

THE FITTING ROOM

CONSUMER MARKETING

CASE STUDY

innovative,
analytical
& disrupting.

case study

Company: Society for Human Resource Management

Service(s): Membership Renewal - Email Marketing

About: The Society for Human Resource Management (SHRM) creates better workplaces where employers and employees thrive together. As the voice of all things work, workers and the workplace, SHRM is the foremost expert, convener and thought leader on issues impacting today's evolving workplaces. With 300,000+ HR and business executive members in 165 countries, SHRM impacts the lives of more than 115 million workers and families globally. (www.shrm.org)

Problem Statement: SHRM's membership department faced very aggressive membership renewal goals for 2016 Q1; especially for first year members. In marketing we know first year members are usually in the bottom quartile.

Approach: Develop email marketing campaigns using personalized marketing messages and strategy using dynamic content.



case study

STRATEGY AND DESIGN

There were several different segments that I looked to create custom messaging for:

- 1st year members
- retired members
- California members (due to different CA labor laws)
- tenure 2+
- international

While analyzing the data I found a noticeable decline in renewal among members with a tenure of 10+. With this analysis, I created a new messaging for retired members.

RESULTS

Manage member lifecycle through member renewal communications with special focus on segmentation to increase 2016 Q1 membership renewals by 7%.



THANK YOU!