



Creating Your Mobile Engagement Strategy

There are so many opportunities to engage your members through mobile, it's a good idea to prioritize what to focus on.

You can use this list to focus your goals:

(check or rank your top items)

- Connecting members more closely with your organization
- Providing personal and relevant experiences
- Providing timely information
- Connecting members with one another
- Optimizing event experiences
- Providing actionable tools
- Enabling direct communication with members
- Generating revenue/reducing costs

What would mobile app success look like for your organization?

(check or rank your top items)

- Attracting new members
- Engaging members more regularly
- Retaining more members
- Providing new value
- Saving costs on printed materials
- Operating more sustainably/"green"
- Selling more products
- Attracting new sponsors/exhibitors

