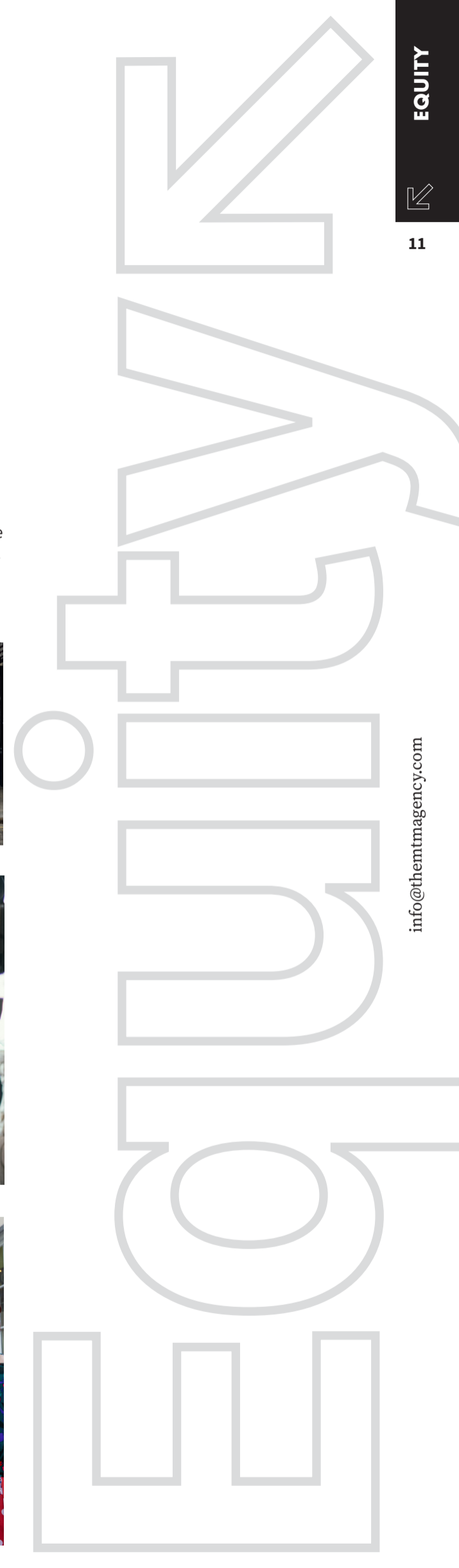
CRM Integration

During the website build, we reimaged the membership application process, maintaining a streamlined and simple approach for people to sign up as Equity members, manage their membership and download key documents and assets.

The CRM needed to be able to handle payments, renewals, membership applications and lots more. The join process has several paths that needed to be mapped and configured alongside Equity's CRM, which required rigorous testing at each step via our quality assurance team.

A more meaningful and engaging experience

The new Equity.org.uk provides members and other stakeholders with a more engaging and meaningful experience, from the moment they arrive and throughout their journey. Users can now easily understand Equity's purpose, approach and impact, and gain greater insight into those it supports. The site achieves an AA rating in accessibility, as well as a sleek and improved brand positioning that embodies who Equity is and the community it serves.





Impactful communications tools to drive a worldwide ambition for getting kids active

The brief

The aim of the Daily Mile is to improve the physical, social, emotional, mental health and wellbeing of children all over the globe.

The Daily Mile's goal was simple – to get primary school children around the world running and aware of the benefits of doing so. It has already become an impactful initiative, endorsed by MPs, sporting ambassadors and local councils. It has been embraced by an ever-growing number of schools across the world. As momentum grew, The Daily Mile needed an agile digital and creative partner, with experience of working with health and wellbeing initiatives, who could help drive the charity's global ambitions and position the initiative for the next stage of its development.

The solution

Using our experience in the charity sector, we established a brand identity and digital home for The Daily Mile.

The project began by establishing a unique identity that would resonate with The Daily Mile's target audience. The brand needed to be fun and visually striking, with bold colours and a sense of playfulness that would appeal to children and parents alike. Once the initial branding was agreed, MTM set about applying the look and feel across multiple-channels to establish a cohesive and unified message – creating brochures, event graphics, information packs, promotional clothing, and literature to support funding initiatives with local and national governments.



An easy sign-up solution

The ability for teachers to sign up to The Daily Mile initiative needed to be pain-free and simple to follow. We created a custom made sign up process so that the entire process is seamless and efficient. From the form that is filled out, to the transition of the data from website to bespoke API, the process is secure, stable, and simple. With data management tools in place, it creates a perfect system from the approvals process, through to sending the schools welcome packs and resources.

A digital home

The website immediately became the main digital touchpoint between key stakeholders and the charity, and was developed with these critical audiences in mind, incorporating bespoke features that highlight the progress of the initiative and driving new visitors to sign up for regular Daily Mile updates. Within the home page lies an API driven table that provides a live feed of the number of schools taking part, by country, along with case studies, advice on how and why to get involved and the latest press coverage to feature The Daily Mile.

Growing the initiative

Since its launch, the scope of the website project has consistently grown, reflecting the burgeoning interest in The Daily Mile. To date we have developed websites for the Netherlands, Wales, Ireland, France, Germany, Belgium, Italy, Spain, UAE, Austria, Portugal, and the US. As a result, vital audiences can be supported within their own territory, working towards establishing The Daily Mile as a truly global success.

Results

In addition to being the exclusive digital agency for the charity, MTM is also responsible for providing support for a range of social campaigns and digital communications. The Daily Mile has seen great success over the last few years with numerous campaigns including The Eliud Kipchoge 1:59 Challenge, a Sports England Partnership, a complete brand relaunch, and a partnership with FOX's 'The Kid Who Would Be King' film.

Worldwide ambition



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4M+

children running The Daily Mile and counting

90+

countries participating

17,568

schools and nurseries taking part and growing



Get the nation playing!



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England Hockey (EH) is one of the UK's largest national governing bodies (NGB), responsible for the management and development of the sport from grassroots members to elite levels. England Hockey also works hand in hand with Great Britain Hockey (GBH), preparing national squads to qualify for and participate in the Olympic Games.



“

We've been working with MTM for three years now and really enjoy our working relationship with the team. They are patient to our evolving understanding of technology and delivery quality outcomes in line with their promises. They have developed a good understanding of our world and the pressures we face and have always been very responsive in the rare times there are any issues with work they've done. Highly recommend MTM!

Rich Beer - Sport & Development Director

”

How we helped one of the UK's largest NGBs support its members

The challenge

EH and GBH wanted to completely overhaul their respective sites, taking a mobile-first approach, with a considered user experience (UX) that spoke to a broad range of stakeholders. They needed to develop new journeys and cross-fertilise content, build complex integrations with external platforms, and better support each of their audience segments – meeting the needs of members at local clubs through to the general public. Overall, they each needed a site that was fit for purpose, and that would act as a platform to support the sport's long-term ambitions.

MTM was chosen for its enthusiasm and experience with membership organisations, and was tasked with delivering both organisations' brand and digital requirements, updating brand identity and tone of voice, then developing two distinct websites that would see them through the next Olympic Games and beyond.

Success outcomes

- Improved experience for each user group across digital channels.
- Drive increased levels of traffic and engagement across both new and returning visitors.
- Increased traffic and engagement from members.
- Drive the relationship between GB and EH NGBs and the clubs, coaches and officials it supports.
- Increase revenue delivered via the site shop and through increased ticket sales for games.
- Increase in awareness of hockey as a sport and the ease of participation.
- Drive increased awareness of professional players.
- Streamline internal tasking with simplified platform management across different teams, with SharePoint integration for document management.
- Streamline user data for simplified internal management and an improved user experience.
- Mobile-first responsive design.
- Best-in-class page load speed and site performance.

- The new brand identity for England Hockey maximised the value of its digital investment. EH wanted a brand that felt fresh and modern but retained key characteristics of the existing look and feel. It needed to convey inclusion, encourage participation and demonstrate the values that sit at the organisation's heart.

The solution

MTM worked with a large group of internal and external stakeholders to understand each audience's requirements through discussions around messaging, functionality, site structure, and design providing a wealth of insight to inform the final approach.

With a fixed budget, it was also essential to identify and leverage available efficiencies, ensuring the recommended platform and development methodology would meet all the requirements cost-effectively, whilst maintaining a truly immersive experience across both sites. Where appropriate, MTM identified third parties, which were able to offer specific functionality that could be branded to provide an end-to-end experience across all touchpoints without costly development.

Following a review of suitable platforms, the Kentico Kontent CMS framework was chosen as the preferred option. Kontent offered excellent value and an easy route to building out the EH and GB sites from a single account and licence, as well as the ability to provide user accounts (using Azure B2C Authentication), and intuitive e-commerce opportunities backed with detailed analytics to drive ongoing revenue growth.

Its headless nature presented immediate security, plus performance advantages and opportunities to extend EH and GBH's digital portfolio cost-effectively in the future, with dedicated mobile apps and internal communication tools discussed as potential objectives.

Following UX and SEO best practice, the sites were designed to make it easy for all users to quickly navigate to relevant sections, with each user group supported with dedicated landing areas, well-structured content, clear signposting and compelling CTAs. 'Rich snippets' and other search-friendly content areas were added or expanded, with page

titles, introductions and FAQs updated to reflect common search queries, and make both EH and GBH the go-to destinations for anyone looking to learn about the sport and the organisations' activities. The on-site search was delivered via the best-in-class Azure Search to ensure content could be found quickly and easily.

Integrations with external sources of data and content were also critical, pulling in players' stats, results and upcoming schedules from the International Hockey Federation and dedicated data providers like Sportlomo.

Results

England Hockey now has a refined and modern brand that is fit for purpose and effectively positions the organisation against all UK sport NGBs.

53.1%
new website users year on year

52.8%
increase in total users year on year

29.8%
29.8% increase on page views year on year

A continued relationship...

Since the launch of this successful digital project MTM continues to work closely with England Hockey. Activities have included: the launch of 8 new Area websites using Kentico collections - allowing each area to promote their activities within their own sub brand; the new Game Management System to provide Fixture & Results data as it's shared, across England Hockey and the relevant area's websites; and finally, worked with the England Hockey team to advance their Club Portal and accreditations.





How robust research helped us to deliver a best-in-class membership website

Nautilus is the world's largest maritime trade union; it works tirelessly to protect the interest of its 22,000 members' interests and campaigns on their behalf.

The challenge

Nautilus's international members wanted a website that worked for them, wherever they were. They wanted a site that spoke to them at every stage of their career and offered easy access to critical information and unique insights. They wanted a site built for mobile, that worked in the middle of the ocean and still looked great on any device. They wanted a union website built for the future. Recognising that delivering on these charges required a strong, digitally-focused agency partner to design and develop a new website that better reflected the evolving nature of how its members interact with the union, and how they choose to consume its content.

The solution

The MTM Agency's team of digital designers, strategists and UX (user experience) experts worked with Nautilus' leadership team and key stakeholders to understand the union's position in the marketplace, the challenges it faces and its many opportunities for growth.

During the 'discovery and exploration' project phases, we interviewed internal teams, listened to experienced seafarers and heard from newly graduated sea cadets to truly understand what each needed from the new Nautilus website. Taking the time to speak to these and other stakeholder groups was essential for us to understand how members used the current site and their unique requirements for the future. We also ran an online survey and email questionnaire with users of the existing Nautilusint.org website, revealing a number of significant insights.

Our research, supported by Nautilus's own findings, concluded that external stakeholders wanted the site to be clearer, with simplified journeys, increased personalisation and fast access to key information – even for those on low bandwidth connections at sea. We also recognised the importance of creating an environment that would benefit the union and its day-to-day operations, with true integration of Nautilus's CRM, Microsoft Dynamics, to make managing members requirements much quicker and easier, including offering membership renewals and payment options within the site.

With these requirements in hand, we agreed the preferred CMS, Episerver's cloud-based DXC platform, and using Azure core infrastructure. Episerver was chosen from a number of open-source and licence-based options

and best met our recommended technical approach to the project – utilising lightweight development technologies used by the latest progressive web apps, such as Twitter and Uber. With a nod to the UK Government's award-winning simplified design system, we also leveraged the latest 'atomic design' techniques and optimised CSS to create a site that would perform in low-bandwidth conditions, whilst still delivering a rich desktop experience.

In addition to its dramatically improved UX and performance, key features of the new, multilingual/multi-regional site include a 'best-in-class' membership engine, fully integrated with Nautilus's CRM and offering optimised joining forms and account management areas. The new site also features totally overhauled 'My Nautilus', 'Telegraph' magazine and media sections, with members benefitting from new levels of content personalisation, based on defined user groups, to maximise member engagement and increase revisit frequency.

A native app was also developed for both iOS and Android to support Nautilus's members, offering a direct and discreet channel for crew to report incidents at sea from anywhere in the world. Of almost equal importance was the need to deliver a highly-intuitive back-end editing experience, one that empowered the Nautilus team and enabled them to quickly and easily build perfectly designed pages from scratch, or simply add new content in seconds.

Results

With a speed increase of 6,600% in loading time at sea in comparison to the previous site, everyone can be sure the site will load quickly even out in the Pacific Ocean.

45.5%
Increase in monthly users

164%
Increase in return users

78%
Decrease in average session duration



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Ocean Ready



Several things impressed us about The MTM Agency. Their enthusiasm, their engagement and their inquisitiveness about all. They are curious about what we do and keen to help us to improve it. They involved our core team to find out what the audience really needed.

Roger Garside, Nautilus





WHAT IS DIGITAL PERSONALISATION?

Increasing website engagement, growth, and profit with user personalisation.

Digital personalisation is what helps you to build relationships with your target audience, providing them with relevant and engaging content that is tailored to their wants and needs.

Personalisation allows you to select the content for your visitors based on certain categories such as age, location and known personal preferences. Using personalisation as a strategy allows you to serve the right content, to the right person, at the right time.

Why should you care about personalisation?

80%

of customers say they prefer to do business with brands that send them highly personalized offers and messages

90%

of today's marketers say they are leveraging analytics to create a better customer experience

63%

of marketers are still having trouble with delivering personalized experiences to their satisfaction

What does it mean for content to be personalised?

Personalised content has been modified to deliver relevant messaging at the right moment in the customer journey. The content can be adapted in order to be served to different target segments, making it relevant and useful to the user.

Where there used to be assumed user journeys that customers travelled through, advances in multi-visit, multi-device analytics have shown customers can enter the journey at any stage in any order when completing by making a purchase or triggering a conversion. The need for personalisation is higher with customers at different stages of the journey. This content can be tailored to reach them at each stage, to help drive a conversion.

Where do I start?

Step one is to consider your campaign goals and objectives. From here, you can decide how to segment your audience in a way that will provide value. Keeping it top level, segment your audience without narrowing down your reach. Adding categories such as age, location, budget and more can help tailor your content to specific audiences.

At MTM, we can provide strategic and consultative research into your audience to help develop segments that add value and are worth targeting.

Memberwise

There are many challenges member organisations are facing today, from engagement and member retention to monetisation and data protection, to name just a few. However, regardless of the specific issue at hand, there is a consideration that must always remain front of mind; what are your member's needs and how will we meet them.

Technology can and should be playing a critical role in supporting your journey and meeting your objectives but there isn't a one-size fits all solution. There are numerous technologies available and many solutions offering exceptional functionality to assist a member organisation in reaching its goals. The question you should be asking is, how can your member organisation leverage the latest tech opportunities to provide a valuable and enjoyable digital experience for your specific audiences?

An all-encompassing online digital solution

One potential option is Kontent.ai. It is a sophisticated digital platform which offers more than just a brochure-style website experience which goes beyond being a place to provide information. Kontent.ai. can allow membership organisations to offer an interactive experience and an exciting user journey for its audiences that incentivises people to return time and time again. A rich example of the capability of this technology is the digital transformation project we embarked on alongside our client England Hockey. If like England Hockey, your organisation is looking for a solution that keep its members actively engaged, offering an interactive and comprehensive online experience for a variety of audiences, then read on.

England Hockey's new digital presence encompasses the latest fixtures and results through to news and updates, ticketing and merchandise, as well as updates surrounding rules and regulations. The key words are relevant and interesting – an all-encompassing digital solution like Kontent.ai. that offers interactivity for a variety of audiences could be the best option for your organisation if you share similar objectives.

Advanced personalisation capability

If heightened personalisation and specificity is a goal of yours, then the above Kontent system enhanced using some powerful headless tools could be a great option. Many consumers now expect relevant content to be delivered to them at the right time when using online platforms. For example, MTM client TSSA, the transport union, is able to provide an excellent digital experience for its members using this technology. With information that is easy to find, users can drill down into the site to find specific content and resources that relate to them, the company they work for and their location. It's an intuitive digital tool that goes further than just being a website for informational purposes. Users can interact with the site, and the union can manage all union activities, updates and messaging in one place. As well as providing an excellent headless solution, Kontent offers advanced personalisation solutions – making it easy to tailor content to a specific audience and to deliver important information to the relevant members at the right time.

Rewarding members for their engagement and participation

Member retention is a key challenge faced by membership organisations and as such, it is increasingly important to provide those members with incentives. This is a priority for home warranty provider, NHBC, which has the role of providing the most up-to-date and relevant information to both builders and homeowners – fulfilling a thought leadership role for the industry. Favouring Bloomreach as their system of choice, its digital solution provides a place for people to access information about the latest building regulations, warranty information, industry news and more. As part of its strategy in rewarding members for their engagement and participation, NHBC has an awards and recognition programme, in which it hosts a ticketed event annually, to celebrate the winners. To keep members enthusiastically engaged, NHBC consistently offers new and valuable resources, making it an attractive organisation to be a part of and one many people are proud to be associated with.

Integration is key for security

Another common challenge that membership organisations face is data protection and security. The Daily Mile handles this expertly with its bespoke WordPress set-up, supported by a custom API that handles the large amount of data that the charity holds. Whilst the API makes it possible for the organisation to report accurate statistics based on the data collected, it protects the data that the initiative holds. As The Daily Mile members are schools that are signed up to the initiative, it's integral that the data is processed safely using GDPR protocols. Integrated with MailChimp for email marketing purposes, there are specific opt-in and opt-out clauses on the site that make it easy to know what information is being shared by members when signing up to the initiative.

The trick to tackling challenges is in meticulous planning

The solution to tackling these and many other digital challenges for membership-based organisations is the same. It comes down to meticulous planning, combined with a comprehensive understanding of the best tools available, specific for what an organisation is looking to achieve. Evaluating and selecting the right tools to develop the best digital solution is an important step in rising to the challenges that impact user experience and it offers the opportunity to create a step change in how your members interact with your brands.

It is recommended that member organisations review the technologies they have in place regularly to ensure they're still fit for purpose and meet the needs of both the organisation and its members. The good news is that there are plenty of effective and exciting tools and technologies available to meet the current and future needs of your members and with the right partner you can leverage these opportunities and delight your audiences.

Data should be at the heart of your decision making

Unlike many companies, membership organisations can boast a mature level of data intelligence. The need to understand members and ensure that an organisation's purpose in serving their members is central to their strategy relies on data understanding. This is equally true when it comes to your digital systems. End to end user understanding is essential to keep pace with the market and increasingly heightened levels of service from members. There are two key points when working with data that membership organisations should understand: what they are tracking, and why they are tracking it. Once those two things are understood, it becomes much easier to plan your digital strategy and progress your organisation.



Memberwise

What is Data Science?

As any modern marketer knows, data is gold dust.

Data in membership organisations can help to understand customer behaviour, predict member trends, improve return on investment (ROI) for marketing campaigns and give greater visibility on a businesses pipeline meaning it can budget more effectively.

Just like gold dust though, data is futile in its raw form.

This is where we come in.

The MTM Agency uses interrogation of your data by creating algorithms to extract knowledge from your data to provide useful actionable insights for your business.

The MTM Agency's approach to Data Science can be divided into three key areas. These are: data analytics, data visualisation and data science.

Data analytics

includes inspecting, cleansing, transforming, and modelling data with the goal of discovering useful information, informing conclusions, and supporting decision-making.

Data Visualisation

is the representation of data through use of common graphics, such as charts, plots, infographics, and even animations. These visual displays of information communicate complex data relationships and data-driven insights in a way that is easy to understand.

Data Science

combines maths and statistics, specialised programming, advanced analytics, artificial intelligence (AI), and machine learning with specific subject matter expertise to uncover actionable insights hidden in an organisation's data.

So if your membership organisation is looking to turn your gold dust solid, The MTM Agency is well placed to extract those actionable insights from your data bank which will contribute to overall higher membership satisfaction and retention.



engagement

Partnering with the transport-focused union to improve engagement with its members from its digital transformation

Time for an overhaul

After being live for almost ten years, the existing TSSA website was looking its age and creaking at the seams. In terms of design, structure and functionality, the site was no longer meeting the needs of the union or its members, nor was it able to leverage available opportunities in terms of personalisation or the integration of critical applications, such as a new CRM platform.

In order to effectively engage members, and encourage them to interact with the brand more regularly, TSSA needed to transform its online presence and develop a dynamic hub for TSSA's activities, resources and news.

A platform to engage and recruit new members

Having extensive experience partnering with member organisations, The MTM Agency was selected by TSSA to design and build a future-proof digital platform that would become its central communication asset. TSSA needed a website that would position the union against its competitors and peers, support member retention and increase member satisfaction, drive recruitment and provide quick and easy access to critical information to meet the needs of a broad range of stakeholders.

The new site needed to offer cost-effective routes to integrate third-party applications via APIs, facilitate easy editing for the TSSA team and perform in line with best-practice SEO standards to drive organic visibility.

Overall, the site needed to work hard to tell the TSSA story and demonstrate the value that being a member offered.

Stakeholder engagement workshops

We began our validation of the project requirements with a series of virtual workshops, bringing together senior TSSA team members, union reps, members and other influential stakeholders. With the needs of the union and its members in hand, we were able to document our findings for each identified audience group, creating a detailed list of requirements and priorities. Our design and strategy teams then created accurate user journeys and functional specs to support each user, before creating a dynamic and UX driven site design that was modern, aesthetically pleasing and met WCAG 2.1 AA accessibility standards throughout.

The new TSSA website reflects the full breadth of its audience, providing quick and easy access to personalised content, with simple and clear signposting, whilst meeting strict accessibility criteria to meet the needs of TSSA's neurodiverse audience. Delivering 100% page speed performance to ensure the best user experience.

Site Architecture

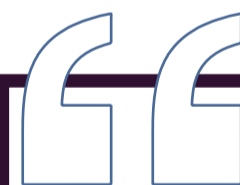
As part of the project's requirements, we worked with the TSSA team to review the site architecture, developing optimised user journeys and build new pages to help prospective members understand TSSA and what it does to support members, as well as optimise the member joining process to make it seamless and pain free. We took a streamlined approach to allow members access to both public content and member-only content in one central location on the site. This allows members to unlock member-only content in the company area of the site and be able to digest it alongside public content without having to navigate to a different section.

The Design

TSSA were keen to humanise the union and showcase its personality throughout the website. MTM took a simple and UX-driven approach to the site design to give TSSA a contemporary look and feel, with clear calls to action and engaging content layouts. As part of the design process, we streamlined the TSSA brand to allow it to work for both digital and print solutions and provided brand guidelines to support the TSSA communications team to keep new materials in line with the newly defined rules.

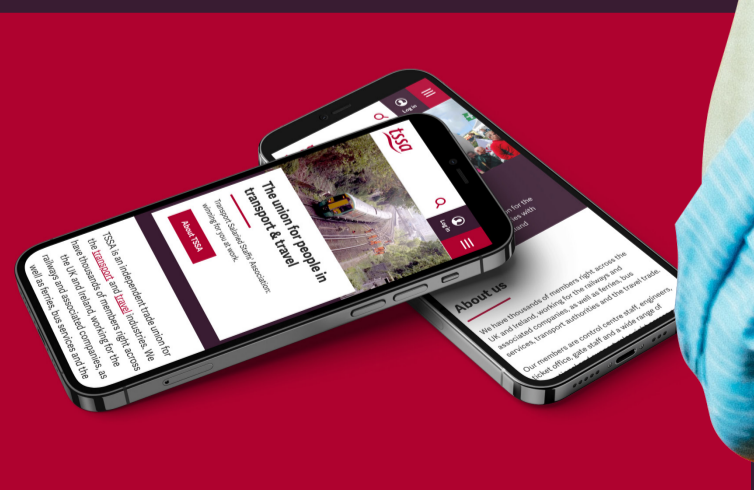
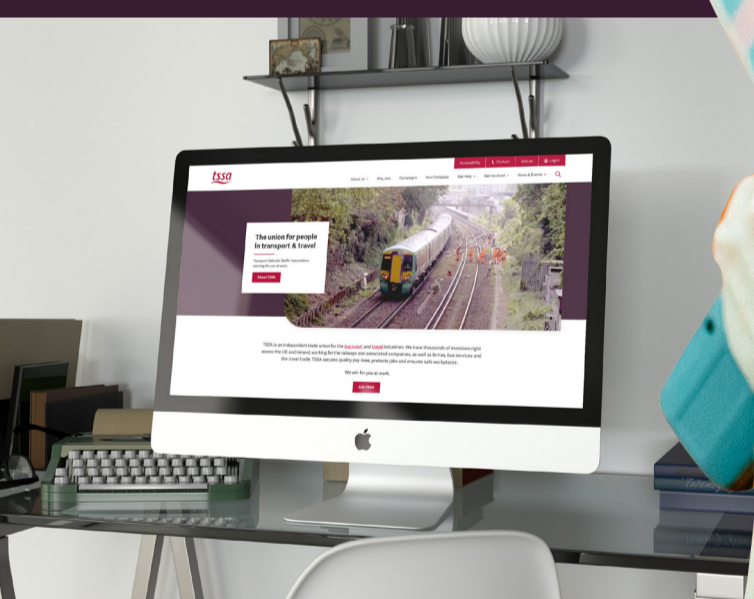
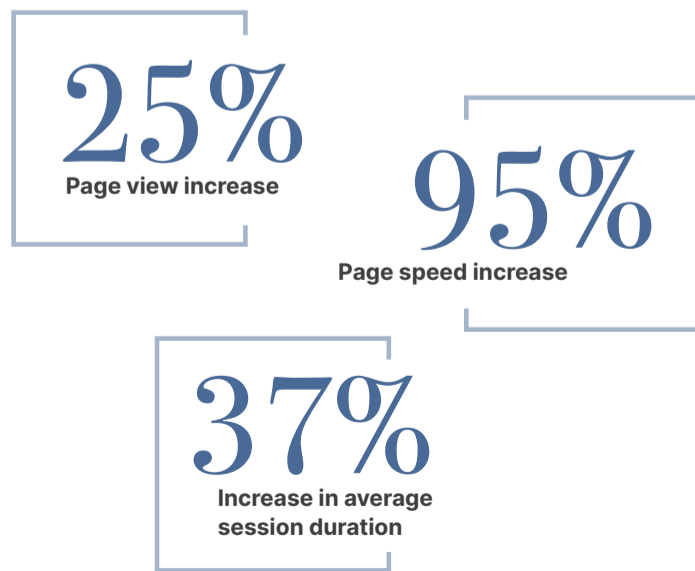
A Kontent CMS Solution to rise to the challenge

After a comprehensive review of suitable CMS platforms, MTM recommended Kentico's Kontent - a headless .NET framework that offers enterprise level functionality and integration opportunities but without the large licensing costs typically associated with similar products. It is also recognised by Gartner as best-in-class. Maximising the current and future potential for member services and personalisation was central to the projects long-term success and using Kontent CMS, TSSA would have the ability to serve the same content to different platforms from one central system, combined with the highest levels of performance and security.



MTM always go out of their way to find solutions to problems and ensure we are happy with the direction of the project. The improvement in our website, branding and assets is nothing short of revolutionary.

Sian Jones,
Head of Communications, TSSA





PR and social media strategy and engagement programme



The challenge

The MTM Agency was tasked with conducting an in-depth PR review to develop an ongoing communications strategy for the The Institute of Marine Engineering, Science and Technology (IMarEST). The international professional body and learned society for all marine professionals is the first Institute to bring together marine engineers, scientists and technologists into one international multi-disciplinary professional body.

The solution

The MTM communications team developed an in-depth analysis report, which reviewed the past two years' PR coverage with a robust and theme-based PR and social media plan, to support the Institute's key aims and objectives. The strategy needed to focus on building awareness for the organisation as one of the largest maritime membership organisations, whilst also championing the IMarEST's Special Interest Groups (SIGs). A strategic 12-month plan was developed to tie-in with seasonal and international events. The strategy document was developed to help achieve the organisation's overall KPIs and objectives, ensuring everything could be tracked and monitored.

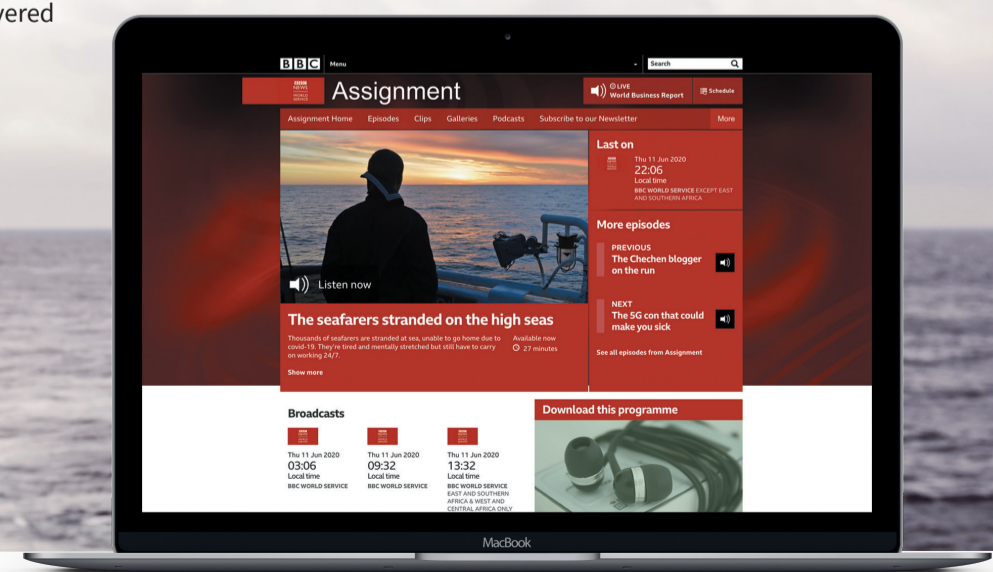
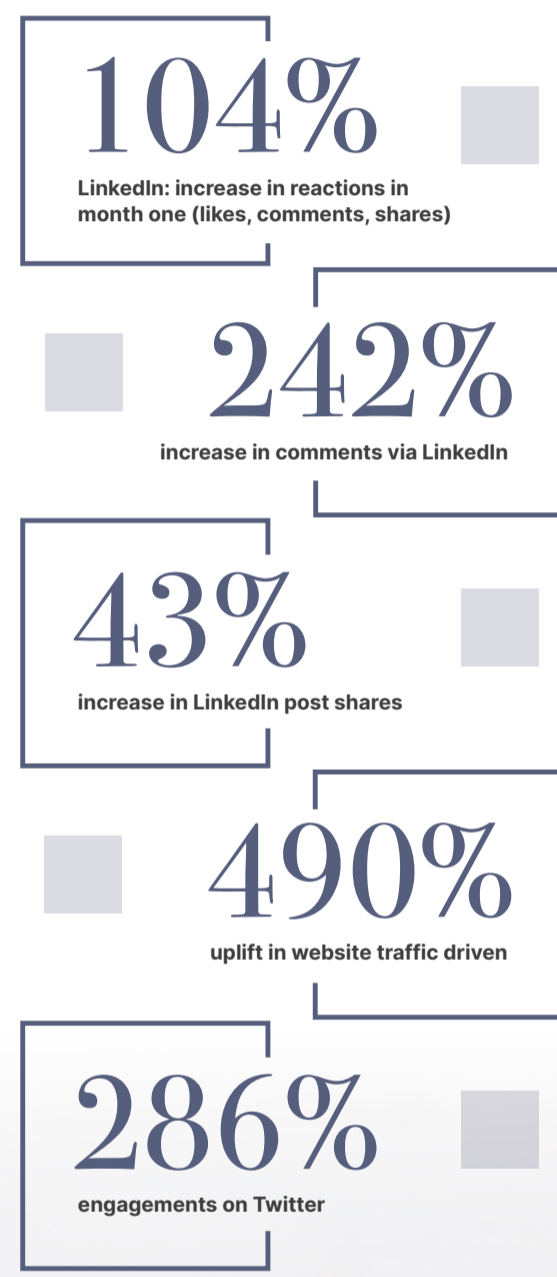
The outcome

The MTM PR team conducted a quantitative audit of IMarEST online and print media coverage over the last two years. This activity informed the ongoing communications plan for the Institute.

In the first month alone, the PR team made over 120 introductions to national and international media, securing global coverage with Bloomberg and BBC World Service. Working in partnership with the SIGs, we honed our focus on several topical themes including seafarer mental health, decarbonisation and women in engineering, which we knew would resonate with the media and help position the Institute as a global leader.

The annual conference saw partnerships secured with The Ocean Clean-up, the leading environmental and engineering organisation and collaborations with some of the most influential leaders in the maritime engineering sector, including Richard Spinrad and Roxanne Lek.

The PR programme was further supported with an organic social media campaign which delivered the following in the first three months:



Leading the bounce back from lockdown for British Marine members with the Summer on the Water campaign

Summer on the Water aimed to showcase the UK leisure marine industry with a campaign to support Great British Staycation holidays and to encourage people to give water sports a go. Spearheaded by an inspirational film showcasing on-the-water activities, it was supported by a planned campaign of social and editorial coverage to drive engagement and traffic to a dedicated campaign website promoting British Marine members' products and services.

Summer on the Water aimed to inspire boaters and water sports enthusiasts throughout the UK to share their passions and encourage others to discover incredible on-water opportunities, then encouraged to share their water experiences through social posts.

Looking to maximise audience reach through press coverage, in partnership with Honda Marine, The MTM Agency hosted The Daily Telegraph, Coast, The Sun, GQ, and Stuff magazines for a group press trip on behalf of British Marine.

We tasked invited members of the press to undertake a two-day RYA Powerboat Level 2 course, and put their skills to the test on the Solent on the third and final day. The course was facilitated by Southampton-based RYA training centre, Urban Truant. Based on the River Hamble, the company has a fleet of incredible Highfield RIBs (rigid inflatable boats) powered by dual Honda outboard engines.

We are pleased to report that all journalists quickly got to grips with the RIBs and passed their courses, and with their newly-found sea legs confidently took the helm of the Highfields under the watchful eye of the skipper.

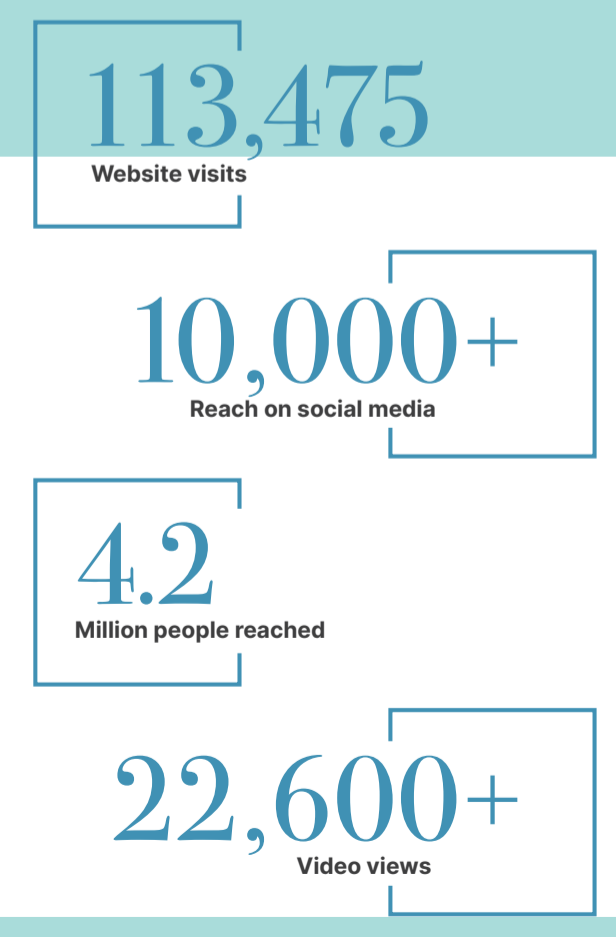
The trip aimed to showcase how easy it is to undertake the right training and experience something completely new — whilst raising awareness of the marine leisure offering within the context of the 'Great British Staycation'. Our PR objective was to drive in-depth coverage for British Marine across key media titles, highlighting the campaign messaging and driving interest to the campaign landing page. In turn, we secured impressive results (shown right).

All of the journalists were London-based but, with their new licences in place, will be able to charter power boat vessels themselves on inland and coastal waters with confidence.

All journalists received a Summer on the Water dry bag, which included a digital press kit, campaign video and bank of imagery. The first pieces of coverage to be published were from The Daily Telegraph and The Sun. Social media coverage was posted in real-time throughout the trip using #SummerOnTheWater, which can be found on both Facebook and Instagram.

Emma Cooke, Content Editor at The Telegraph, commented: "As we slowly drifted into Swanwick Marina, its sun-dappled waters now full of stand-up paddle boarders and kayakers all enjoying the weather, I marvelled at how within the space of two days I'd lost all nerves around driving a boat. Even more marvellous was the sense of joy I now felt, a welcome change to the anxious months spent under lockdown this year."

A highly successful campaign with results that speak for themselves with increased traffic to member websites leading to sales and enquiries.

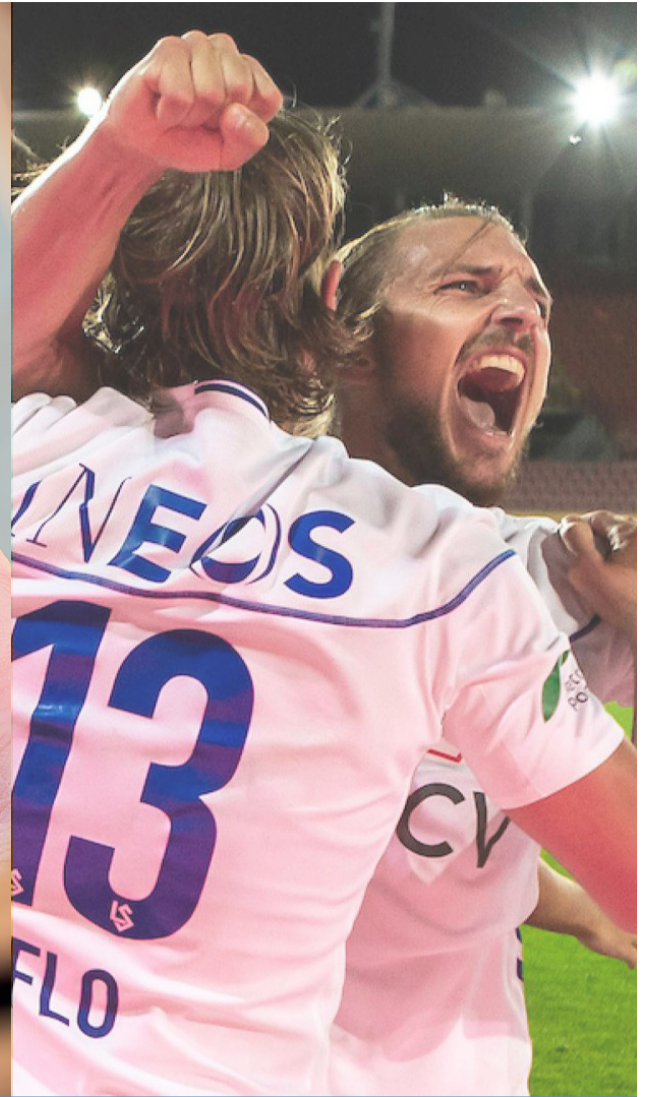


Promoting a better lifestyle





Fantastic following



Developing a closer bond with its audience to support the club's commercial goals



Scan to read online

The brief

FC Lausanne-Sport (also referred to as LS) is a football club based in Lausanne in Switzerland. Founded in 1896, it plays in the Swiss Challenge League, the second highest league in the country, and hosts games at the Stade olympique de la Pontaise. The team has won seven league titles and the Swiss Cup nine times.

Ahead of the new season, Lausanne-Sport FC, one of Switzerland's most established football clubs playing in the Swiss Challenge League, wanted to build a closer bond with its audience and drive interest in the team and its performances on the field. The commercial challenge was centred on increasing ticket sales and driving increased revenue from sales of team clothing and other club merchandise.

The audience

The website needed to become the go-to destination for the club's fans. It needed to offer fans and the wider group of stakeholders and commentators everything they need to stay informed with the latest news and results, as well as get to know the club, the players, and its ambitious plans for the future.

The solution

The MTM Agency proposed a site-wide overhaul. After analysing traffic and user journeys of the existing Lausanne Sport website, The MTM Agency proposed a site-wide overhaul. We justified our recommendations by demonstrating how we planned to dramatically improve the user experience and to provide the functionality to showcase and share engaging content.

Our aim

We wanted to increase new visitor numbers and return visits, but we also wanted to support the larger goal of a building closer and more emotionally drive with our audience. The site update included the introduction of specific sections of the site for each of the players, detailing performance statistics, match reports and accessible libraries of images and videos.

Bespoke design

The MTM Agency provided a cost-effective reskin design of the current web theme. Applying the new branding and bespoke design to their existing WordPress site, we overlaid the preexisting theme and modernised the overall look and feel, as well

as creating new functionality and improved user journeys, with greater emphasis on calls to action and signposting to revenue-generating areas of the site.

A wealth of new information and unique insights

To encourage return visits to the site, it now includes league table integration, photo galleries, and team player performance profiles. Integration with the redesigned site shop also encourages the purchase of a wider range of merchandise through a simplified buying process, cleaner layout and improved assets.

Integrating social

Understanding how we could maximise the value of the club's social media activity was another project deliverable so we ensured social media was considered at every stage, pulling in Lausanne's content from across its channels, creating social campaign landing pages within the site and providing the simple tools that enable visitors to share on their own networks and engage with the club's media team.

Results (KPIs)

We wanted to increase new visitor numbers and return visits, but we also wanted to support the larger goal of a building closer and more emotionally drive with our audience.

68%

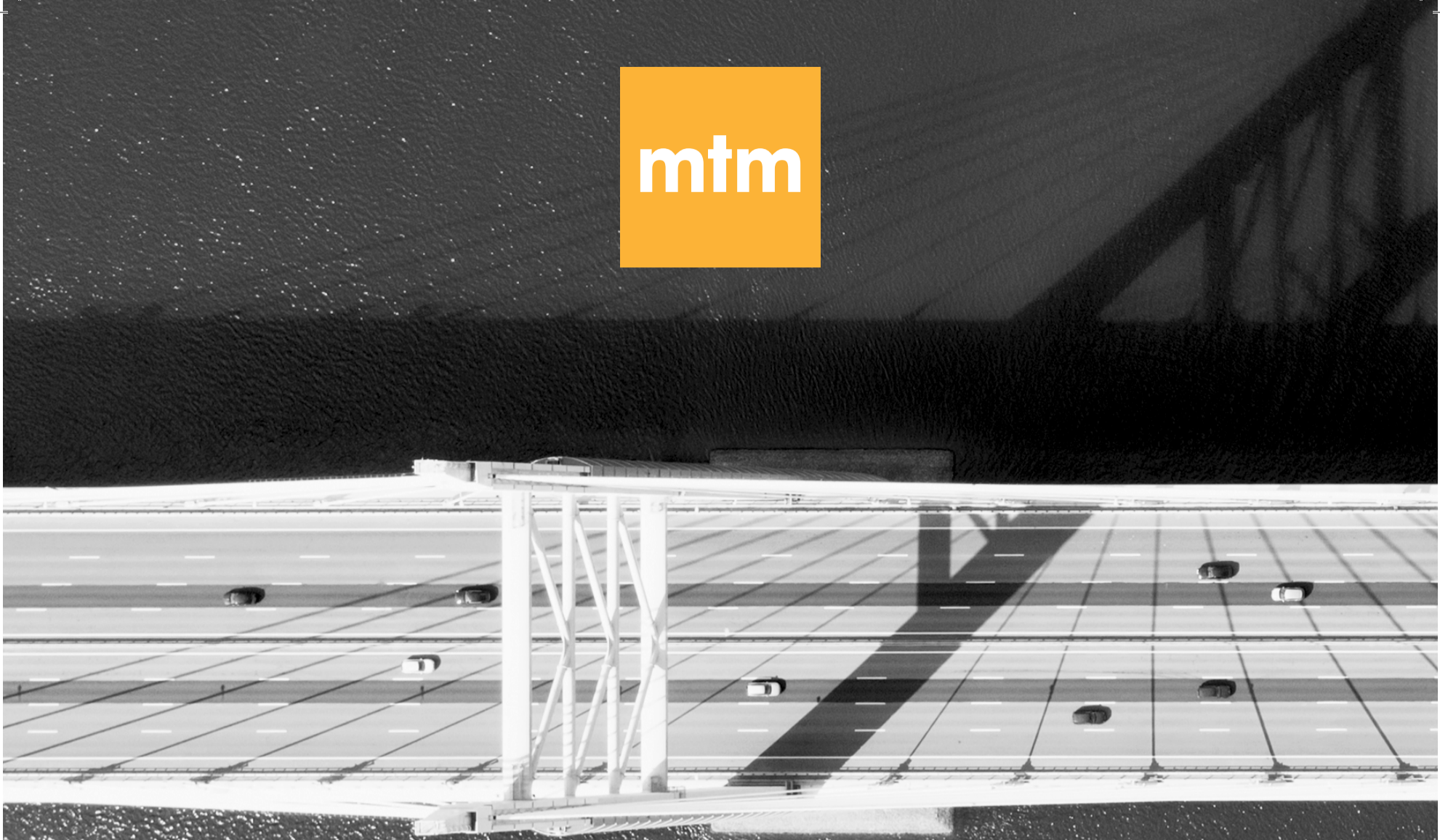
reduction in page load time

83%

improvement in server-side performance

15%

increase in page views



UNCOVER THE RIGHT APPROACH
TO DRIVE MEMBER GROWTH AND
INSPIRE YOUR AUDIENCES

At the right time and
in the right place.
We make sure that
your message is heard.

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