

Ask, Capture & Act to Re-engage Lapsed Members

A CASE STUDY



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THE CHALLENGE

Hospitality Sales and Marketing Association International (HSMAI) is a global organization with nearly 5,000 members, uniting hospitality sales, marketing and revenue management professionals around trends, industry issues and customers.

In summer 2020, the organization realized it had an opportunity to win back over 700 lapsed members. In an industry particularly hard-hit by COVID-19, how could they go about it while being sensitive to the realities of their members?

"DID YOU KNOW
YOUR
MEMBERSHIP
EXPIRED?"

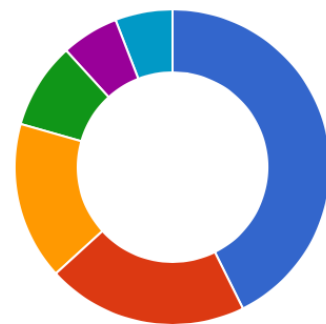
ASK

Re-engaging lapsed members is the challenge PropFuel helped HSMAI take on. Using PropFuel's **Ask-Capture-Act** method, the association built a sequenced drip campaign simply asking the question, "Did you know your membership expired?"

CAPTURE

This single question drove an 18% response rate, with **45% of respondents saying "No," they were not aware of their expired membership.** These individuals were taken to a landing page with an opportunity to renew as well as a follow up email (58% CTR). In addition, HSMAI staff was alerted of the response via email for follow up.

Those who responded "Yes" prompted a different path to gain context about **why** they hadn't renewed, despite being aware of their lapsed membership. Of those who received the email, **69% responded.**



- 43% - Too expensive/lost our budget
- 21% - I still intend to renew.
- 16% - Job loss/change/furloughed
- 9% - Retired
- 6% - Was a student/graduated
- 6% - Left the industry

"Yes" respondents: reasons for not renewing

ACT

With this additional context, HSMAl was able to deliver individualized actions to encourage renewal. Those who:

- Lost budget or found it too expensive were offered a **six-month reduced price membership**
- Said they intended to renew were invited to do so
- Have retired were offered a **special retiree membership**
- Lost their job or were furloughed were invited to share with HSMAl how they could help

In just the first month of this ongoing campaign, HSMAl identified 96 lapsed members for follow up who indicated intent to renew.

THE PROCESS



ASK

Did you know your membership has lapsed?



CAPTURE

The "why" - insights into why lapsed members had not renewed



ACT

Call lapsed members to action (renewal), based on their individual feedback.

In addition to this campaign, HSMAl has used PropFuel to engage members and prospects in other ways. In July 2020, following a webinar, the organization asked nonmember attendees which topics they would like to receive insights on, followed by a second question asking if they'd consider joining HSMAl or subscribing to the organization's (paid) enewsletter. These followups resulted in more than \$10K in membership revenue opportunity.

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](#)