



Description:

Delivering effective communication is key to building lasting member relationships. Personalization over time leads to better outcomes – your members have a relevant experience and your organization sees higher retention and satisfaction rates. Higher Logic’s Communications ensures that your members are receiving the most relevant information at the appropriate time, and gives visibility into how they are engaging, or not engaging, with your messages and content. Personalize content based on your users’ interests, then leverage one of our pre-built, best-practice templates to get the message out quickly.

Higher Logic’s Advanced Starter Kits for Communications Professional are designed to make the execution of key campaigns easier than ever. Simplifying these key campaigns at vital points in the member journey saves time, while tried-and-true pre-written messaging gives users a head start towards more successful campaigns.

Links & Resources:

Higher Logic Communications

https://go.higherlogic.com/rs/016-CFB-719/images/HigherLogic_Communications_Association.pdf

American Association for Respiratory Care (AARC) Brings Back 800 Lapsed Members with Automated Win-Back Campaign

https://go.higherlogic.com/rs/016-CFB-719/images/HigherLogic_MA%20case%20study_AARC.pdf

AAAE Uses Marketing Automation to Increase Revenue and Retention

https://go.higherlogic.com/rs/016-CFB-719/images/HigherLogic_MA_case_study_AAAE.pdf

Illinois Association of School Business Officials Increases Event Revenue by \$20,000

https://go.higherlogic.com/rs/016-CFB-719/images/HigherLogic_MA%20case%20study_IASBO.pdf

How Integrated Marketing Automation Helped NAADAC Increase Membership by 38%

https://go.higherlogic.com/rs/016-CFB-719/images/HigherLogic_MA%20case%20study_NAADAC.pdf

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