

Fast and Furious: 30 Membership Marketing Tips

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Laura Burch, Director of Member Development & Career Services at AAPA

Introduction to Today's Presentation

- Today's presentation is a “fast and furious” review of 30 tips on membership marketing, recruitment and retention, presented by members of AAPA's membership and marketing teams
- Topics covered range from:
 - Communication strategies
 - Channel strategies
 - Research tips
 - Product development tips
 - Customer care tips
- Tips range from being quick to implement and more sophisticated or time-consuming to implement, so some may be more or less relevant depending on your team's capacity
- Our team is happy to chat further about anything shared in this presentation

#1 Lessons from a Pandemic



A screenshot of a social media post from the American Academy of PAs (AAPA). The post features the AAPA logo, the text "American Academy of PAs", and "Published by CoSchedule App [?] · 1 hr ·". The main text of the post reads: "PA members, we're extending your AAPA membership for free for 3 months. While there's no way we can thank you enough for your personal sacrifices, long shifts, hard decisions, and tireless dedication to caring for your patients, we can start here. It's just one way we can show you our appreciation and support during this crisis. This extension will be reflected in your account by the end of April. Not a member? We're working on bringing a free temporary membership to ALL PAs and some valuable free benefits to ALL PA students. Stay tuned for details in an email. <https://bit.ly/2K9HAu6>". Below the text is a blue-tinted image of a person in a white lab coat, with a quote overlaid: "We keep going, and we keep cheering each other and our other professional colleagues on. It's who we are." At the bottom of the image, it identifies "David E. Mittman, PA, DFAAPA, AAPA President and Chair of the Board".

The value of PAs became even more evident during the COVID-19 pandemic.

PA empowerment and affirmation of the profession was a focus of our messaging. Positive PA legislation and support of PAs made our messaging strong and resulted in a 10% growth in Membership.

#2 Find Ways to Keep Members in the Fold

- **Make sure you have a 'reduced dues' pathway** for members reaching out that are unemployed or furloughed
 - The terms could be a discounted membership, OR a short-term extension of membership
 - By request only, prevent leakage as much as possible (a discounted member is still better than a dropped member)

Member asserts unemployment, disability, or volunteer work for the reason

AAPA Reduced Dues Application

AAPA members experiencing a financial hardship due *unemployment, a temporary or permanent disability* or are serving in a *volunteer capacity* can apply for a reduction in fellow dues.

- Applicant must be eligible for fellow membership and hold current NCCPA certification
- Applicants working part-time or serving in the military are *not eligible*.
- Reduced dues will be granted for a maximum of *three years* over a lifetime for each member
- Reduced dues are one year in duration and members must reapply each year

AAPA ID _____ NCCPA Number _____

Full Name _____

Address _____ Telephone _____

City/State/Zip _____ Email _____

*I testify that the information stated on this application is true and accurate. I understand that that this reduced dues option is for one year and that I may reapply and verify my status each year in order to continue paying the reduced dues amount for a total of three (3) years during the lifetime of my AAPA membership. * AAPA reserves the right to verify this information to determine*

Unemployed

Disability (Circle one: Temporary / Permanent)

Volunteer Work - Organization you are serving _____

Payment Types: Credit Card or Check (Payable to AAPA) Reduced Fellow Dues Amount: **\$75.00**

Reduced dues not available in perpetuity

#3 Change Your Tune

Revise your campaigns with the pandemic in mind.

It is **not** a big shift in products/services.

It **is** a shift in messaging.

Show your value to nonmembers and members.

A screenshot of a Facebook post from the American Academy of PAs. The post is a sponsored demo and features a carousel of four promotional cards. The text of the post reads: "3 free months of AAPA membership for all PAs – one way we can thank you for all you're doing right now. Redeem by June 19!". The carousel cards are: 1. A photo of a healthcare worker in a blue gown and mask with the text "FOR ALL PAS" and a "Sign Up" button. 2. A dark blue card with "3 FREE MONTHS OF AAPA MEMBERSHIP" and a "Sign Up" button. 3. A dark blue card with the AAPA logo and "JOIN TODAY!" and a "Sign Up" button. 4. A dark blue card with "3 FREE MONTHS OF AAPA MEMBERSHIP" and a "Sign Up" button.

A screenshot of an Instagram story from the account 'aapaorg'. The story has a dark blue background and features a heart icon with a caduceus symbol inside. The text reads: "The support of the PA community is invaluable - now more than ever - and we want to help keep you connected." Below the text is a white arrow pointing to the right. At the bottom, there is a "See More" button and a navigation icon.


#4 Double Down on How You Support PAs Right Now

• Emphasize Your Advocacy Efforts

- What have you been working on in your state or area to support PA practice?
- What is your vision for the work ahead coming out of the pandemic wrt legislative efforts?

• Orient Your Value Around The Present Moment

- Organize your resources to support PAs going through employment searches, furlough, exploring telemedicine, catching up in CME (these core services of associations are very relevant value drivers right now to lean on)
- May mean developing new products or resources, may simply mean organizing and highlighting ones you already have



AAPA COVID-19 RESOURCE CENTER

Home / News Central / AAPA COVID-19 Resource Center

AAPA Members: Discounted Hotel Offers

Updated: December 10, 2020

PAs are a vital part of the response to the COVID-19 pandemic. You are likely working long hours and putting your own health at risk for your patients. AAPA thanks you for all you are doing to address this global health crisis.

We will be adding new tools and resources to this page to help you continue to practice medicine safely and effectively, while keeping your own health in mind.

Additional Resources

- Students
- PA Programs
- FAQs

NEWS & COMMUNICATIONS | **WEBINARS & LEARNING** | **MEDICAL JOURNALS** | **PUBLIC HEALTH** | **POLICY RESOURCES**

PA Burnout

One of the ways to protect against burnout is to make sure you're focusing on your well-being. The ability to manage stress and find meaning in work and life affects mental health, life satisfaction, and overall well-being. At AAPA, we're here to help you protect your PA well-being and fight PA burnout with these resources.

NEWS & COMMUNICATIONS | **WEBINARS & LEARNING** | **AAPA ACTIONS**

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Resources for Furloughed, Underemployed, and Unemployed PAs

AAPA research is staying on top of the latest trends and updates on PA employment to understand how PAs are affected by the pandemic. Lower PAs in June 2020 reported a reduction in work hours (44.0%) and base pay (22.3%) than our AAPA National Workforce Survey released in May 2020 (58.7% reduced hours and 30.6% reduced base pay).

What is AAPA doing?

We are speaking up for the needs of the thousands of furloughed, underemployed, and unemployed PAs as a part of our current legislative and regulatory efforts. This includes advocating for provisions that:

- Help unemployed and underemployed healthcare workers
- Provide hazard pay for healthcare workers and for providers facing financial loss
- Urge governors to waive supervisory agreements

You can find information about AAPA's other legislative and regulatory efforts related to COVID-19 in the Policy Resources section of the AAPA COVID-19 Resource Center.

Want to become a PA advocate and speak up for your profession? Start with this article, [How to Advocate in a Time of Social Distancing](#).

Find a Job

AAPA's Career Central includes a variety of job search resources for PAs in all career stages. A few of our most popular are listed below.

PA JobSource
This free job board of PA job openings includes a filter for COVID-19 specific job opportunities. Upload your resume, set customized alerts, and more.

Networking
Free to AAPA members! Connect with 60,000+ PAs online in Huddle. Search by location or specialty using the Member Directory.

PA Career Coach
Jennifer Holman has helped hundreds of PAs get their dream jobs. AAPA members save up to 25% on personalized career transition and contract review services.

Salary Report
Free to AAPA members! (\$200 nonmembers) Negotiate like a pro with the most comprehensive data on PA compensation, including base salary, hourly wages, productivity pay, and bonuses.

PA's & Telemedicine

As growth and demand for virtual healthcare options skyrocket, PAs need to be prepared to practice telemedicine. With these resources from AAPA, external websites, and partners, PAs can find CME and information, read about PAs in telemedicine, and more. AAPA is resources that will



CME & Learning

PAs will need these resources to catch up on background training.

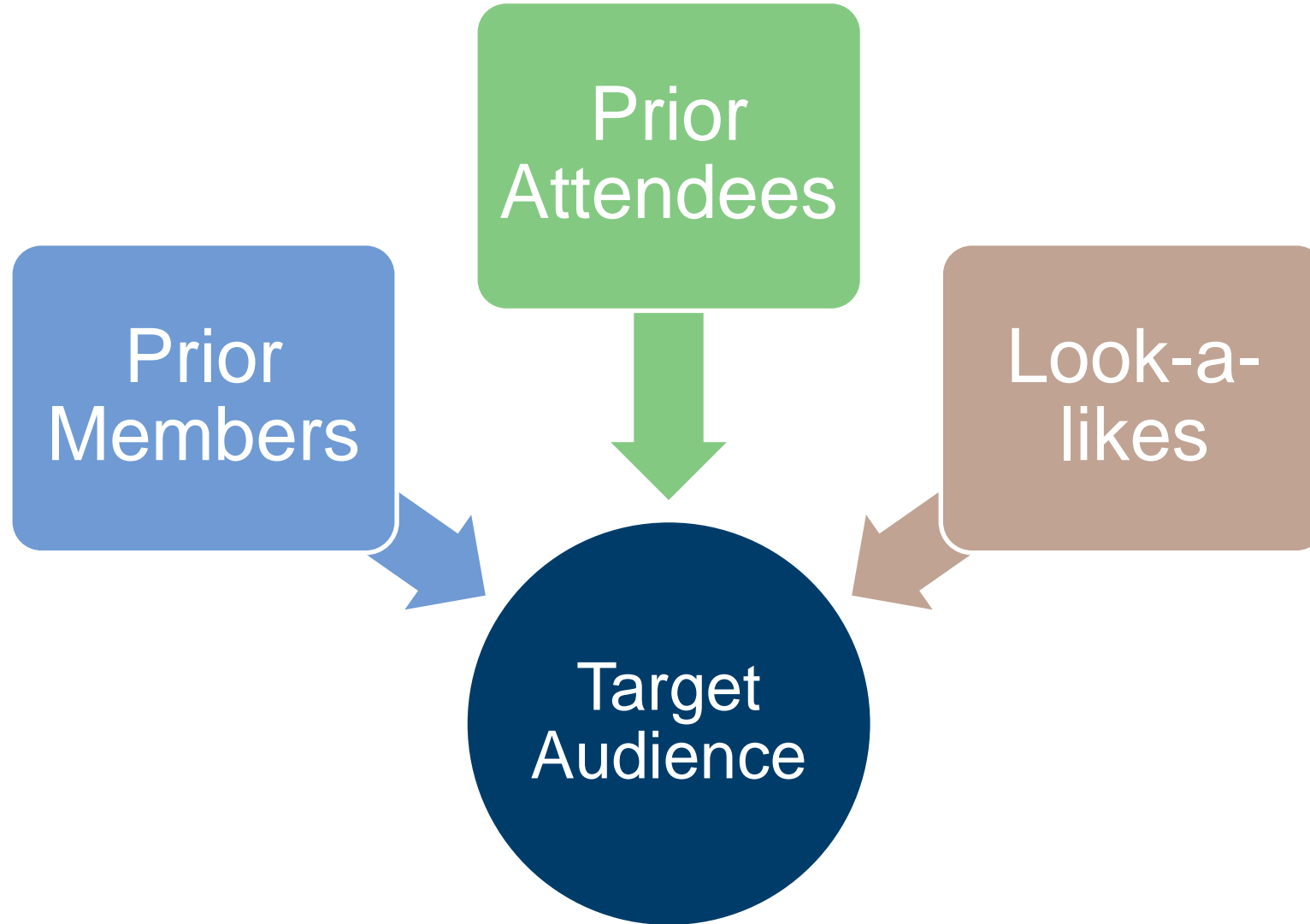
CME In Learning

- AAPA 2020
- Virtual CME
- Rapid Learning

Huddle Ask

- Telemedicine
- Virtual and

Determine Your Target Audience



#6 Tidy the Most Important Data Fields

Choose a small number of important data elements (ones that relate to your marketing efforts, for instance) to keep tidy. Here's ours:

- **Duplicate Accounts:**
 - Close or merge duplicate accounts
- **Bad/Missing Mailing Addresses:**
 - Automate an email to go out to these individuals
 - *See example to the right*
- **Bad/Missing Phone Numbers:**
 - Run through a 'telematch' system, you pay only for matched phone numbers (based on other data such as name, address)
- **Missing Membership Dates:**
 - Dig into past payments or other data to identify correct dates and update manually

Laura, has your address changed?



membership@aapa.org

To Laura Burch



7/2/2018

If there are problems with how this message is displayed, click here to view it in a web browser.

Action Items

+ Get more add-ins

Dear Laura,

We wanted to let you know that your mailing address on record (see below) may not be correct, according to the U.S. Postal Service. This may prevent you from receiving AAPA publications, new resources, and other offers.

Your address on file is:

[2318 Mill Rd Ste 1300](#)

[Alexandria VA 22314-6868](#)

It takes just a few minutes to update your address or [profile online](#).

If you need assistance, please contact us at customer@aca.org or 703-836-2272.

Sincerely,

AAPA Customer Care Team

American Academy of PAs - 2318 Mill Road, Suite 1300, Alexandria, VA 22314 | 703.836.2272

#7 Identify Potential Marketing Channels

- Key Channels**
- Email
 - Direct Mail (print)
 - Social media
 - Paid media
 - Website
- Feeling Overwhelmed?**



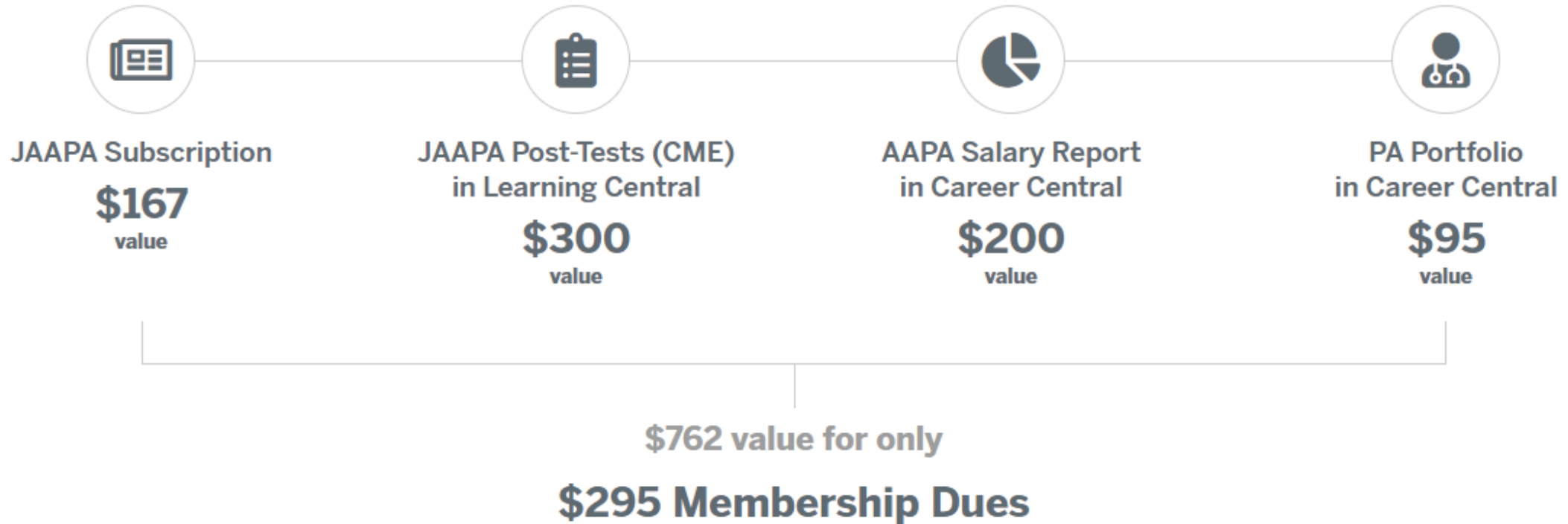
#8

Show Your (Dollar) Value

- Do so frequently and use dollar signs
 - See example from AAPA's fellow membership page

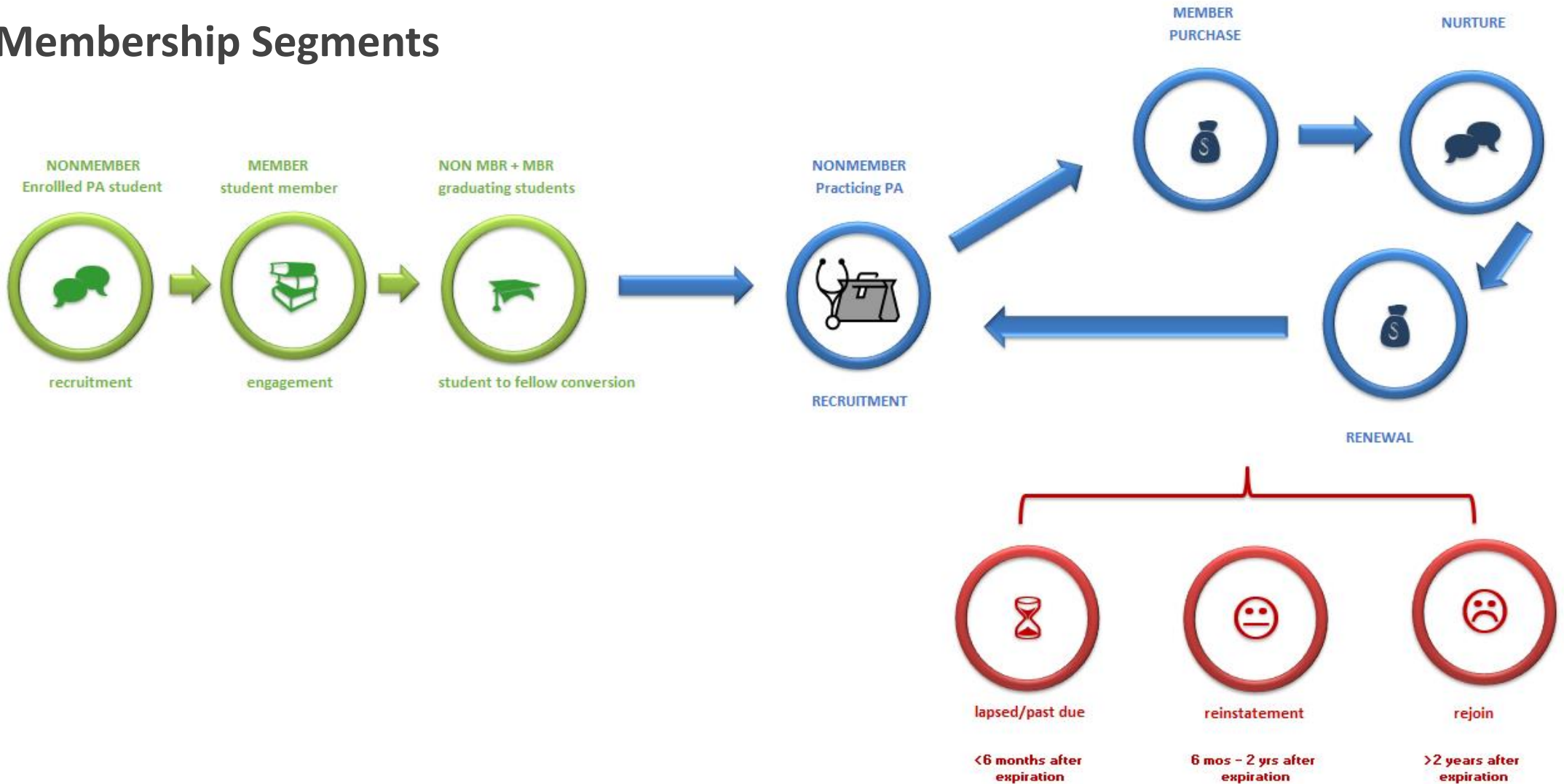
An Easy Investment

We did the math! See for yourself how the value adds up from just a few of our FREE featured benefits.

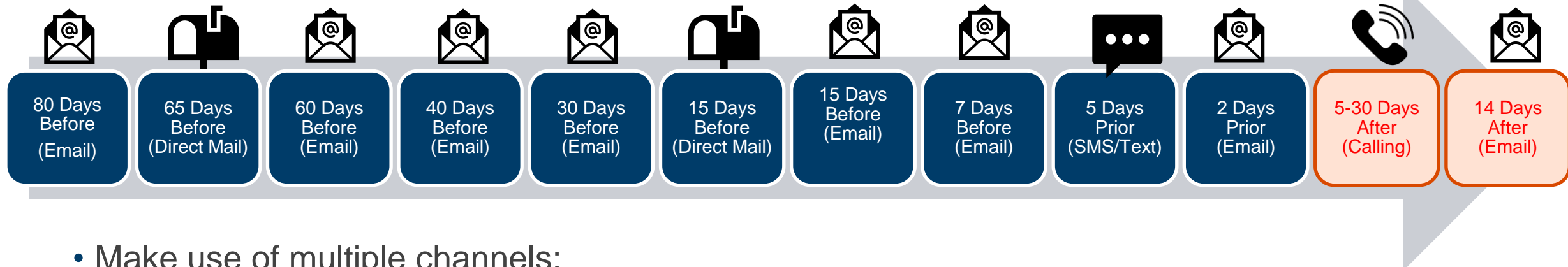


Understand the Lifecycle

Membership Segments



#10 Test and Revise Your Renewal Series



- Make use of multiple channels:
 - **Email**
 - Test the number and the timing and see how your renewals in that period perform
 - Increase urgency, use specific dates and stronger language toward the end
 - **Telemarketing**
 - Can be done cheaper via robocalling; limiting attempts (1 call + voicemail); optimizing timing (last touchpoint, to minimize the size of the list you're calling)
 - Can be done in-house if membership small and staffing permits!
 - **Direct Mail**
 - Can be done cheaper if you use a single flat envelope containing an invoice or a postcard
 - **SMS/Text**
 - We just started this year; text requires a positive opt-in by members, so start collecting permission as part of your account creation form or membership form

#11 Email Tips - Get Opens & Readers

Subject Line – test and try different approaches to see what works

Still deciding, Amy? Nashville is waiting

AM AAPA <aapa@aapa.org>
To Amy Turner



You forwarded this message on 12/2/2019 2:08 PM.

Personalization – insert the name and other relevant fields

Amy, you're almost done with your registration for AAPA 2020 in Nashville.

Don't sit this one out – and don't miss our lowest Super Early Bird rates, which fly away in just one week! **Complete your registration by 11:59 p.m. PST on December 2** to get these savings.

THE LOWEST RATES

We also don't want you to miss \$200 off your registration. Book your hotel room in the [official AAPA hotel block](#) when you register to score this discount.

Unsubscribe Link – don't forget this in your template!

[Log in to update your communications preferences or unsubscribe.](#)
Email not displaying properly? [View it in your browser.](#)

Preheader Text– an added opportunity to nudge someone to open

White Space– important to include

#12 Email Tips – Get Clicks and Conversions

Scannable – you can get the gist of it quickly while scanning the marketing piece



Strong language – make an impact with strong and concise headlines and button copy

Button Format – colored buttons typically perform better

Amy, you're almost done with your registration for AAPA 2020 in Nashville.

Prominent – use bolder and larger fonts for things you want people to do in your marketing copy

Don't sit this one out – and don't miss our lowest Super Early Bird rates, which fly away in just one week! **Complete your registration by 11:59 p.m. PST on December 2** to get these savings.



Hyperlinks – include for every key CTA (call to action), but make the primary CTA most prominent

We also don't want you to miss \$200 off your registration. Book your hotel room in the [official AAPA hotel block](#) when you register to score this discount.

Mobile Friendly – ensure design is easy to use and act on from mobile



Your PA Community Is On It!

Whether it's dealing with a challenging team member, maintaining a work/life balance, or correcting misinformation about what PAs can do, the nonclinical aspects of PA life can test your patience or even lead to burnout.

In situations like these, no one understands what you're going through quite like another PA.

JOIN TODAY
aapa.org/community



Join AAPA by March 15 using the promo code **COMMUNITY** and we'll send you a free Bluetooth speaker!

What information to share?

- Membership rates
- Renewal Dates
- Promotional Offers
- Hotel information
- Events to attend


What elements to include?

- A call-to-action
- A deadline for response
- A vanity url
- White or "Negative" Space
- Testimonials

#14 Explain the Benefit of Advocacy

- Do it on the heels of a “win” vs anticipated action
 - When attempting to drive membership, still communicate about your anticipated efforts when trying to garner support or action on advocacy issues!
- If ongoing, relate it to daily practice challenges
 - See example of a new graduate email with subject line “A PA Can’t Do That”

Tim is running out to use your \$150 discount. | Hi Laura, your AAPA ID is 110612226.



Have you heard that yet?

When you [join AAPA](#), you're making sure fewer PAs ever hear those words.

Now that you're practicing, you may have run into PA practice barriers – something that keeps you from doing all you can as a PA to make your patients healthier. But when you become an AAPA fellow member, you become part of the powerful movement to advance the PA profession.

AAPA and its members are constantly working to ensure that PAs everywhere can practice at the top of their education and experience. Plus, as a member, you get access to AAPA's **Advocacy Central**, where you can find the tools you need to ensure your profession's future, from resources on state laws and regulations to issue briefs and reimbursement basics.

[Join AAPA](#) and be part of the movement.

[JOIN NOW](#)

Your participation matters. That's why we're giving you \$150 off an AAPA fellow membership. Use the code **NEWGRAD** to claim this limited-time discount.



Tips for Success

- Use all your channels
- Brand your images
- Use a hashtag
- Include a url
- Brand Ambassadors



#16 Use a Product Development Checklist

- Avoid wasted effort by holding yourself to a set of standards before developing a new product

1. Why are you creating or launching this product/service?
2. What are your goals?
3. Does the product support your organizational objectives?
4. Do you know if your target audience is interested in this product/service (not just anecdotal evidence)?
5. What problem does this product solve for your members?
6. Will your organization be viewed as a trusted source?
7. Can you offer advantages over your competitors?
8. Do the monetary and/or intangible benefits of offering this product/service outweigh your costs?
9. Can it be implemented correctly and efficiently (within budget)?
10. Do you have the resources to promote & manage the product?

❖ Tips:

- Source ideas from your smartest members who are ahead of the curve, they'll be the ones setting the pace for what the rest of the group will be doing years from now
- Know when to retire a product – when it stops being profitable, valued in the market, or isn't meeting your goals

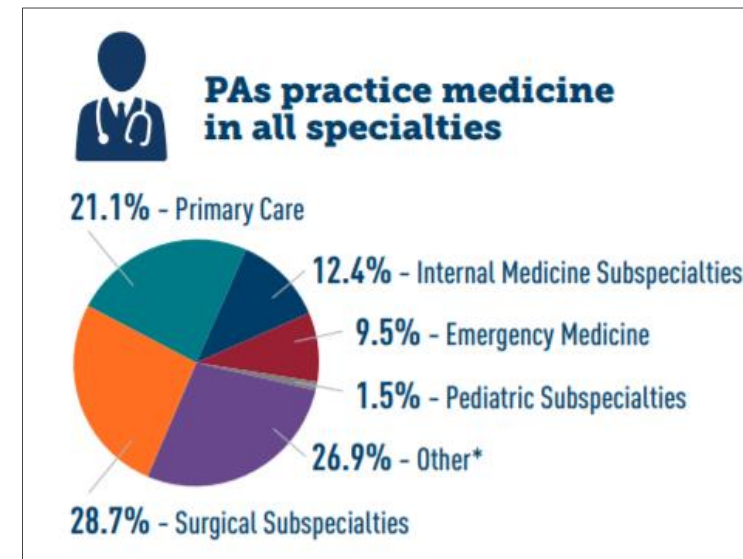
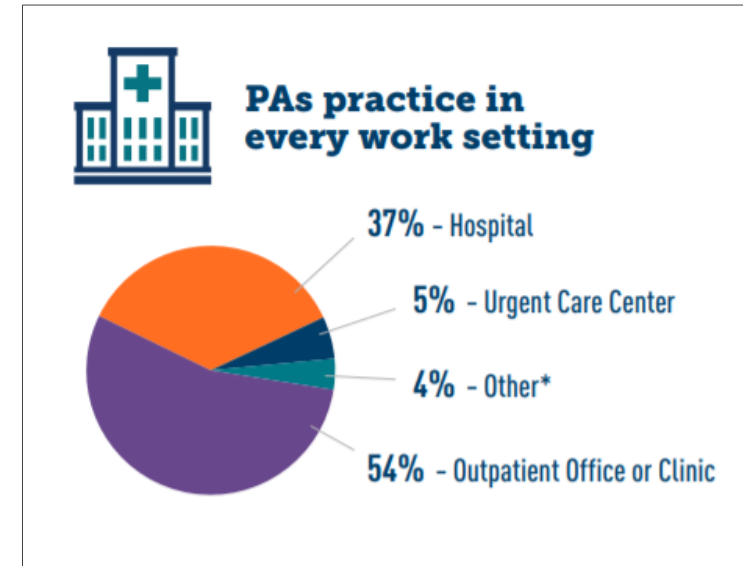


What is a PA?

PAs are medical providers who diagnose illness, develop and manage treatment plans, prescribe medications, and often serve as a patient's principal healthcare professional. With thousands of hours of medical training, PAs are versatile and collaborative. PAs practice in every state and in every medical setting and specialty, improving healthcare access and quality.

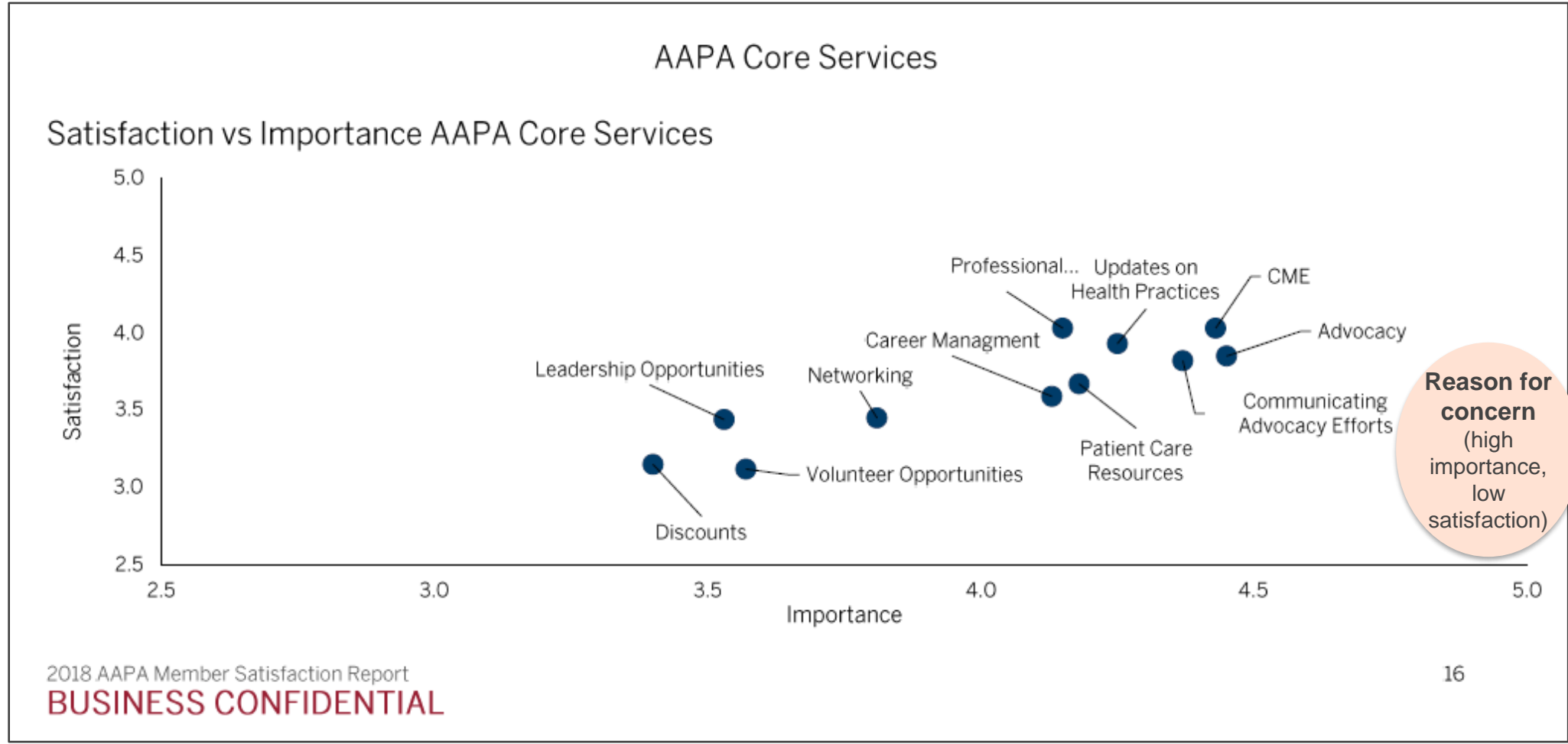
AT A GLANCE

<p>PA profession established in</p> <h1 style="font-size: 2em; margin: 0;">1967</h1> 	 <p>More than</p> <h1 style="font-size: 2em; margin: 0;">140,000</h1> <p>PAs in the U.S.</p>	<p>PAs have more than</p> <h1 style="font-size: 2em; margin: 0;">400</h1> <p>MILLION </p> <p>patient interactions per year</p> <p style="font-size: 0.8em; margin-top: 5px;"><small>2020 AAPA Salary Survey. All data based on clinically practicing PAs in the U.S.</small></p>
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Learn Satisfaction AND Importance of Products

- Satisfaction alone is not enough; members can be very satisfied with a product or service, but it may not be important to them



#19 Your Website is an Important Marketing Tool

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2021

MAY 22-26, 2021 PHILADELPHIA, PA

REGISTRATION AND HOUSING

HOTELS & TRAVEL PROGRAM INFORMATION DIGITAL 2020 EXHIBIT OPPORTUNITIES CME CERTIFICATES

You've Got Options

Learning, networking, training, and socializing – together with your PA peers, wherever you are. Go virtual or come together safely in person. However you want your AAPA 2021 to look, we'll meet you there.

CHECK THEM OUT

EARLY BIRD RATES END

37 Days 15 Hours 32 Minutes

Tips for Success

- Reflection of your brand
- User Experience Design
- User Interface Design
- Information Warehouse

Don't Always Take Members on Their Word

- **Collect utilization data** on how your members engage with you, and what products and resources they utilize
- **Surveys ≠ behavioral data**
 - Surveys are great, but so is actual behavioral data; the two may not always align
- **Use this data to drive messaging and product decisions**
 - Emphasize the most widely used benefits, or steer product lifecycle decisions



#21 Find Out Why They Didn't Renew

- Ask only a few questions
- Offer an incentive
- Ask why they didn't renew
- Ask what would bring them back again
- Consider simple mechanisms to collect data
 - Ex: autoreply from organization's inbox

Table 6. Service Changes That Could Lead to Renewal

Value	Yes Percent (%)	No Percent (%)	I do not know Percent (%)	N (2018)
Volunteer opportunities	23.0	44.3	32.8	61
Leadership opportunities	29.9	43.3	26.9	67
Career management resources (e.g., salary data, job search tools, etc.)	40.0	30.0	30.0	40
CME activities	62.8	4.7	32.6	43
Advocacy for the profession	58.7	10.9	30.4	46
Being part of a professional community	18.5	35.2	46.3	54
Networking (e.g., online community and in-person events)	24.6	37.7	37.7	61

#22 What's In It For Me?

Speak to your audience in the first person



He's Back, Back Again

Missed ZDoggMD the first time around - or just need another dose? You're in luck. He's AAPA 2021 keynote speaker and is bringing his insights and humor to you.

DOCTOR'S ORDERS

Create "FOMO"



Provide clear paths to action




#23 Old Fashioned FAQs, Kept Up to Date

- Consider a lo-fi option for this, a simple Word doc or Google doc (accessible to all who need it) will do



Most common customer questions:

1. [I can't log into my account.](#)
2. [I'm not receiving JAAPA/How do I access JAAPA online/How do I access the JAAPA post-tests?](#)
3. [I need to change my last name.](#)
4. [I am having difficulty accessing a CME product.](#)
5. [I need a receipt.](#)
6. [I tried to make a payment but received an error message.](#)
7. [I'm a pre-PA student. What membership type should I buy?](#)
8. [I am currently an Affiliate member and just got accepted to PA school. How do I switch to a Student membership?](#)
9. [I haven't received my ID card/welcome pin/Maxwell guide.](#)
10. [I need to update my mailing address/email address/phone number/workplace info/ etc.](#)
11. [I/my company would like to apply for CME accreditation for a CME activity that we are providing.](#)
12. [I need a credentialing profile with the AMA.](#)
13. [I just graduated from PA school and want to purchase membership. Am I eligible for any discounts?](#)
14. [What other discounts are available for purchasing membership?](#)



Stay up to date with free or discounted CME just for members!


Amy, you have access to 500+ credits of AAPA Category 1 CME in Learning Central, plus personalized recommendations on free or discounted CME sessions every time you log in. Check out how much you save just by being a member!

FREE JAAPA Post-Tests: As an AAPA fellow member, you can earn free monthly CME in the online and print versions of JAAPA (a \$467 value*). Plus, earn up to 13 additional CME credits with access to previously published JAAPA post-tests, all in [Learning Central!](#)

SAVE on Popular CME: Check out hot topics like our Telemedicine CME Series (Free to members – you save \$100!), the Risk Management CME Bundle (Free to members – you save \$219!), or the Empathetics Bundle (Members save \$120!)

SAVE on Digital CME: AAPA members like you save hundreds on [CME on Demand](#) digital libraries from our top live or virtual events like Boot Camp, Musculoskeletal Galaxy, or AAPA Conference. Earn 250+ CME credits at your own pace!

EARN YOUR CME CREDITS



Webinars especially designed for PAs – and members save the most!

Professional growth happens when PAs gather to learn and share – that’s why we’re offering short, interactive webinars on topics you’ve been asking for. Some are even CME-eligible! And because we know attending a live webinar isn’t always possible, each one is available to you afterward on our Webinars page.

AAPA fellow members like you always receive the best rates on our webinars – and many of them are FREE!


Earn CME and explore topics related to diversity, equity, and inclusion (DEI) in healthcare.

Available as a bundle, this series of five CME webinars is aimed at clinical or administrative leaders or those considering transitioning into healthcare leadership.

Especially for early career PAs and PA students, this series hits on important topics like financial planning and budgeting, student loan repayment, and beating burnout.

Don't miss out on these unique learning opportunities built for busy PAs!

LEARN MORE



Get answers in Huddle.

Connect with your fellow PAs on the issues keeping you up at night.

Thinking about switching specialties? Need advice on managing stress and maintaining work/life balance? Maybe you’re looking for tips on dealing with a difficult work colleague. Your AAPA fellow membership includes free access to [Huddle](#), your members-only online community, where you can ask 60,000 members anything. Your answer is only a few clicks away.

“To prepare for my upcoming review, I came to Huddle to ask other PAs for help with contract negotiation and terms. I received a lot of valuable information that saved me time and energy!”

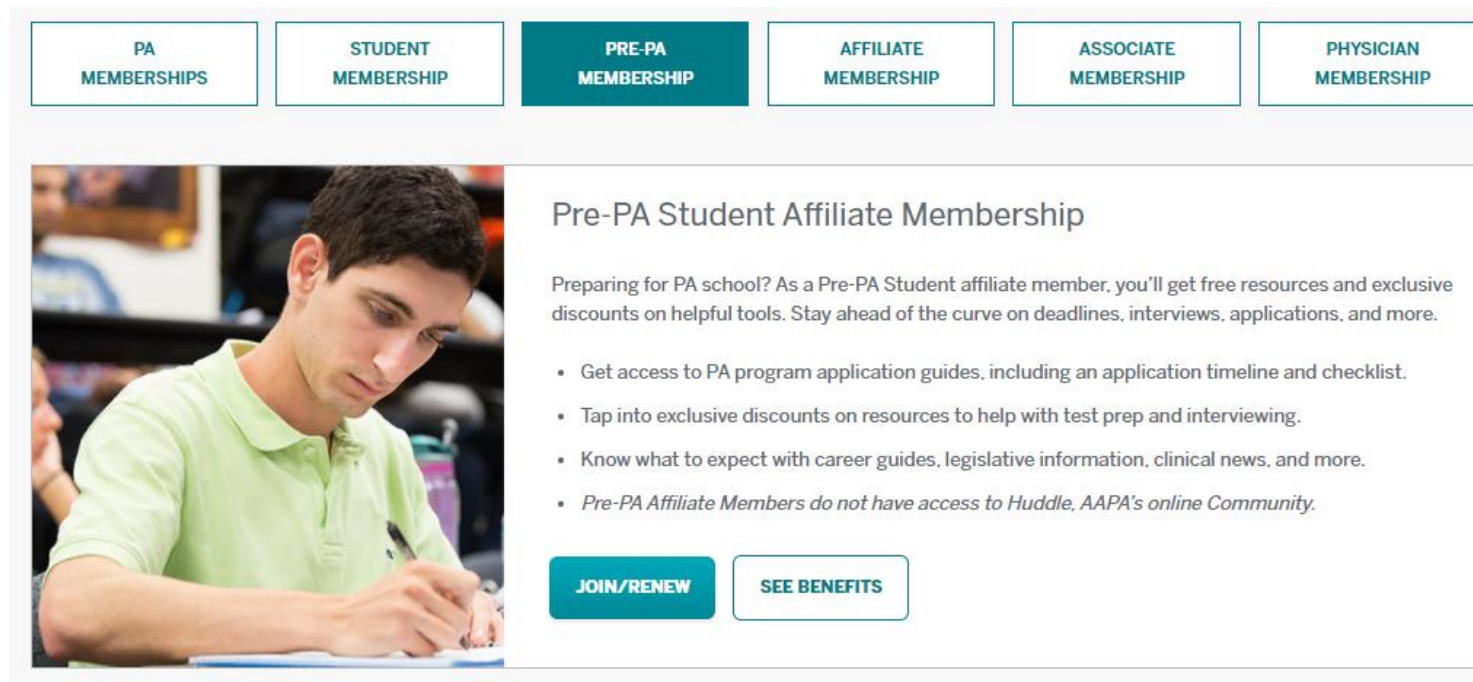
Angela Wynia, PA-C

In Huddle, you can also pick the brain of an expert in [Ask Me](#) sessions and find or be a PA mentor with [Mentor Match](#).

START CHATTING

P.S. Want to get to know some of your peers in Huddle? Check out the [Member Spotlight](#).

- **Create content to help Pre-PAs learn** – about the PA profession in your state, specialty, or interest area
- **Be a connector** – create opportunities to connect Pre-PAs with PA and PA student members for resource sharing, shadowing, and leads for patient care and health care experience
- **Offer low-cost membership** – or even consider a “freemium model”



The screenshot shows a navigation menu with six membership options: PA MEMBERSHIPS, STUDENT MEMBERSHIP, PRE-PA MEMBERSHIP (highlighted in dark teal), AFFILIATE MEMBERSHIP, ASSOCIATE MEMBERSHIP, and PHYSICIAN MEMBERSHIP. Below the menu is a section for 'Pre-PA Student Affiliate Membership' featuring a photo of a young man in a light green polo shirt writing in a notebook. The text describes the benefits of this membership, including access to application guides, test prep discounts, and career resources. A 'JOIN/RENEW' button is highlighted in dark teal, and a 'SEE BENEFITS' button is in a light teal box.

PA MEMBERSHIPS STUDENT MEMBERSHIP **PRE-PA MEMBERSHIP** AFFILIATE MEMBERSHIP ASSOCIATE MEMBERSHIP PHYSICIAN MEMBERSHIP

Pre-PA Student Affiliate Membership


Preparing for PA school? As a Pre-PA Student affiliate member, you'll get free resources and exclusive discounts on helpful tools. Stay ahead of the curve on deadlines, interviews, applications, and more.

- Get access to PA program application guides, including an application timeline and checklist.
- Tap into exclusive discounts on resources to help with test prep and interviewing.
- Know what to expect with career guides, legislative information, clinical news, and more.
- *Pre-PA Affiliate Members do not have access to Huddle, AAPA's online Community.*

JOIN/RENEW SEE BENEFITS

AAPA has seen huge growth with minimal marketing in this membership category (+30% year-over-year)

[PA MEMBERSHIPS](#) | **STUDENT MEMBERSHIP** | [PRE-PA MEMBERSHIP](#) | [AFFILIATE MEMBERSHIP](#) | [ASSOCIATE MEMBERSHIP](#) | [PHYSICIAN MEMBERSHIP](#)



PA Student Membership

Student membership is for students currently enrolled in an ARC-PA accredited program. Just a one-time \$75 payment keeps your membership active until you graduate!

- Succeed in the classroom with your free Maxwell Quick Medical Reference, Lippincott resources, and more.
- Kick-start your career with the Salary Report and stay on track with checklists and videos from Career Central.
- Network with PAs and PA students across the country in [Huddle](#) with [Mentor Match](#).

[JOIN/RENEW](#) | [SEE BENEFITS](#)

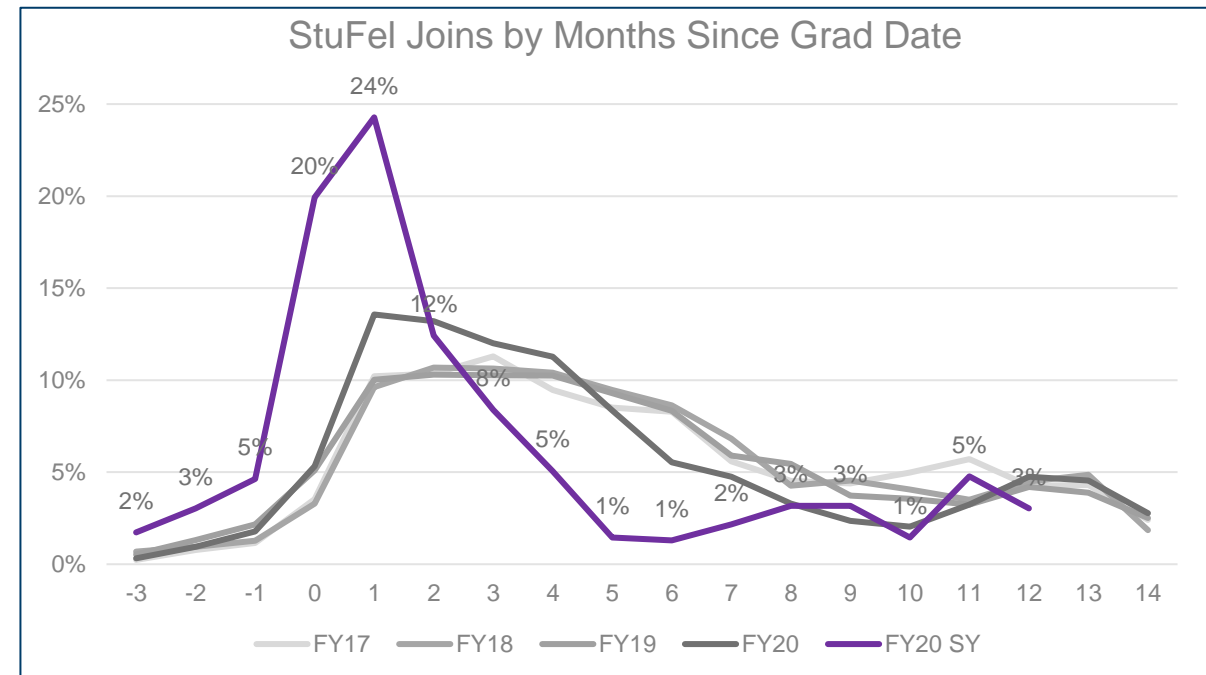
- **Start talking to PA students while they are most excited** – right at the beginning
- **Keep the student channel focused** and free of PA messaging that isn't applicable
- **Develop benefits and services just for students** to engage them right from the start
- If you don't engage students, converting them to PA memberships will be more challenging

Of AAPA's 'new grad' conversions (within 1 year of graduating), 80% come from holding a student membership previously – this is an important funnel for our PA or fellow membership!

#27 How to Appeal to New Graduates

- **Appeal to their wallet**
 - Offer a discount for newer graduates
- **Target them 0-4 months out of graduation**
 - We target new grads from 3 months prior to graduation to 12 months after, but conversions peak 0-4 months out (see graph)
- **Speak to their challenges**
 - Talk to the struggle of settling into a first PA job, and tie it into membership
 - “Avoid common new PA mistakes”
 - “New job got you overwhelmed?”

We're taking \$150 off your fellow membership cost when you use the code **NEWGRAD**. Don't wait any longer!



Track Your Marketing Efforts

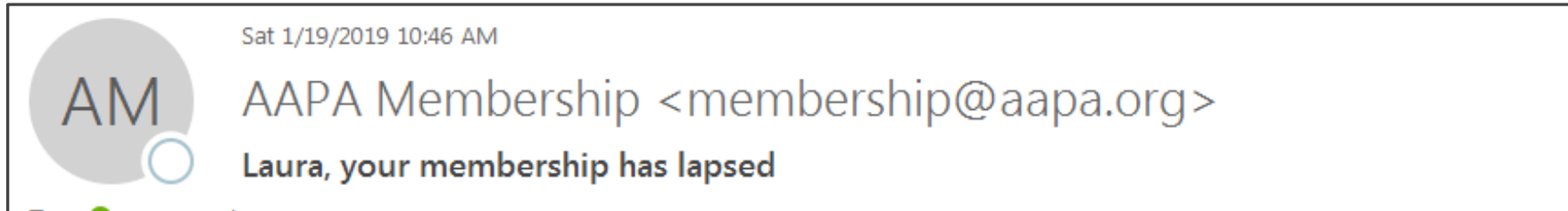
Tips for Success

- Set up a simple matrix to follow
- Build tracking urls
- Use Google Analytics

Type	Source	Medium	Campaign	Destination URL
Paid Digital Media				
Facebook	facebook_rt	marketplace_ad	q4	
Paid Direct Mail				
Direct Mail Postcard	dmail	print	q4	https://www.aapa.org/member-central/join/
AAPA.org Social Media				
AAPA Facebook	facebook	aapa_post	q4	https://www.aapa.org/member-central/join/
AAPA LinkedIn	linkedin	aapa_post	q4	https://www.aapa.org/member-central/join/
AAPA Twitter	twitter	aapa_post	q4	https://www.aapa.org/member-central/join/
AAPA Instagram	instagram	aapa_post	q4	https://www.aapa.org/member-central/join/
AAPA Emails				
PA-Central Nonmember	pacentral_nonmember	email	q4	https://www.aapa.org/member-central/join/

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

#29 Plan for Late Responders



• Why?

- 10% of AAPA members renew their membership in the (unadvertised) one-month “grace period” (we’ve reduced this significantly since implementing autorenewal, down from 20% a couple of years ago)
- Up to 20% of promo redemptions occur in the two-week “extension” of the promo in recruitment campaigns

• What can you do?

- Create a marketing campaign to communicate with PAs after their membership has lapsed
- Extend offers and promotions beyond the “expiration” date to capture hard-core procrastinators

#30 Keep Tweaking



Questions?

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