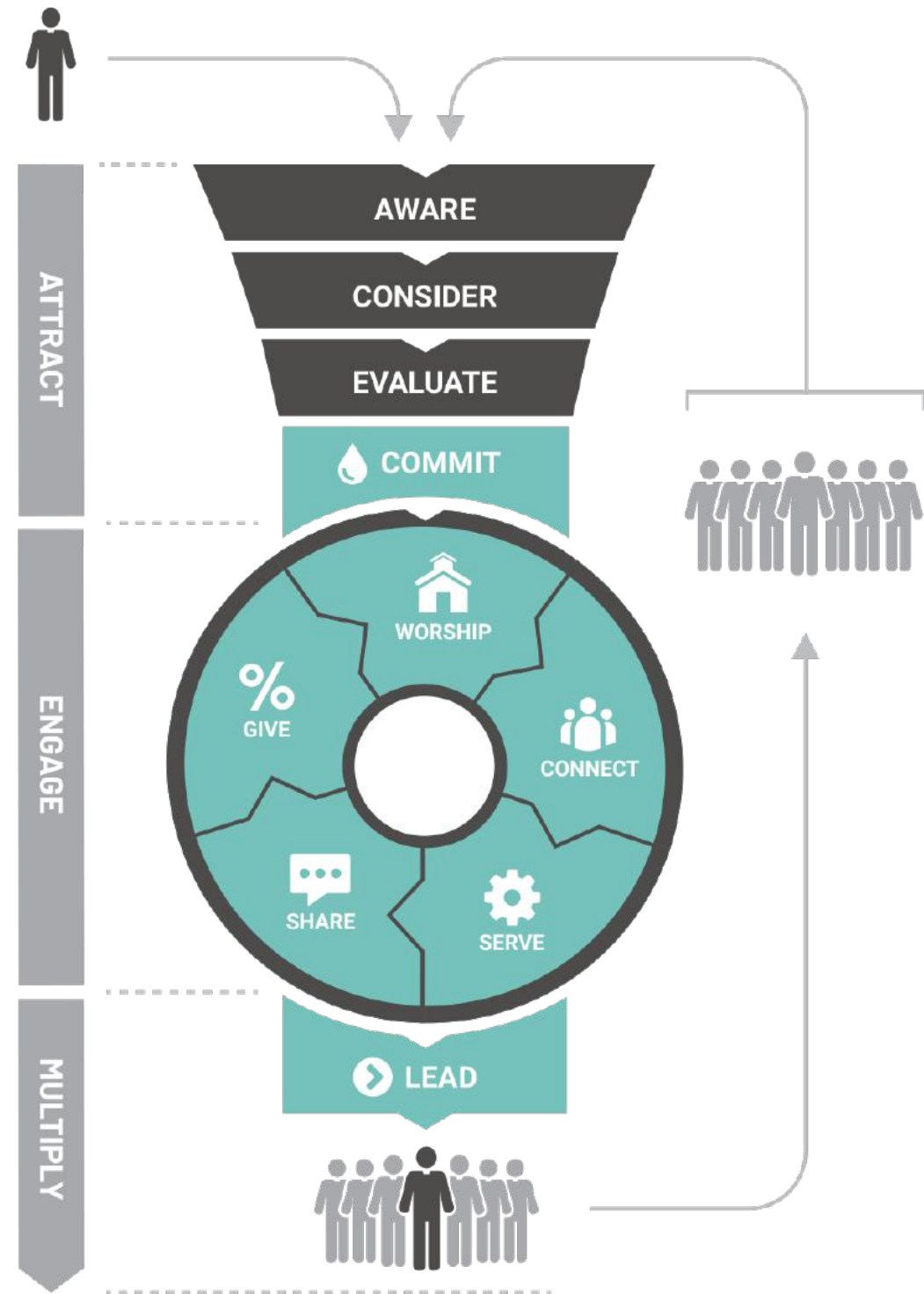


# Member Engagement

# Member Life-Cycle

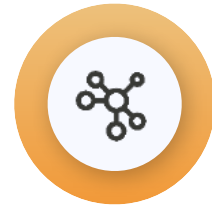


# Engagement Methodology



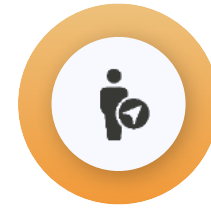
## Know

Know your members and where they are in their life cycle.



## Match

Match them to their appropriate next step.



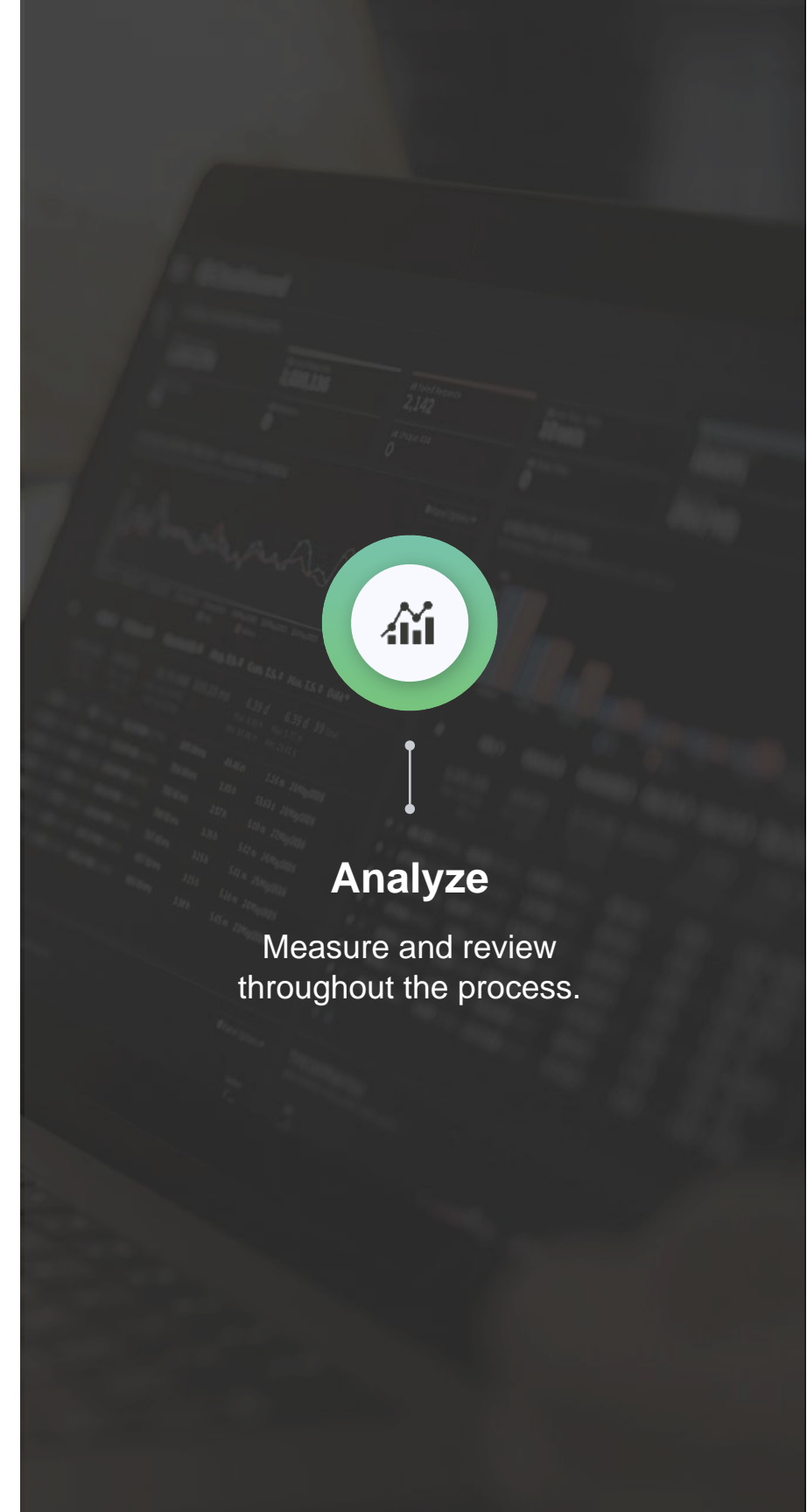
## Tell

Get the right message to the right person at the right time.

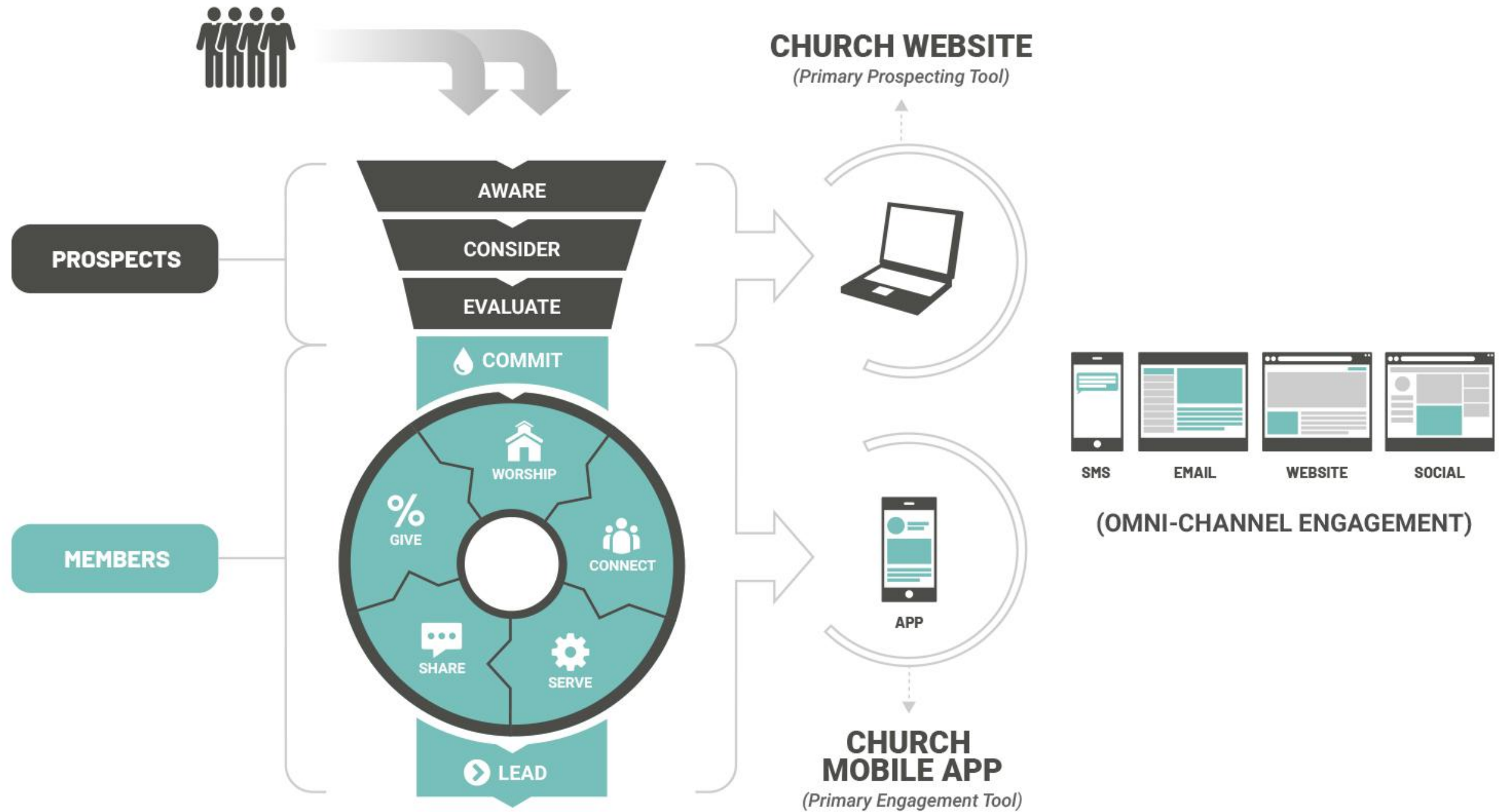


## Analyze

Measure and review throughout the process.



# Member Life-Cycle Tool Set



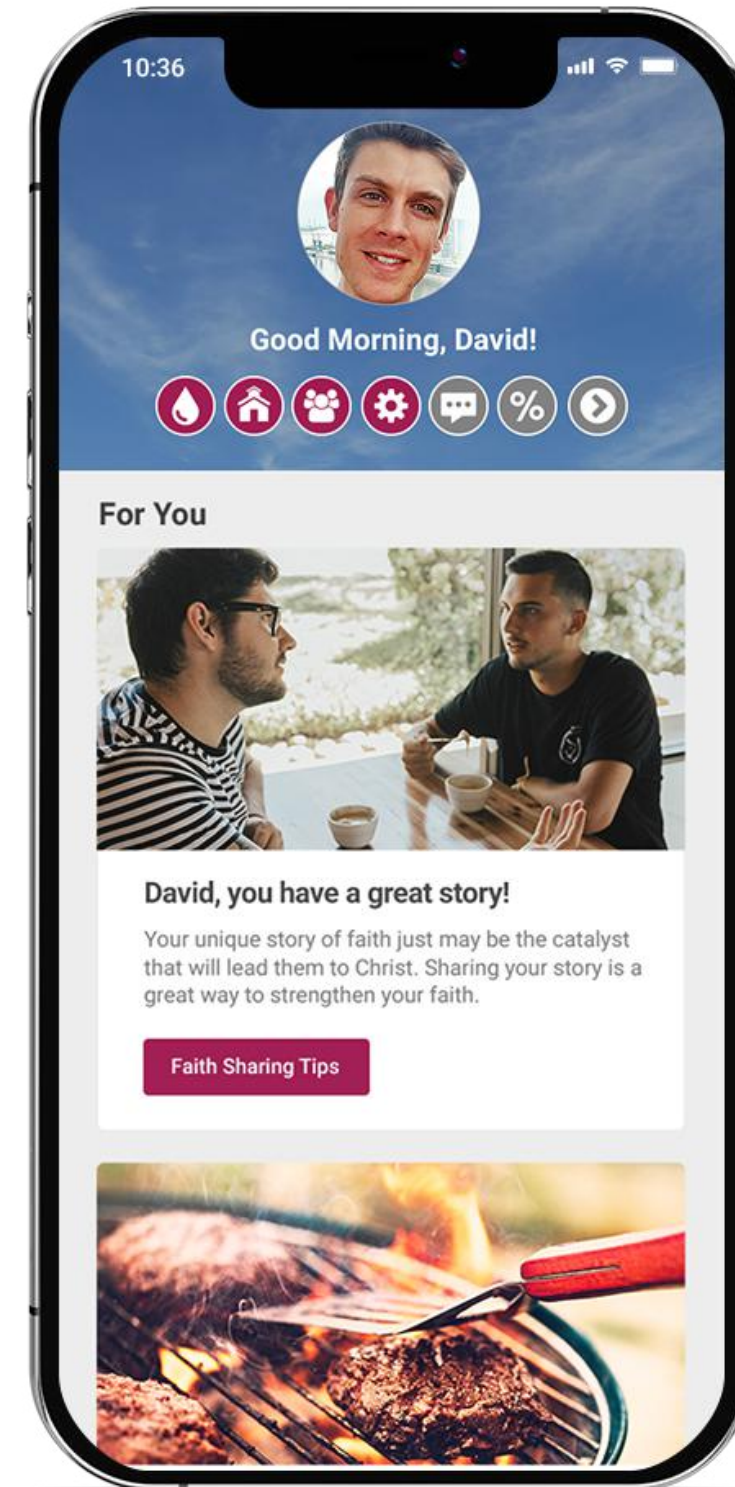
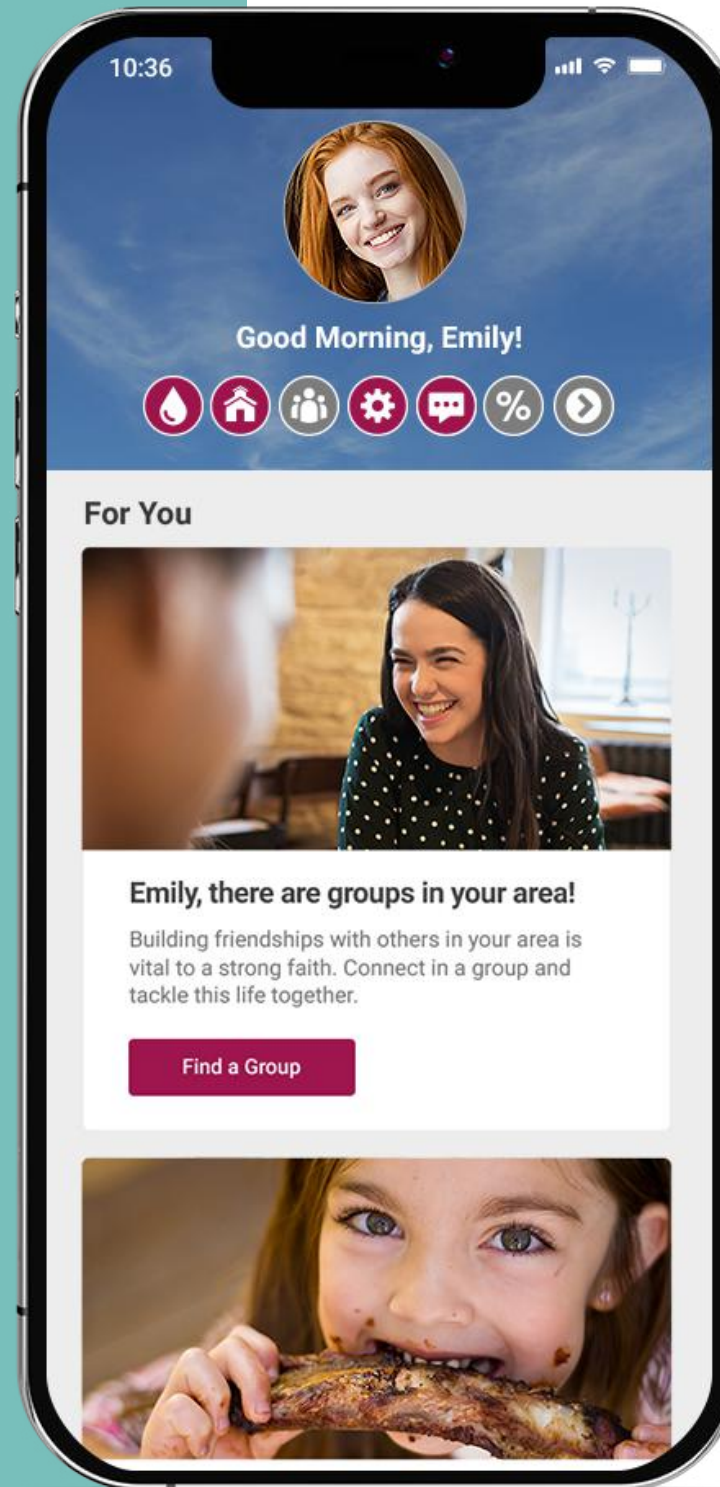


# Member Dashboard

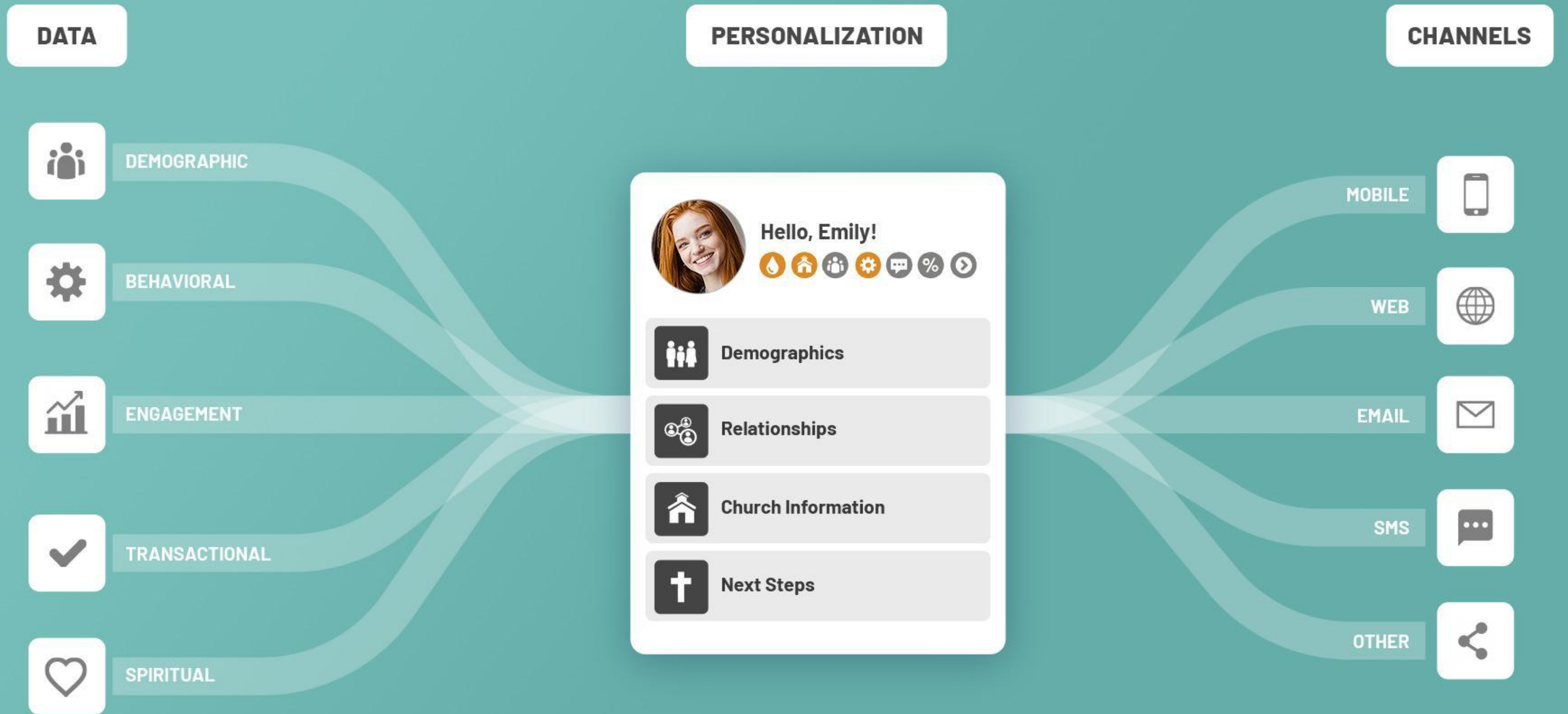
PERSONALIZED  
CONTENT GENERATES

84%

HIGHER RESPONSE RATES



# Architecture



# The Building Blocks of Engagement





# Organizational Structure





# Contacting Blue

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