



Influencers in the Field

Megan Petersen, Marketing Account Manager

D: 571.282.2488 | O: 800.636.2377

megan_petersen@ajg.com | [Megan's LinkedIn](#)

Leveraging Your Partners to Keep Members Engaged, Even with Fewer Resources

In today's competitive landscape, associations face unique challenges in keeping members engaged. It's a common theme, often exacerbated by limited resources, insufficient time and lack of access to robust marketing channels. However, by leveraging the expertise and capabilities of your member benefits partner, you can make valuable connections — thereby increasing member satisfaction with your offerings and enhancing their loyalty — without overextending your team. This article examines how a well-chosen member-benefit partnership can serve as an extension of your marketing team, effectively bridging these gaps.

Overcoming Limited Marketing Channels Through Strategic Collaboration

Marketing is critical to communicating the value of your member benefits program. However, leanly staffed operations and limited marketing channels can inhibit these efforts. Instead of funneling your efforts into an undersized email list, sporadic member-only newsletters or social media accounts with minimal engagement, turn to your member benefits partner for assistance. They can provide creative, alternative solutions to ensure your members remain aware of the essential benefits you provide. When exploring your partners' marketing capabilities, look for:

- **Digital platform support** – Do you need a new way to promote your programs directly to your membership? One way you can accomplish this is through a co-branded digital savings portal created and managed by your member benefit provider, so members have convenient benefits access at their fingertips.
- **Email marketing support** – Do you need help creating, deploying and analyzing the effectiveness of your email campaigns? Gain much-needed insight into the effectiveness of your email marketing campaigns by taking advantage of your partner's marketing team and tools offered through your partnership. Open rates, conversion rates, click-through rates and return on investment (ROI) are a few valuable data points that can inform your campaign.
- **Strategic marketing support** – Leveraging your member benefit partner can help you create and execute a robust multi-channel marketing calendar. From direct mail and social media to intranet pages and email campaigns, your partners can provide the tools, insights and expertise needed to ensure consistent and impactful engagement with your membership.

Utilizing Your Partner Effectively

As you know, lean teams and limited capacity can make staying on top of important marketing efforts challenging. Treating your Gallagher Affinity account manager as a trusted extension of your team allows your staff to focus on the association's broader goals, ensuring critical objectives are met without adding to their workload. Rather than trying to manage every engagement effort internally, let your account manager assist through email campaigns, member calls and personalized outreach initiatives. Here are a few ways your account manager can help:

- **Running targeted email campaigns** – Your account manager has access to additional resources, making crafting and kicking off email campaigns a breeze. Additionally, these emails can be highly targeted to specific member segments, leveraging essential member insight for positive returns.
- **Contacting members directly** – Is your association struggling with disinterested members and slumping retention numbers? Let your account manager make personalized follow-up calls to high-potential members or those at risk of disengaging. With their talent and insight, they understand what members are looking for regarding insurance and discount programs.
- **Tracking campaign metrics** – Are the analytical nuances of a marketing campaign too much for your staff to handle with their current workload? Let your account manager track campaign success metrics, providing valuable data-driven insights that can further refine your strategies.

Don't forget, to make the most out of your partnership, provide your account manager with member insights, such as past engagement behavior, preferences and upcoming renewal dates. This can help ensure their outreach is personalized and impactful.

Maximizing Your Existing Marketing Channels

Even with limited channels, it's possible to optimize the ones you currently have. With the right strategy, every touchpoint in your member-association relationship — from newsletters to webinars and beyond — can amplify your messaging and foster ongoing engagement.

Your member benefits partner can collaborate with various programs to identify additional resources to engage members and ensure your marketing content remains fresh and impactful. Are you looking for ideas to get started? Here are some of the ways you can maximize your existing marketing channels:

- **Newsletters** – Deliver insights regarding the advantages of member benefits right to their inbox. By incorporating member savings highlights in your newsletters, you can build familiarity with the program while reinforcing its value.
- **Webinars** – Where some of your benefits might be simple and easy to understand, more complex offerings, such as top-rated insurance solutions, can benefit from detailed discussions. Hosting a webinar on the topic will enable members to make the best decisions for their unique needs. Doing so will position your staff and partners as experts while adding an interactive touch to your campaign.
- **Cross-sell emails** – Tap into the power of data-driven insights to encourage members to explore additional benefits. Members actively using one program are more likely to find value in another. Tailor messaging to highlight complementary offerings, such as pairing a discount program with relevant insurance options. By showcasing how these benefits align with their needs and work, you can increase engagement while reinforcing the relevance of your programs.
- **Social media** – Do you feel your social media channels aren't reaching their full potential? Work with your account manager to develop creative, captivating content communicating your full membership benefits. Additionally, crafting seasonal messaging with important insurance-related reminders — such as upcoming renewal periods — will help your organization remain top-of-mind throughout the year.

Exploring New Solutions for Member Engagement

“Insanity is doing the same thing over and over again and expecting different results,” opines a famous quote **misattributed to Albert Einstein**. When it comes to marketing, we agree with the actual author, civil rights campaigner and feminist writer Rita Mae Brown.

If traditional channels aren’t yielding the desired results, it’s time to explore new and creative ways to connect with your members. A good member savings partner — such as Gallagher Affinity — can breathe new life into old campaigns and bring innovative ideas to the table. Some potential offers to explore include:

- **Exclusive promotions** – Wow your members with limited-time deals or specially crafted seasonal discounts to reignite interest. This can include savings on top tech and supplies around the back-to-school season and hot deals on car rentals and hotel stays in the summer.
- **Co-branded campaigns** – Leverage the name recognition of trusted vendors to develop co-branded campaigns that appeal to your members’ needs and interests. Utilizing well-known names is an effective way for you and your partner to combine power, leading to increased brand visibility.

Partnering for Success: The Key to Ongoing Engagement

Building and maintaining member engagement is an ongoing challenge, but you don’t have to go it alone. With the right partner, you can supplement your limited resources while discovering new ways to enhance the member experience. Gallagher Affinity and other member savings partners bring tools, expertise and extra hands to help nurture member relationships and unlock hidden growth opportunities. Using us and other partners not just as vendors, but as strategic allies — ones that actively contribute to your member touchpoints and engagement strategies — will ensure you make the most of these valuable relationships.



To explore our insurance products, solutions and member savings program, or to connect with an expert to assess your current offerings, visit gallagherperks.com/megan-petersen.



The information contained herein is offered as insurance industry insight and provided as an overview of current market risks and available coverages and is intended for discussion purposes only. This publication is not intended to offer legal advice or client specific risk management advice. Any description of insurance coverages is not meant to interpret specific coverages that your company may already have in place or that may be generally available. General insurance descriptions contained herein do not include complete Insurance policy definitions, terms and/or conditions, and should not be relied on for coverage interpretation. Actual insurance policies must always be consulted for full coverage details and analysis. Gallagher publications may contain links to non-Gallagher websites that are created and controlled by other organizations. We claim no responsibility for the content of any linked website, or any link contained therein. The inclusion of any link does not imply endorsement by Gallagher, as we have no responsibility for information referenced in material owned and controlled by other parties. Gallagher strongly encourages you to review any separate terms of use and privacy policies governing use of these third party websites and resources.

Insurance brokerage and related services to be provided by Gallagher Affinity Insurance Services, Inc. (License No. 100310679 | CA License No. 0783129).

©2024 Arthur J. Gallagher & Co. | 1513791998