Digital Communications as a Member Relations & Retention Strategy

Erin Harrington, PERMA Communications Specialist  
Bill LaMarche, CIS Member Relations Manager  
Julie LaMarche, CIS Communications & Marketing Coordinator

Today’s Agenda

- Digital Communications
- Personalization
- Outcomes
- Tips
Using digital communications, you can strengthen your brand and connection to members.

Digital communications is how we:
- Consume information (awareness)
- Seek recommendations (evaluation)
- Make decisions (acquisition)
- Get to know brands (engagement)
- Build relationships (renewal/cross-sell)
Digital communications include:

- E-mail
- Electronic newsletters
- Websites
- Mobile apps
- Podcasts
- Social media

Digital communications communicate:

1. **What you do**
   Communications reflect why your pool (brand) exists
   Communications reflect what you uniquely do for your members and the value you (pool, employees, coverages, services) deliver

2. **Why you do it**
   Communications align with your mission and values

3. **How you do it**
   Communications are personalized to develop relationships by creating experiences
Three pillars of digital communications:

- **Consistent brand experience**: Deliver consistent, compelling, and cohesive brand communications across all channels.
- **B2ME personalization (members)**: Create a unique personal 1:1 brand experience.
- **B2ME personalization (employees)**: Activate your superstar employees and leverage their personal connections.

**E-mail**
Subject lines — get better or be boring

- Superlatives matter a lot
- Don’t be spammy
- Questions make a difference
- Action words & punctuation: context is the key
- Utilize preheaders

Personalization matters

- Segmented campaigns make all the difference
- “To” and “from” personalization matters
- Say hello — it’s polite and works
- Leverage dynamic content — use variable data when possible
- Make it conversational
2018 Annual Conference Recap

Read more as you browse...

Dear Friends,

Congratulations, your city has won a safety award!

Lynn McNamara

Congratulations, your city is a winner of the 2018 CIS/Legacy of Oregon Cities Annual Safety Award contest.

Your safety award represents a successful program with few or no days lost to on-the-job injuries. Any city that becomes a safety award recipient can be proud, as this represents recognition for having focused on a safe workplace. We’re very pleased to recognize your hard work, which has led to your excellent results.

Gold, silver, and bronze safety awards will be presented on Friday, Sept. 28 at the LOC Annual Conference at the Hilton Eugene from 9 a.m. to 4 p.m. We need your or a representative of your city to be present to receive this important recognition. Please RSVP at http://safetawards.legacyoregon.com to help us plan for the event.

Again, congratulations on your well-deserved safety award. We look forward to seeing you for the
E-Newsletters

Content strategy

1. Detailed editorial calendar
2. Feature author bylines and bios
3. Promote authors
4. Tap business partners for content
5. Provide ghostwriting and editing services
ACIDENTS HAPPEN, BUT INJURIES CAN BE PREVENTED
By Scott Moss, CIS Property/Casualty Director

Cindy is a park maintenance worker with four years of experience. Like most maintenance workers, she often bends, hefts, lifting, pushing, and pulling. The other day while lifting a hand-saw for her task, she felt pain in her back. The next day, the pain was gone. She went to work, but continued to feel pain in her back. She went to her doctor, and was told she had a herniated disc. Cindy was out of work for two weeks. During this time, she worked with physical therapy on her back and received medication to help with the pain. After two weeks, she returned to work, feeling a bit better, but still feeling some pain.

Did Cindy need to go to the ER?

Sometimes accidents just happen — and when they do, why do others know what to do? If it’s a medical emergency, it’s easy to ask, “What’s this step on the plan?” If Cindy’s back pain didn’t improve after two weeks and she continued to feel pain, she should have gone to the emergency room (ER). It’s important to know when to go to the ER, as it can prevent further complications and ensure proper care.

Your HealthPlan can guide you when you need treatment. When you can get a pre-negotiated rate, the cost of care is lower. We compare medical rates and ensure you get the best care at the best price, saving you money and time. Your HealthPlan can also help you with financial assistance for medical expenses.

Are you one of our member families?

We’re an employer and your employees may be eligible for our services. If you’re a member, you can access your benefits online. To enroll your employees, visit our website and explore our benefits.

YOUR BENEFITS, DISCOVERED

August 2019

GET THE BEST, MOST AFFORDABLE CARE FOR YOUR NEEDS

No one wants to feel ill. But not every problem is a medical emergency. With knowledge and the right care, you can get the best care at the best price. If you feel ill, find your nearest clinic or hospital and get the care you need. If you’re not sure, call 911.

Emergency Room

Never underestimated, the Emergency Department is the first line of defense. It can be a life-saving resource, but it’s not always the best option. If you’re not sure, call 911.

Urgent Care

If you’re not sure, consider an Urgent Care facility. It offers convenient care with a lower cost of care than the ER. If you’re not sure, visit our website or call for more information.

Are you one of our member families?

We’re an employer and your employees may be eligible for our services. If you’re a member, you can access your benefits online. To enroll your employees, visit our website and explore our benefits.

YOUR BENEFITS, DISCOVERED

August 2019

GET THE BEST, MOST AFFORDABLE CARE FOR YOUR NEEDS

No one wants to feel ill. But not every problem is a medical emergency. With knowledge and the right care, you can get the best care at the best price. If you feel ill, find your nearest clinic or hospital and get the care you need. If you’re not sure, call 911.

Emergency Room

Never underestimated, the Emergency Department is the first line of defense. It can be a life-saving resource, but it’s not always the best option. If you’re not sure, call 911.

Urgent Care

If you’re not sure, consider an Urgent Care facility. It offers convenient care with a lower cost of care than the ER. If you’re not sure, visit our website or call for more information.

Are you one of our member families?

We’re an employer and your employees may be eligible for our services. If you’re a member, you can access your benefits online. To enroll your employees, visit our website and explore our benefits.

YOUR BENEFITS, DISCOVERED

August 2019

GET THE BEST, MOST AFFORDABLE CARE FOR YOUR NEEDS

No one wants to feel ill. But not every problem is a medical emergency. With knowledge and the right care, you can get the best care at the best price. If you feel ill, find your nearest clinic or hospital and get the care you need. If you’re not sure, call 911.

Emergency Room

Never underestimated, the Emergency Department is the first line of defense. It can be a life-saving resource, but it’s not always the best option. If you’re not sure, call 911.

Urgent Care

If you’re not sure, consider an Urgent Care facility. It offers convenient care with a lower cost of care than the ER. If you’re not sure, visit our website or call for more information.

Are you one of our member families?

We’re an employer and your employees may be eligible for our services. If you’re a member, you can access your benefits online. To enroll your employees, visit our website and explore our benefits.
1. Know your members, understand their needs
2. Get personal
3. Serve content that performs
   - Video
   - Photos
   - Data
Why podcasting?

1. Agile
2. Personal
3. Active
4. Emotive
Kammersations: An Employment Law & HR Podcast

Katie Kammer
CIS Pre-Loss Attorney (Podcast Superstar)
1. Meet members where they are.
2. Be thoughtful about when and where you post.
Facebook & LinkedIn

Performance for Your Post

<table>
<thead>
<tr>
<th>Likes</th>
<th>On-Post</th>
<th>Off-Post</th>
<th>On Shares</th>
<th>Off Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>43</td>
<td>10</td>
<td>33</td>
<td>2</td>
<td>0</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>7</td>
<td>6</td>
<td>1</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

184 Post Clicks

<table>
<thead>
<tr>
<th>Photo Views</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>40</td>
<td>0</td>
<td>156</td>
</tr>
</tbody>
</table>

Get More Likes, Comments and Shares.
Boost this post for $20 to reach up to 10,000 people.

1,707 people reached

SME

Personalization

Social

E-mail

Web

Mobile

Digital Content
A content culture

- Content marketing is not just a strategy or a tactic. It’s ultimately a culture.
- Tap into your internal subject matter expertise to create content that your audience truly needs.
- It’s not just the marketing team’s job. Create a culture of content throughout your organization for the best results.

“Brand is the culmination of the experiences an individual has with your organization, people, website, marketing, products, apps, services, support and more — all of which create an impression in the individual’s mind.”

Greg Perotto, VP of Global Corporate Marketing for Hootsuite
It's also what an individual hears from others... or reads in their feed.
730 average list size  
30% average open rate  

1012 average list size  
32% average open rate  

3.2K active users monthly  

186 average impressions  
119 engagements per month  

Best time to send  
9 a.m.  

639 average list size  
40% average open rate  

841 average list size  
42% average open rate  

3.3K active users monthly  

203 average reach  
88 post engagements  

Best day & time to send  
Monday, 2 - 4 p.m.
Tips

1. Know your members, understand their needs
2. Get personal
3. Serve content that performs
   - Video, photos, data, text
4. Make your communications relevant
   - Important, interesting, timely & relevant
5. Be genuine and authentic
Erin Harrington
Communications Specialist
518-220-0394
eharrington@neami.com
Northeast Association Management, Inc. (NEAMI)
Administrator of Public Employer Risk Management Association

Bill LaMarche
Member Relations Manager
503-763-3824
blamarche@cisoregon.org
CIS (Citycounty Insurance Services)

Julie LaMarche
Communications & Marketing Coordinator
503-763-3814
jlamarche@cisoregon.org
CIS (Citycounty Insurance Services)