



# Supporting a Successful Launch



## The Initial Launch

This Association launched their member benefits scheme on 17 September 2018.



## It was a slow burner

Over the first 4 months, the engagement wasn't as high as it could be due to members being unaware of the scheme.



## Parliament Hill provided help

Working with the Association, we did a deep dive into all their available communications channels. We recommended they utilised their annual email update as the mailing goes to a wider audience.



## Raising awareness

On the 13 February 2019, the mailing was sent to all members informing them of the benefits scheme, how they can access it and the scheme can help them save money.



## The launch was a success!

The launch email attracted 1,271 members with 9,113 page views and an average time spent on the website of 4 minutes and 48 seconds. This was the highest engagement the Association saw on their site since launch. We compared the 5 months prior to the campaign to the 5 months after the campaign launched.

**Pre Campaign Stats**  
17 Sept 2018 – 17 Jan 2019

**Post Campaign Stats**  
13 Feb – 13 Jun 2019

### Page views

9,452



30,683

**225% Increase**

### Visitors

1,441



4,152

**188% Increase**

### Cost of sales

£870.16



£10,734

**1,134% Increase**

### Savings made by members

£26.52



£1,146.47

**4,223% Increase**

This campaign had a significant impact on their engagement of their current members. This campaign supported the retention of existing members by reminding them of the added value of being a member of the Association.

After the successful launch email, the Association committed to a monthly campaign which includes a dedicated email and scheduling social media posts. The campaign's aims are to highlight the fantastic offers and discounts they can save by being an Association member.



**"We've had so much positive feedback from our Direct Mail"**  
Marketing Designer

Are you interested in having your own member benefits scheme?

To find out how a benefit scheme could help improve engagement for your membership organisation, please give us a call on 0207 710 9494.