



ASK, CAPTURE & ACT TO CONVERT PROSPECTIVE NONMEMBERS TO MEMBERS

A CASE STUDY



4 Questions

FROM NONMEMBER PROSPECT TO MEMBER

PropFuel client, **International Technology Law Association**, is a global organization of legal professionals focused on technology. In mid-2020, the association held a series of webinars for which 1,300 nonmembers registered.

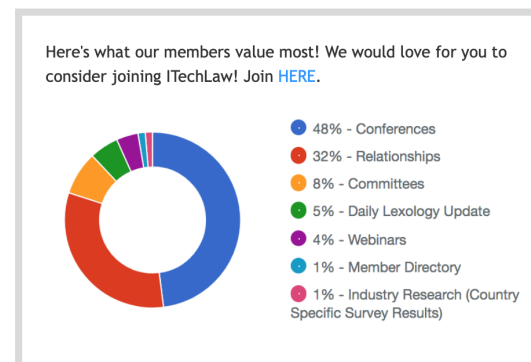
ITechLaw realized they had the opportunity to engage nonmember registrants in conversation post-webinar, with the intent of converting them to paid members. A traditional campaign to these prospects might've included a series of emails highlighting member benefits, and perhaps a membership discount or other incentive to join.

Ask, Capture & Act

Instead of a traditional approach, ITechLaw utilized **PropFuel's Ask-Capture-Act method** to engage prospects and capture context. The first one was regarding their experience attending the webinar. ITechLaw staff was alerted for follow up when registrants rated the experience as less than a 5 (on a scale of 1-10). Those who rated the experience as a 7 or higher were sent to a landing page encouraging them to join the organization.

Three days later, registrants received a follow up question: **"Which of the**

following do you think our members value most?" Designed to get nonmembers thinking about the value of ITechLaw, the question brought respondents (10% response rate) to a landing page with the breakdown of what members value, along with a call to action to join.



Two days following this engagement, respondents were sent a second follow up question. This time, it was more direct: **"Would you consider joining ITechLaw as a member?"** The results were significant: **86% of the 134 people who responded said Yes!** These responses triggered three actions to respondents:

- Redirected to a landing page with a membership call to action,
- Received an email with join information,
- ITechLaw staff received an alert for direct follow up.

With member rates ranging from \$30 (student) to \$500 (nonlawyer associate), this response gave ITechLaw a significant opportunity for member revenue. Those who responded “No” were removed from the campaign, honoring their disinterest in joining ITechLaw.

Would you consider joining ITechLaw as a member?

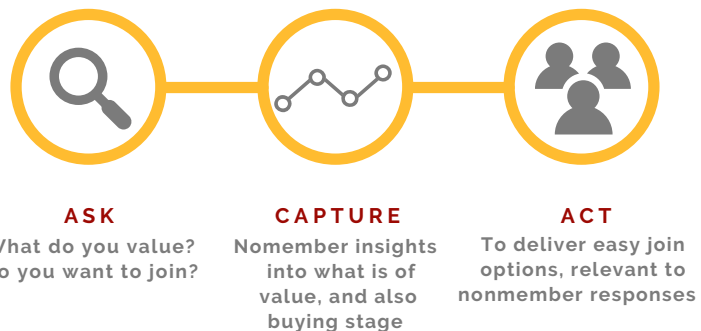
Selection	Total	Percentage
Yes	115	86%
No	19	14%

As a final campaign step, the “Yes” respondents from the previous question received one more ask to join. The question: **“You recently told us that you would consider joining ITechLaw as a member. What is holding you back?”** Responses were sent to a staff member for personalized email follow up. In addition, PropFuel’s platform enabled ITechLaw to act immediately based on response with the following actions:

- **Too expensive:** email sent to user, asking how much they would pay
- **Unsure of value:** email to user asking what would bring value
- **Difficulty navigating membership system:** email indicating ITechLaw would be in touch soon
- **Need internal approval:** email encouraging reach out for cost justification materials

Resulting from a four question campaign, ITechLaw identified 167 nonmembers who indicated interest in joining the organization. This lead generation gave ITechLaw the potential to increase total membership by more than 10%.

Ask-Capture-Act Process



We would love to get to know more about your organization and how PropFuel's contextual engagement platform can help you create super-members. **Book a Demo**