

# Amp Up Your Member Acquisition & Retention

What your organization can accomplish with two tech powerhouses: Aptify and YM Careers

Job opportunities and career advancement are among the top reasons that members join and stay with an organization. By combining an online career center with your membership management software, you can take member acquisition and engagement to the next level.

For example:

**YM Careers by Community Brands** online job board software helps you deliver valuable job opportunities and career development resources to your members and job seekers in your industry.



**Aptify by Community Brands** membership management software does a lot of heavy lifting, helping you manage your entire organization through one flexible and scalable system.



A powerhouse for attracting new members and providing a great member experience that keeps members around for years to come. A powerhouse for attracting new members and providing a great member experience that keeps members around for years to come.

Here are just a few examples of what you can do with this power duo:



1

## Target your member acquisition campaigns.

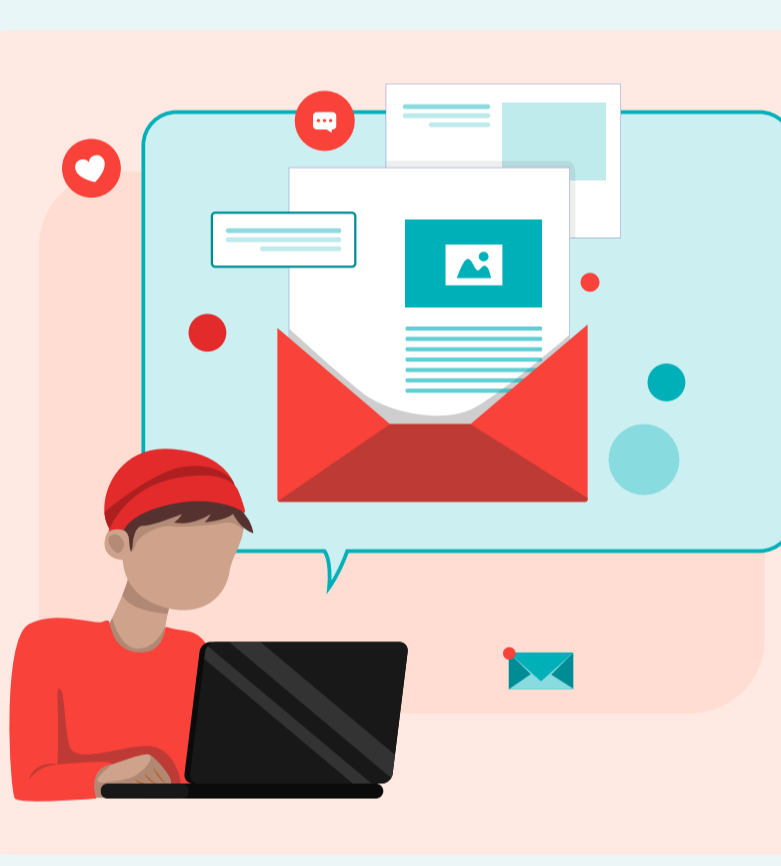
Generate a report in Aptify of non-members who visit your job board and sign up as job seekers, and then use this list of new member prospects in your member acquisition efforts.



2

## Promote the value of membership.

Use your YM Careers job board registration home page to promote membership benefits by using intelligently placed calls-to-action that encourage job board visitors to join your organization. Promoting the value of membership on your job board keeps your organization top-of-mind and further reinforces your brand as prospective members search for jobs.



3

## Offer career tips.

Each month, pull a list from Aptify of active job seekers and send them an email with links to tips and best practices for career advancement in your online career center. This will help to provide members with ongoing value that encourages retention.



4

## Get job seekers talking.

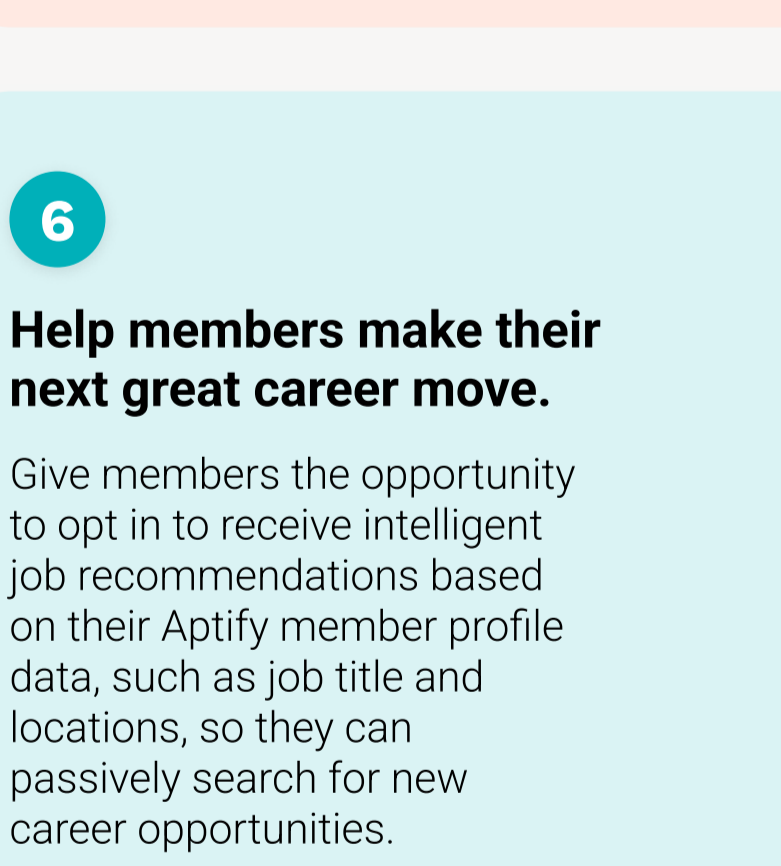
Keep members engaged by creating discussion groups in your Aptify-powered discussion forums that are inspired by topics from your career center, such as job interview tips or résumé techniques.



5

## Share the career center experience.

Post a short video of your career center experience – such as signing in, clicking on a job opportunity, and clicking through to apply – in your next email newsletter to help promote your career center to members who might not know about it.



6

## Help members make their next great career move.

Give members the opportunity to opt in to receive intelligent job recommendations based on their Aptify member profile data, such as job title and locations, so they can passively search for new career opportunities.



7

## Give your membership marketing a boost.

Generate a monthly report in Aptify that shows member activity on your job board and use that data to drive more informed marketing efforts to members.

# Supercharge Your Member-based Organization with the Right Technology Stack

8 powerful software applications that amplify the impact of large associations and unions

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