



Increasing Engagement



Step 1: Know Them

Above all, for any association to engage their members, they first have to know who their members are. That means leaders must learn a number of things about their members, such as their strengths, weaknesses, problems they face and what they need help with in order to connect with them.



Step 2: Treat Them As Individuals

To keep up with the shifting mindset that such a loss of public perception has afforded, the way people interact with an organization must allow for more customization. In order to leverage their full engagement potential, management structures should be designed to incorporate the strengths and aid the weaknesses and working styles of their staff and members.



Step 3: Create Habits

Engaging your audience through their emotional connection drives desire to frequently interact, which also helps for habit — that key component to maximizing revenue generation with the individual and with their network of aligned friends and colleagues. The more valuable their membership is to them, the more frequently they will engage and form a habit.



Step 4: Forecast

Interacting with your audience frequently is more critical than ever to gather real-time insights into the trending and likely future interests of the group. Improved insights allow associations to better plan content. By looking more at the behaviors of a member or user, an organization can use tools to predict future interests more accurately than by looking at the rear-view mirror feedback that typically comes from survey results.



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