Strategic: C- Level Publishing Trends

Key KPIs and Audience/Member Experience Monitoring
CHALLENGE

Retain & Grow Audience/Membership
Need satisfaction program improvement
79%

Need more audience/member feedback
84%

Not alerted to at risk members
68%
Audience/Member Experience

Interaction between audience/member and association

How audience/member perceives that interaction and their relationship

Leaders in CX deliver 6X growth
• Associations who listen to their members and take action on their needs deepen their relationship. It’s easier and substantially cheaper to keep current members than acquire new ones.
Some Starter Questions

What are the most important **benefits** to audience/members?

What are the **content** needs? On what **platform**? In what **experience**?

How **satisfied** are audience/members with the benefits offered?

Do members even **know** the benefits offered?

What are the factors that **ensure** **renewal**?
Retain and Grow Audience/Membership

2-Part Solution

1. Tracking Study
   Annually
   Measures and tracks key overall brand health metrics in aggregate to provide benchmarks for performance, betterment and strategic planning.

2. Monitoring Platform
   Continuous
   Monitors individual satisfaction levels for all “brand moments” throughout the year, providing immediate actionable feedback to ensure retention and reputation.
Audience/Membership Tracking Study + Monitoring Platform
Audience/Membership Tracking Study + Monitoring Platform
Audience/Membership Tracking Study + Monitoring Platform
Most Audience/Member Surveys

Provide Valuable Insights but *FAIL* to:

- Individual audience/member’s satisfaction
- Nurture audience/member relationships
- Reveal the “why’s” behind the satisfaction score
- Be alerted before reputation is compromised
Audience/Member Experience Management

Tracking Study

Monitoring Platform
Tracking Study

- Measure KPI Benchmarks
- Identify unmet needs of audience/members
- Evaluate current offerings and initiatives
- Identify and prioritize areas that need improvement
- Pinpoint industry issues and trends
- Inform future strategy and development
Professional Development

Importance / Delivery of Key Benefits

- Gain knowledge that will make me perform better at my job: 72% importance, 60% delivery
- Learn from the top experts in their field: 71% importance, 62% delivery
- Satisfy a standard required by my company/institution (e.g., CEUs): 50% importance, 50% delivery
- Provide me with the research I need to accomplish my collegiate endeavors: 47% importance, 46% delivery
- Provide me with the skills I need to acquire a job: 44% importance, 42% delivery

Bubble chart showing the comparison between importance and delivery for each key benefit.
## BRAND PERCEPTIONS BY CHARACTERISTICS

<table>
<thead>
<tr>
<th>STRONGLY AGREE/AGREE</th>
<th>COMPANY TYPE</th>
<th>Member Org. Size</th>
<th>Member Type</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Total</td>
<td>Independent</td>
<td>Holding</td>
</tr>
<tr>
<td>The Organization focuses on the issues that are most important to my company</td>
<td>59%</td>
<td>61%</td>
<td>56%</td>
</tr>
<tr>
<td>The Organization is successful in creating a community of professionals to collaborate with</td>
<td>61%</td>
<td>68%</td>
<td>53%</td>
</tr>
<tr>
<td>The Organization is successful in bringing the community together to achieve common goals to move the industry forward</td>
<td>58%</td>
<td>63%</td>
<td>54%</td>
</tr>
<tr>
<td>The Organization is ahead of the curve when it comes to addressing needs</td>
<td>39%</td>
<td>44%</td>
<td>32%</td>
</tr>
</tbody>
</table>
## INTEREST IN POTENTIAL RESOURCES SUMMARY

<table>
<thead>
<tr>
<th>INTEREST IN POTENTIAL Organization RESOURCES</th>
<th>TOTAL</th>
<th>TOP/MIDDLE VS. LOWER/NON-MGT</th>
<th>YEARS OF SERVICE IN INDUSTRY</th>
<th>INDEPENDENT VS. HOLDING COMPANY</th>
<th>ORG. SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-demand learning and web-based certification programs</td>
<td>HIGHER</td>
<td></td>
<td></td>
<td>INDEPENDENT</td>
<td>SMALL</td>
</tr>
<tr>
<td>Execute large-scale primary research studies on key industry issues</td>
<td>HIGHER</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Establish an Organization job board and other initiatives to help meet agency talent needs</td>
<td>HIGHER</td>
<td>LOWER/NON-MGT</td>
<td>10 YRS OR LESS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Provide expert, in-depth consulting on key business issues,</td>
<td>MIDDLE</td>
<td>TOP/MIDDLE MGT</td>
<td>25+ YEARS</td>
<td>INDEPENDENT</td>
<td>SMALL</td>
</tr>
<tr>
<td>Provide guidance related to career pathing and required skill building</td>
<td>MIDDLE</td>
<td>LOWER/NON-MGT</td>
<td>10 YRS OR LESS</td>
<td></td>
<td>SMALL</td>
</tr>
<tr>
<td>Establish a community and services for young professionals</td>
<td>MIDDLE</td>
<td>LOWER/NON-MGT</td>
<td>10 YRS OR LESS</td>
<td></td>
<td>MEDIUM</td>
</tr>
<tr>
<td>Provide exclusive experiences for members</td>
<td>LOWER</td>
<td>LOWER/NON-MGT</td>
<td>10 YRS OR LESS</td>
<td></td>
<td>MEDIUM</td>
</tr>
<tr>
<td>Establish a community and training programs for Creatives</td>
<td>LOWER</td>
<td></td>
<td></td>
<td></td>
<td>SMALL/MEDIUM</td>
</tr>
</tbody>
</table>
The Southern region is most interested in talent initiatives while Quantifiable value in creativity skews Western.
Net Promoter Score

On a scale of 0-10 (where "0" is Not Likely and "10" is Very Likely), how likely are you to recommend us to a colleague or peer if you had the opportunity to do so?

0 1 2 3 4 5 6 7 8 9 10

Finish
Identifying Audience/Member Renewal Risks

Detractors

Passives

Promoters

Net Promoter Score = % Promoters - % Detractors
Monitoring Platform

Score-frequency graph showing the distribution of scores.

- 10% Promoters
- 54% Neutals
- 28% Detractors

NPS (Net Promoter Score) is 36.

<table>
<thead>
<tr>
<th>Email</th>
<th>First Name</th>
<th>Last Name</th>
<th>Score</th>
<th>Our Notes</th>
<th>Started Date</th>
<th>Completed Date</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:001@mail.com">001@mail.com</a></td>
<td>Bob</td>
<td>Smith</td>
<td>10</td>
<td></td>
<td>09 Feb 18, 10:18 AM</td>
<td>09 Feb 18, 10:18 AM</td>
</tr>
<tr>
<td><a href="mailto:002@mail.com">002@mail.com</a></td>
<td>Sally</td>
<td>Wompalum</td>
<td>9</td>
<td></td>
<td>09 Feb 18, 10:18 AM</td>
<td>09 Feb 18, 10:18 AM</td>
</tr>
<tr>
<td><a href="mailto:003@mail.com">003@mail.com</a></td>
<td>Mike</td>
<td>Kaarny</td>
<td>10</td>
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<td>09 Feb 18, 10:18 AM</td>
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</tr>
<tr>
<td><a href="mailto:004@mail.com">004@mail.com</a></td>
<td>Jonna</td>
<td>Rosa</td>
<td>10</td>
<td></td>
<td>09 Feb 18, 10:18 AM</td>
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<tr>
<td><a href="mailto:005@mail.com">005@mail.com</a></td>
<td>Geoffrey</td>
<td>Tumky</td>
<td>9</td>
<td></td>
<td>09 Feb 18, 10:18 AM</td>
<td>09 Feb 18, 10:18 AM</td>
</tr>
</tbody>
</table>
• Measure and track individual member satisfaction
• Reveal “the why’s” behind satisfaction scores
• Yield rich, actionable feedback about your ‘member experience’
• Nurture relationships with your individual members
• Identify your most loyal members
• Increase advocacy and referrals
• Be alerted to unsatisfied members BEFORE they compromise your reputation OR your renewals
1. Tracking Study
   **Annually**
   Measures and tracks key overall brand health metrics in aggregate to provide benchmarks for performance, betterment and strategic planning.

2. NPS Platform
   **Continuous**
   Monitors individual satisfaction levels for all "brand moments" throughout the year, providing immediate actionable feedback to ensure retention and reputation.

= Retain and Grow Audience
= Retain & Grow Audience/Membership