



SNMMI KEY STATS

Community Members: 17,000 nuclear and molecular imaging professionals worldwide

AMS: **iMIS**

60 day campaign: **237** renewals

150 reinstatements directly related to campaign

87 reinstatements indirectly influenced as touchpoint

\$28,206 total reinstatement revenue

Rekindle and Spark Recruitment Among Your Lapsed Member Base

The Society of Nuclear Medicine and Molecular Imaging (SNMMI) utilized marketing automation software to win back lapsed members and help them navigate the cutting edge of their rapidly growing healthcare field, with the tools and resources necessary to make their jobs in nuclear medicine and molecular imaging easier.

Industry Challenges

With nuclear medicine and molecular imaging rapidly expanding, it's critical that SNMMI's members stay informed about the new therapies, devices, and drugs that are redefining the way patient care is managed. SNMMI is a dedicated society that proudly represents 17,000 nuclear and molecular imaging professionals worldwide, working to facilitate the knowledge, tools, and resources necessary to strengthen and advance their meaningful careers in the field.

However, when surveyed, members revealed the most significant professional challenges they face are keeping up-to-date with trends and expanding their level of expertise.

Like many associations, they did not have a 100 percent renewal rate, and they hesitated to use unfamiliar marketing tools for fear of making mistakes that would negatively impact the member experience. SNMMI identified a need to address these technical challenges and appeal to lapsed members with a new messaging strategy.

In the past, SNMMI was sending generic "we miss you" messages to members hoping they would renew, but there was minimal strategy behind the marketing outreach.

"We are committed to helping our clients make meaningful connections with their audience."

- Kaitlin Solomon, Senior Manager of Member Engagement at SNMMI



Watch the Webinar

Kaitlin shared SNMMI's strategic playbook for winning back lapsed members and driving better member engagement.

PLAN

SNMMI invested in strategic services for marketing automation with Higher Logic in 2017 to develop a lapsed member campaign that would support their organizational goals.

GOAL

Increase engagement and reinstate lapsed members from the past three years, and use marketing automation to streamline these processes while personalizing and improving the member experience.

EXECUTION

Higher Logic staff worked with SNMMI staff to strategically use tools like member personas, sample messaging, compound targeting, and data tracking to communicate with lapsed members. As part of their reinstatement campaign, SNMMI successfully completed four, unique automated workflows for three lapsed member categories.

Each campaign focused on three distinct messages disseminated over several weeks. They targeted lapsed members by member type, using member personas developed around their profession. After the automated workflow, SNMMI repurposed the emails to target those who had not opened any previous emails. This allowed them to use content they knew was well-received, but with different subject lines. They also targeted those who had opened every email for follow-up messaging (digital and direct mail), since these were considered hot targets based on engagement.

"Something that I know was invaluable for me, and that I've shared with everyone at the office, is learning the benefits of using compound target groups. Between developing personas and learning how to do the automated campaigns, it was worth every penny."

"The numbers speak for themselves. We immediately got a return on our investment with the revenue from returning lapsed members."

RESULTS | ROI

SNMMI developed **4 unique automated workflows** that led to **115 renewals** from lapsed members.

- **27 additional conversions** from the technologist member campaign
- **8 additional conversions** from the full member category campaign

SNMMI received **237 total renewals** from its general lapsed member list:

- **194 technologist renewals** and **41 full member renewals**
- Contributes 150 renewals directly back to a campaign (with 87 indirectly impacted by that campaign)
- 2 additional renewals came from other member types

SNMMI saw **\$28,206 total reinstatement revenue in 60 days**. Here's the breakdown:

Technologists | 118 Renewed | \$12,927

Physicians | 30 Renewed | \$14,725

Other Member Categories | 2 renewed | \$554



“It’s been really encouraging that our leadership has liked the direction we’re going in, from the new look to our approach to strategic planning. We’ve got a lot of great feedback and I think that ties back into doing something with a purpose, with a plan, something methodical, even considering failures.”



Non-profit scientific and professional organization that promotes the science, technology and practical application of nuclear medicine and molecular imaging, with an ultimate goal of improving human health and a tenacious commitment to the advancement of the field.

Founded: 1953 (formerly the Society of Nuclear Medicine)

Headquarters: Reston, VA

www.snmami.org

Public Social Media: [Twitter](#), [LinkedIn](#), [YouTube](#), [Facebook](#), and [Instagram](#)

Looking to the Future

Now that SNMMI has a clear vision and focus on this new strategy with benchmarks to measure success, they're excited for the future.

Kaitlin shared, “It’s not just about one campaign or quickly sending out one email, it’s about using the lessons learned and acquired tools to continue the process.”

Moving forward, SNMMI’s staff now has the knowledge and skills needed to efficiently:

- **Develop strategic, automated marketing campaigns** using the Higher Logic platform for a variety of functions, including recruitment, renewal, sales, and event registration
- **Set up compound target groups** to track those who have opened every email but didn’t convert. These are their hot targets, since they are paying attention, and most importantly, not unsubscribing
- **Use analytics** to determine what messages were most cost-effective, in terms of open rates, CTR, and conversions
- **Adjust messaging, subject lines, and delivery order** of next year’s automated renewal campaign
- **Repurpose messaging and design templates** for recruitment campaigns, regular renewal outreach, and member engagement based on the established personas

Marketing Automation Supports an Advancing Field

Most importantly, marketing automation software has allowed SNMMI more time to connect and educate industry professionals, support a rapidly advancing field, and focus on their ultimate goal:

IMPROVING HUMAN HEALTH.

HIGHER LOGIC

Higher Logic is an industry leader in cloud-based engagement platforms. Our data-driven approach gives organizations an expanded suite of engagement capabilities, including online communities and marketing automation. From the initial web visit to renewal and ongoing engagement, we help you track and manage interactions along each stage of the digital customer experience. Organizations worldwide use Higher Logic to bring people all together, by giving their community a home where they can interact, share ideas, answer questions, and stay connected. Everything we do - the tools and features in our software, our services, partnerships, best practices - drives our ultimate goal of making your organization successful.