

TEXAS AMA

MEMBER

JOURNEY

+

FLOW

Fall 2016

SUMMARY AND PURPOSE

We are the student led marketing organization at the University of Texas at Austin. We provide our members a myriad of events for them to choose from and a student led marketing agency to join. Our goal as the Member Experience team is to build an engaged community of our members.

This document covers our member personas and the journey they've had in our organization so far. The purpose of this document is to show just how active our members are.

MEMBER PERSONAS



Marifer- Brand Loyalist

Cory - Lost Member



Adelyn - Unengaged Agency Member

Letitia - Reactivated Member



Roger- Engaged Agency Member

TEXAS AMA
MEMBER JOURNEY + FLOW
FALL 2016

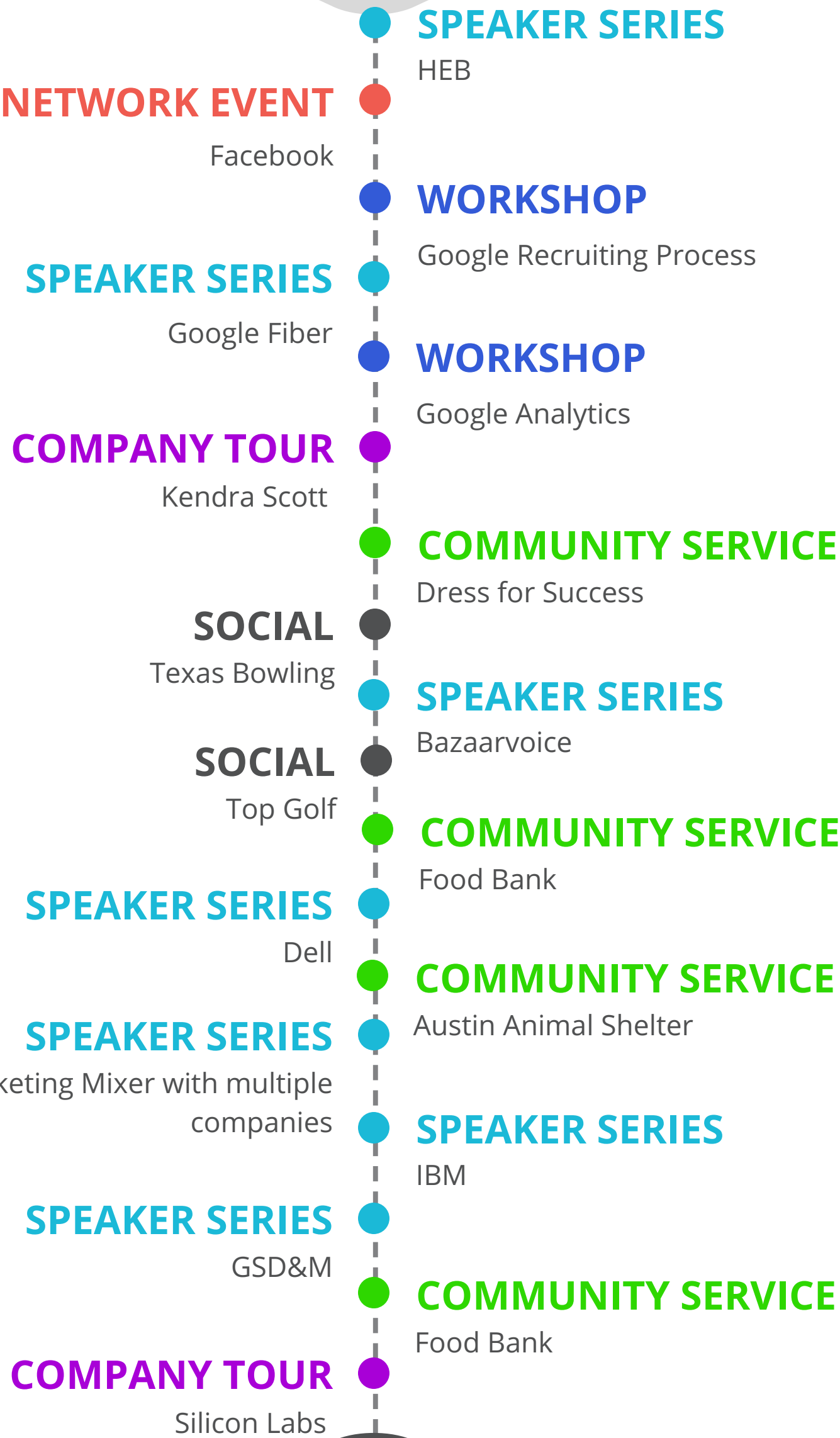


BRAND LOYALIST -
MARIFER

Marifer was **acquired** from...

- Tabling at freshman targeted events
- Social media targeting
- Email marketing targeted to freshman

This led her to attend our informational session where she then became a **member.**



END OF THE SEMESTER



BRAND LOYALIST -

MARIFER

MEMBER

PROFILE

Statistics

Event Type	Engagement Percentage
Speaker Series	13.39%
Networking Event	0.94%
Workshop	16.88%
Company Tour	11.25%
Community Service	6.77%
Social	4.69%
Total Score	53.92%

Marifer represents our most active member. She is referred to being our example of a brand loyalist. She was able to become a brand loyalist because she passionate and excited from the beginning of our interaction.

The journey flow was created by averaging the journey flow of members who reflected a similar score. The engagement percentage is determined based on how many times a person has attended that type of event. The member experience team determines the weight and value of each type of event.

Marifer is also a member of the Texas AMA

Marketing Agency

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LOST MEMBER - CORY

Cory was **acquired** from...

- Social media targeting
- Email marketing
- General signage

This led him to attend our informational session where he then became a **member**.





LOST MEMBER - CORY

MEMBER PROFILE

Statistics

Event Type	Engagement Percentage
Speaker Series	9.29%
Networking Event	0.75%
Workshop	8.25%
Company Tour	6.00%
Community Service	0.83%
Social	0.83%
Total Score	25.95%

Cory represents our lost member. He became a lost member because we failed to sustain our connection with this kind of member in our messaging. Members like him are different majors, meaning that we must be able to provide events of relevant value and communicate it in an effective way. Cory started as an engaged member but then fell off fast.

The journey flow was created by averaging the journey flow of members who reflected a similar score. The engagement percentage is determined based on how many times a person has attended that type of event. The member experience team determines the weight and value of each type of event.

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UNENGAGED AGENCY
MEMBER - ADELYN

Adelyn was **acquired** from...

- Social media targeting
- Email marketing
- General signage

This led her to attend our informational session where she then became a **member**.

NETWORK EVENT



Facebook



WORKSHOP

Google Recruiting Process

END OF THE SEMESTER



UNENGAGED AGENCY

MEMBER - ADELYN

MEMBER

PROFILE

Statistics

Event Type	Engagement Percentage
Speaker Series	2.14%
Networking Event	0.75%
Workshop	1.50%
Company Tour	1.50%
Community Service	0%
Social	0.83%
Total Score	6.72%

Adelyn represents our unengaged agency member. She became this because we failed to communicate the value our other events would provide to her.

The journey flow was created by averaging the journey flow of members who reflected a similar score. The engagement percentage is determined based on how many times a person has attended that type of event. The member experience team determines the weight and value of each type of event.

Adelyn is also a member of the Texas AMA Marketing Agency

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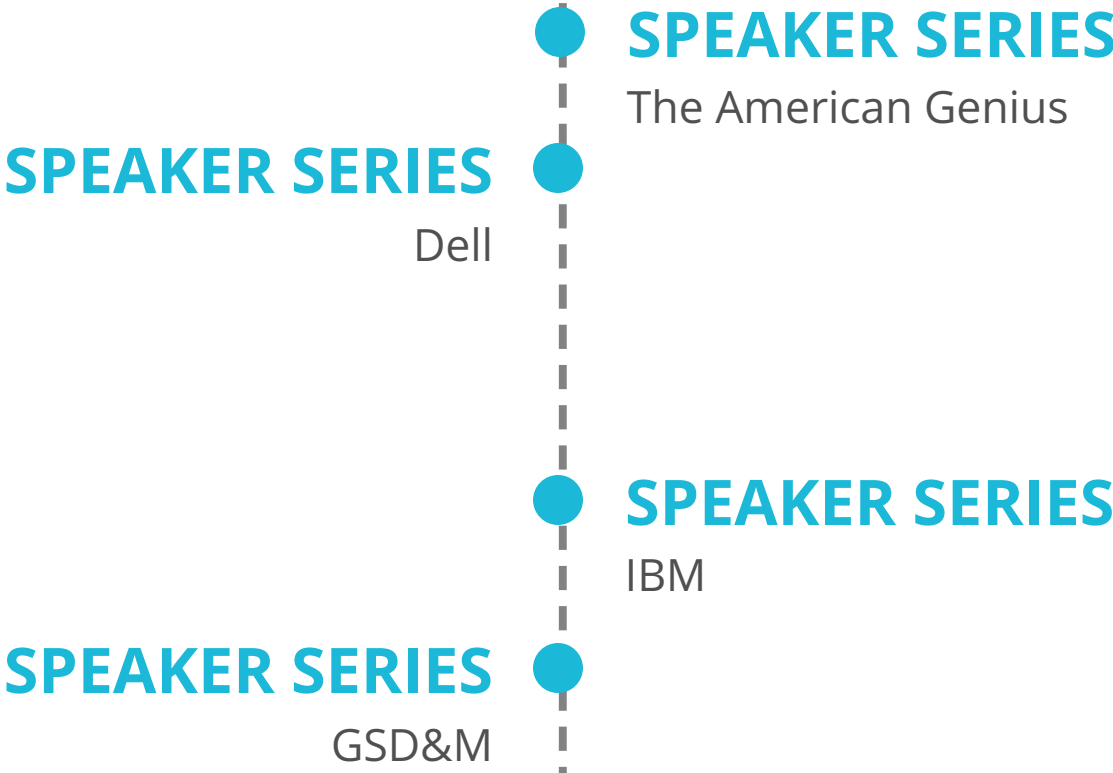


REACTIVATED
MEMBER - LETITIA

Letitia was **acquired** from...

- Professor Recommendations
- Social media targeting
- Email marketing
- General signage

This led her to attend our informational session where she then became a **member**.





REACTIVATED

MEMBER - LETITIA

MEMBER

PROFILE

Statistics

Event Type	Engagement Percentage
Speaker Series	13.10%
Networking Event	0%
Workshop	6.25%
Company Tour	0%
Community Service	0.69%
Social	0.69%
Total Score	20.73%

Letitia represents our reactivated member. She started off unengaged and inactive but one event was so valuable to her, that it reactivated her. She is now a highly active member because of her experience at that one event.

The journey flow was created by averaging the journey flow of members who reflected a similar score. The engagement percentage is determined based on how many times a person has attended that type of event. The member experience team determines the weight and value of each type of event.

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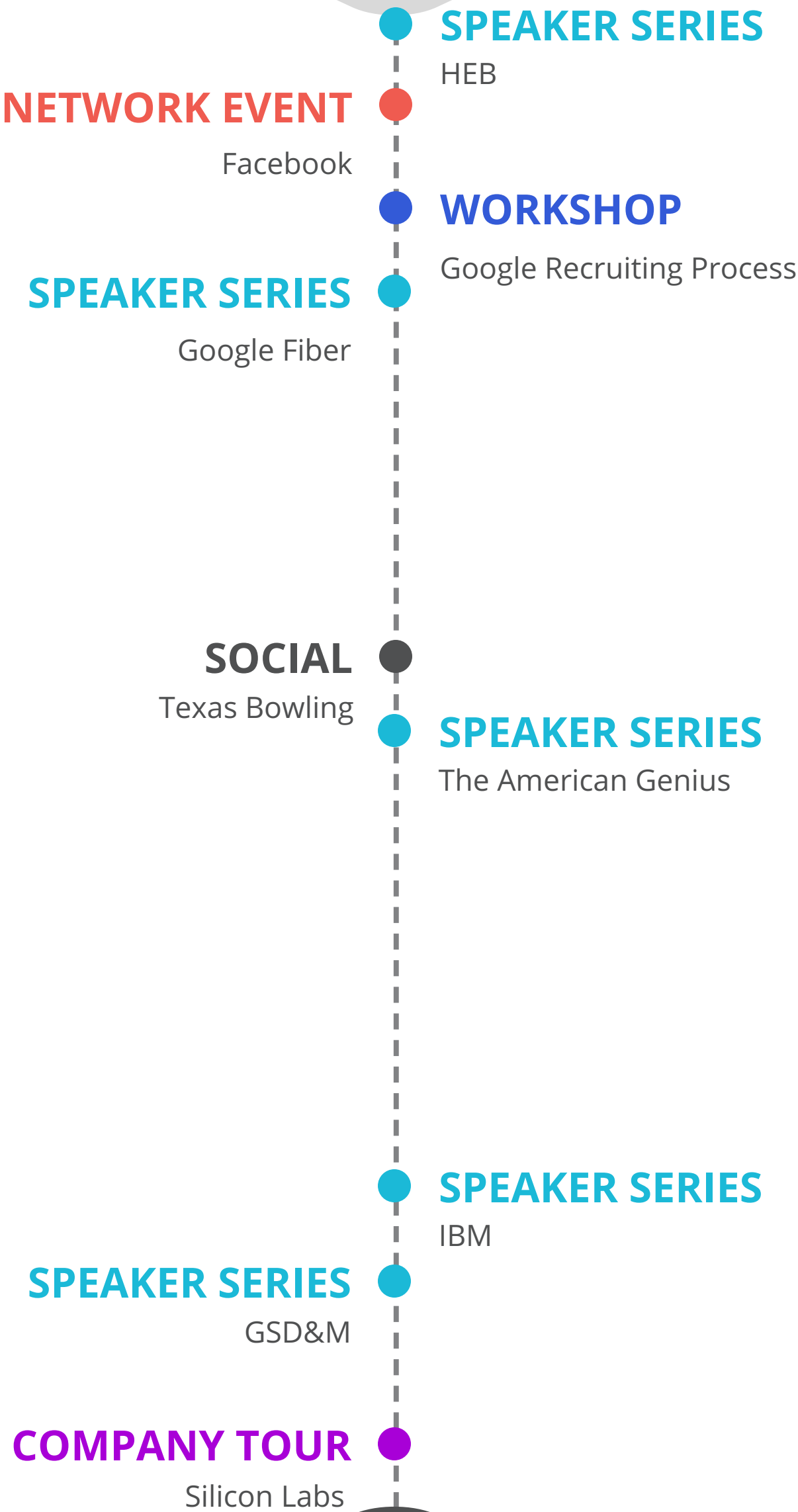
ENGAGED

AGENCY MEMBER - ROGER

Roger was **acquired** from...

- Professor Recommendations
- Social media targeting
- General signage

This led him to attend our informational session where he then became a **member**.



END OF THE SEMESTER



ENGAGED

AGENCY MEMBER - ROGER

MEMBER

PROFILE

Statistics

Event Type	Engagement Percentage
Speaker Series	11.16%
Networking Event	0.63%
Workshop	7.97%
Company Tour	8.44%
Community Service	0.78%
Social	2.34%
Total Score	31.32%

Roger represents our engaged agency member. He started engaged in Texas AMA events and remained active throughout the year; attending the events that would benefit him in our marketing agency.

The journey flow was created by averaging the journey flow of members who reflected a similar score. The engagement percentage is determined based on how many times a person has attended that type of event. The member experience team determines the weight and value of each type of event.

Roger is also a member of the Texas AMA Marketing Agency