

## Avecetra Social CRM for Associations

The industry's first and only Member Engagement Platform designed to build loyalty, trust and mutual value with each member engagement.

The proliferation of social platforms and shifts in member behavior and expectations are transforming the way organizations must serve their members and achieve their business goals. Correctly merging the social Web into your membership and business strategies will build long-term loyalty, trust, and value-one member engagement at a time.

While many member-based organizations are beginning to recognize the impact and potential of the social Web, most struggle with how to incorporate inbound and outbound social activity into their existing membership database's business processes and workflows. For many, social media interactions and traditional transactional data continue to live in silos prohibiting the level of engagements necessary to build a mutually beneficial relationship. Happily, there is now a solution: Avecetra Social CRM for Associations.

Avecetra Social CRM for Associations extends the value of netFORUM by easily incorporating the social interactions of the relationship into your membership database and ongoing initiatives. The result, associations can now use the combined information to engage members and create mutually valuable relationships with their members.

**Avecetra Social CRM for Association** encourages two-way conversations that build trust and respect between you and your members and create new opportunities for engagement. It's about how your organization actively contributes to the ongoing conversations taking place in your industry. It's about giving as much as receiving. Avecetra Social CRM for Associations facilitates an even more mutually-rewarding and candid relationship with members. And to realize these benefits and more, today's smallest, largest and most successful associations need a comprehensive Member Engagement Platform; they need Avecetra Social CRM for Associations:

### netFORUM

At the heart of Avecetra's Member Engagement Platform is netFORUM, chosen by more associations than any other solution in the last three years. Avecetra Social CRM for Associations is not a replacement for netFORUM, it is simply an extension of the industry's deepest and most robust membership management solution. The socialization of netFORUM will include:

- **Social Profiles** – Add data from a member's social media profile from Facebook, Twitter and other social networks to their existing member profile.
- **Social Membership** – Turn your member's online profile into a Facebook-like wall of relevant content and easily allow members to connect with other individuals and groups.
- **Social Events** – Put faces behind names with unique event profiles. Build communities around events and allow attendees to easily find and connect with one another. Seamlessly leverage the power of social media to promote the value of your event.

With netFORUM, today's associations will be better positioned to create and take advantage of the complete set of engagements necessary to achieve their business and membership objectives.

### A-Score™

More than just a one-dimensional member engagement score or identifying the lifetime value of the member, Avecetra's new and proprietary A-Score™ distills all relevant information about who a given member is and what that member does into a numeric score that supports smarter, more effective member engagements in a reliable, automated way.

## PRODUCT SHEET

*We have been serving the association and member-based community for over 16 years. Avecetra Social CRM for Associations is not new; it's the natural evolution of everything we have learned from successfully serving over 1,500 customers and the millions of individuals in their communities.*

### Put the Power of Avecetra Social CRM for Associations to Work for Your Organization:

#### Membership Value

Increase your member's success by providing up-to-date information that is important to them and peer connections for networking, discussions, and information-sharing.

#### Member Retention

Renewals are a 365-day initiative. Start engaging members and strengthening their interactions with both leaders in the organization and fellow community members, making their membership more valuable.

#### Member Generated Content

Member-generated content is automatically associated with your association, rather than another brand or website. Unique groups form and dynamically discuss topics of interest.

#### Event Marketing

Control marketing costs by building buzz for upcoming meetings and conferences through online word-of-mouth. Plus, collaborate with members to assist with the planning of your events.

#### Recruitment

Take advantage of innovative technology to start conversations with and among prospective members to differentiate your organization and increase interest in joining. Allow prospects to find members with similar interests through easily searchable profiles.

The A-Score™ consists of both explicit and implicit information. Explicit scores are based on demographic information related to the member themselves - geographic location, job title, etc. (whatever is relevant to your association). Implicit scores come from member behavior – conference attendance, membership renewals, product purchases, even whether or not they are reading and clicking on your association emails. The A-Score™ delivers smarter, more effective member engagements by automating responses based on the level of engagement with your organization.

#### MemberFuse™

Avecetra's own online community, MemberFuse, is your association's own social networking website—you control the look, content, advertising and access based on the member data stored in the netFORUM. Offer your membership and potential members a place to conduct association business and connect/collaborate with your staff and with one another through groups, discussions, events, profiles and more.

#### Social Media Monitoring

Listen and learn... Your members are out there talking about you, about the important issues in their industry and their daily challenges and successes. You need to understand what is being said, why it is being said, where it is being said.

#### Social Media Management

Streamline the process of posting and responding through your organization's social media channels. Manage the scheduling of posts according to your editorial calendar.

#### Social Content Accelerator

Build new pages, update old pages or give your existing forms a makeover with common social accelerators. The result; enable your members and prospects to virally share your message and content and increase reach by making it easy for members and prospects to follow you.

#### Socialytics

Leverage Avecetra analytics as well as reports, queries and dashboards to support the mining and predictive analysis of a growing stream of social media content.

### Only with Avecetra

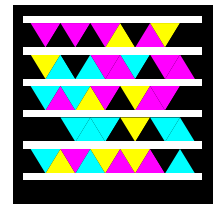
The "socialization" of society represents a fundamental shift in the way associations interact with their members. The member has changed, their expectations have changed, how they consume data, who they trust, how they communicate...have all changed. Avecetra Social CRM for Associations acknowledges this shift and provides the only member engagement platform with the essential tools needed to fully demonstrate the intrinsic value of their membership and to articulate why their continued membership is not only valuable to them, but essential. Avecetra Social CRM for Associations delivers a more complete view of the member's level of engagement with their organization, allowing association to identify and foster the members who are invested in the future of the association.

For almost two decades, Avecetra has been the industry leader in providing membership management solutions to associations and not-for-profit organizations. Other industry leaders like American Chemical Society, Rotary International, American Hospital Association as well as the American Subcontractors Association—Baltimore, the National Volunteer Fire Council and The Tennessee Concrete Association (plus over 1,500 other customers) trust Avecetra to help take their membership success to the next level.

### Listen. Learn. Engage.

- Develop a clearer understanding of what issues motivate your members to join, participate, and renew—or not.
- Improved member service and retention thanks to a new ability to immediately respond to member concerns and interact with members on their own terms.
- Monitor not just your relationship with each member but also what each member is saying about the relationship;
- Create of long-term loyalty, deeper relationships and a move away from defining memberships as just a series of transactions (conference registration, online purchase, membership renewal, etc).

### Follow Us



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### ABOUT AVECETRA

Avecetra, with more than 16 years of experience, is the leading provider of on-demand association management software. Avecetra's Web-based, integrated netFORUM software enables organizations of all sizes to experience world-class membership management. netFORUM Enterprise Edition is uniquely tailored to the needs of the largest member-based organizations, while their netFORUM Team and Pro Editions are scaled to perfectly address the needs of small and mid-sized organizations, providing the tools that help identify, secure and build members for life. Headquartered in McLean, Va., Avecetra also has a regional office in Chicago.

For more information about Avecetra and the netFORUM family of products, visit [www.avecetra.com](http://www.avecetra.com), or call 800-858-8272.

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