

National Childbirth Trust – Enhancing the Value Proposition

Since 2016, we've partnered with NCT, the UK's biggest parenting charity. They support parents during their first 1000 days from conception, providing antenatal classes to 70,000 people, online resources to over a million, and handling over 8,000 calls per year on the infant feeding line, making a difference to so many lives.



The opportunity for improvement

NCT reached out to Parliament Hill to assist them in developing a personalised value proposition to boost their member engagement and reputation. In this case study, we outline what we did to support them with their objectives.



Sourcing relevant offers

We tailored the member benefits proposition to better reflect NCT's audience of expectant and new parents seeing an immediate increase in engagement. In particular, our offers for cinema tickets, Virgin Experience Days (including stay at home offers) and Eurocamp saw higher levels of engagement across email campaigns and website traffic. We also found offers that focused on supporting members health and wellbeing, such as MyGymDiscounts and MyActiveDiscounts, proved popular.

Efforts to better align benefits with the needs and interests of NCT members resulted in positive results and impactful engagement.



Regular email marketing

Working in partnership we enabled NCT to showcase tailored offers to members



The importance of segmenting

NCT's email campaigns achieved great success leveraging audience segmentation. By grouping audiences based on their stage of pregnancy or age of their baby, NCT were able to personalise offers so they were relevant to each individual. Offers included legal advice, deals on decorating, postnatal gifts and were situated alongside evidenced pregnancy advice.

The impact of these campaigns was impressive. In comparison to the previous month, where they didn't use segmentation, the open rate increased by 34% and the clickthrough rate increased by 500%. Average open rate of 63% and an average clickthrough rate of 12% across nine campaigns.



Supporting NCT with competitions

In May 2022, we brokered a relationship between LV= and NCT to create an exclusive prize draw for NCT Members, offering them a chance to win one for two £300 vouchers towards purchasing a car seat from the Car Safety Centre. To ensure maximum reach and engagement we worked with NCT as they created a multi-channel marketing campaign.

Below is the impact of the direct marketing campaign.



Campaign	Audience size	Open rate	Click to open rate	Clickouts
Launch day direct email	8,982	20%	19%	335
Newsletter*	927	20%	19%	335
Last entries direct email	8,954	52%	14%	656

*This was a segmented campaign to members who were 4-9 months pregnant

The campaign led to 878 entrants, which was the highest number of entrants for a Parliament Hill /NCT competition and was the highest engagement on the scheme site in 2022.



The two lucky winners reached out to NCT to express their gratitude with their prize.

"Thank you NCT Membership and LV= for the opportunity to win this fantastic prize which will be very useful. We're really pleased and excited to have won!"

Harsha J
Competition winner

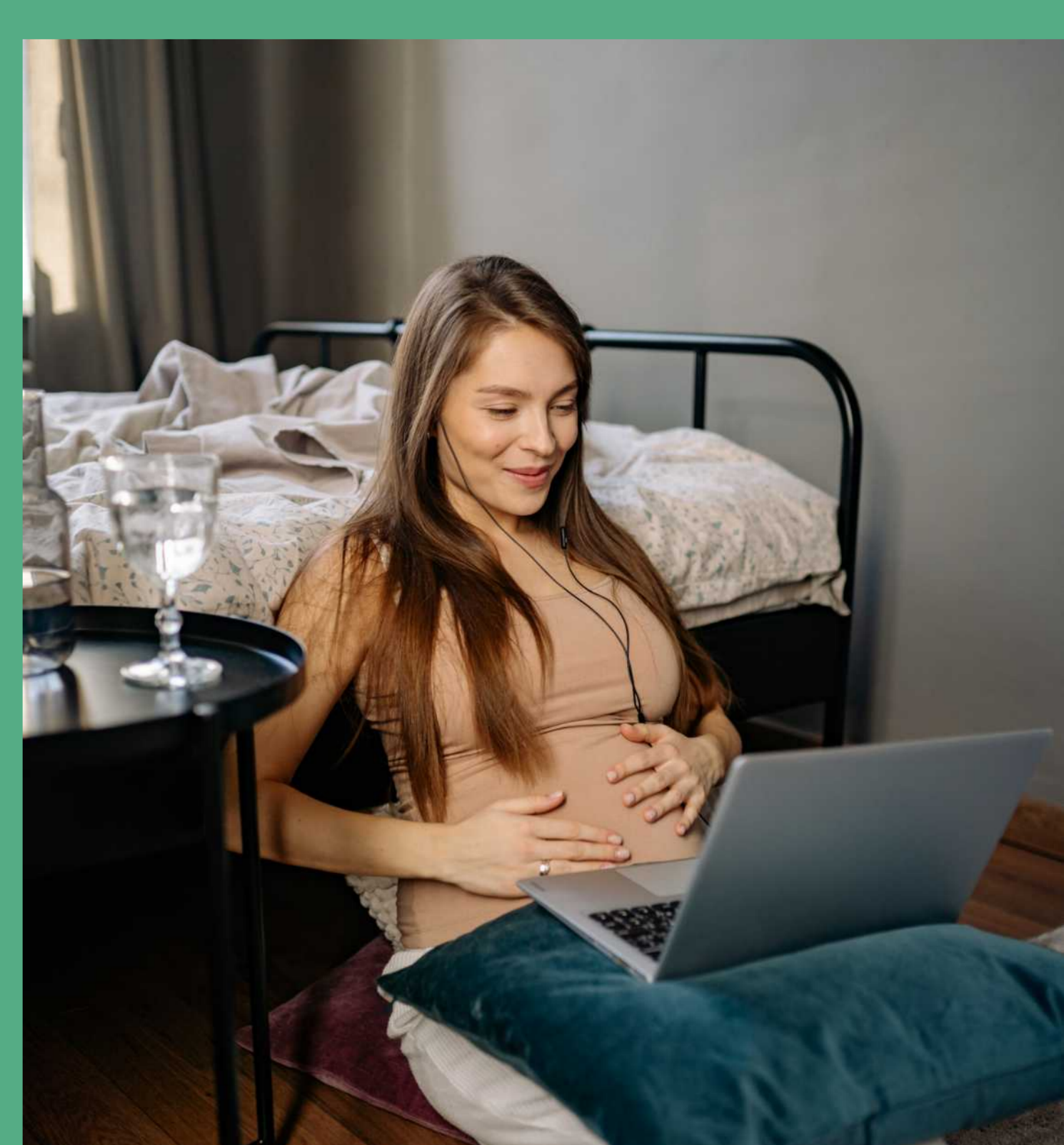
"We were surprised and excited when we got the email saying we'd won the NCT and LV= car seat competition. Thank you NCT and LV="

Melisa H
Competition winner



Insights and Lessons Learned: Key Takeaways from the Project

- 1. Audience understanding is key** – Parliament Hill will work with each of our clients to position and source the right offers for your audience.
- 2. Segmentation leads to personalisation** – Allows for a targeted and personalised message, to drive up engagement.
- 3. Relevant prize is essential** – Parliament Hill partners with brands to ensure that competition prizes align with the interests and needs of your members.



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.