MEMBER JOURNEY MAP

loveadmin

02 Onboarding

- How long does onboarding take?
- What does the current new member onboarding process look like?
- How many emails are sent to the new member?
- Do you offer a welcome package?
- How do you currently introduce new members into the community?
- Are you consistently improving your
- onboarding process?

03 Engagement

- How do you develop member relationships?
- What benefits do you provide?
- What makes new members become loyal?
- Is it easy for members to find out the perks/information you offer?

01 Initial consideration

- Are you providing them with helpful resources such as information packages, a "how to join" page on your website, pamphlets etc?
- What does your initial and follow up communication look like?
- What benefits are you offering members?
- Is your website easy to join?
- Are you competitively priced?

05 Renewal

- What makes someone renew their membership?
- Do you clearly explain renewal benefits to members?
- At what point are members dropping off?
- Are your members engaged?
- Do you send out renewal reminders?

04 Help

- How easy is it for members to get help?
- What resources can you provide?
- How quickly can you address their questions and how?

A member journey map allows you to understand your member experience at a glance. View the stages your members progress through to identify weaknesses and strengths in your current member journey.