

# Best Practices in Conversational Engagement

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1-27-22

Client Roundtable



# Consider Open-Ended Questions Occasionally

Drive <b>ACTION</b> From Member	Elicit <b>EMOTION</b> From Member
“Are you planning on renewing your membership?”	“Looking back on your last 12 months of membership, what did you use most and what could we improve for next year?”
“Are you planning on earning a certification this year?”	“What do you need most from us as you prepare to earn your certification this year?”



# Think Conversationally: Embrace the Human Exchange

Marketing Email	PropFuel Check-In
“Did you know we have a discounted membership program?”	“How would you describe where you are in your career right now?”  “What problem is keeping you up at night?”  “What are your goals for this year?”



# Don't Be Afraid Of The "No"



## Taking roll call...

The annual APFC conference is less than a month away, and we noticed you're not yet registered.

Why are you hesitating to register for the conference?

It's not in my budget

I am concerned about Covid

The topics don't interest me

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## Thank You!

That's completely understandable, and it's also why we've instituted Covid protocols across the entire conference, all four days! Here are just a few of the precautions we are taking to keep you safe:

- Hand sanitizing stations throughout the conference center
- Smaller group sessions to allow for social distancing
- Virtual options where possible

You can view a complete list of our Covid protocols [here](#).

# There Are Times When a Human Response is Necessary

A personal response could be needed:

- unique situation
- change in circumstance
- additional assistance



# Focus On “What’s In It For Them?”

What’s in it for <b>YOU</b> ?	What’s in it for <b>THEM</b> ?
<p data-bbox="98 434 726 470">“Why did you attend the conference?”</p> <p data-bbox="388 536 421 626">↓</p> <p data-bbox="98 642 884 729">“Thank you for your feedback. We will use your answers to improve our future conferences.”</p>	<p data-bbox="954 434 1582 470">“Why did you attend the conference?”</p> <p data-bbox="1199 536 1232 626">↓</p> <p data-bbox="954 642 1692 768">“We liked that part, too! Since you said you enjoyed [X] we also thought you might enjoy the upcoming [Y]. You can register <a href="#">here</a>.”</p>



# Let Their Answers Guide Your Future Questions

Do this in PropFuel by...

- writing back to your email system or AMS
- using tags
- adding people into another campaign
- building a list of folks that responded a certain way



# Make It Easy for the Member


Maximum Effort	Minimum Effort
<p data-bbox="98 434 614 470">“Will we see you at the event?”</p> <ul data-bbox="131 478 258 554" style="list-style-type: none"><li data-bbox="131 478 258 511">- Yes</li><li data-bbox="131 521 258 554">- No</li></ul> <p data-bbox="392 558 421 642">↓</p> <p data-bbox="98 674 691 710">“How will you join us for the event?”</p> <ul data-bbox="131 718 355 794" style="list-style-type: none"><li data-bbox="131 718 355 751">- Virtually</li><li data-bbox="131 762 355 794">- In-person</li></ul> <p data-bbox="392 809 421 893">↓</p> <p data-bbox="98 936 542 972">Show text on landing page</p>	<p data-bbox="954 434 1547 470">“How will you join us for the event?”</p> <ul data-bbox="987 478 1669 674" style="list-style-type: none"><li data-bbox="987 478 1186 511">- Virtually</li><li data-bbox="987 521 1213 554">- In-person</li><li data-bbox="987 565 1669 598">- I’m not sure; I need more information</li><li data-bbox="987 609 1437 642">- I can’t make it this year</li></ul> <p data-bbox="1219 696 1248 780">↓</p> <p data-bbox="954 820 1398 856">Show text on landing page</p>





# Build Profiles Over Time With Automation

## Month 1



We noticed you're graduating soon, and in order to make sure we send your APFC graduation gift to the right place, we'd like to know your alternate email address.

For your information, the one we have on file is [myemail@gmail.com](mailto:myemail@gmail.com).

What is your alternate email address?

[Answer](#)


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## Month 2



### Your profile is looking great...

Your graduation date is **blank**. Please take one minute to type in your correct graduation date so we can be sure you're getting the correct materials for your educational journey.

What is your expected graduation date? (MM/DD/YYYY)

[Answer](#)

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# **Pretend You Are Talking to a Person... Because You Are!**

Your membership expired on December 31st. We don't want to lose you.

“Is there anything we can do to help?”



# Don't Ask What You Should Already Know

Good	Better
<ul style="list-style-type: none"><li data-bbox="127 434 768 470">• In which department do you work?</li><li data-bbox="127 568 722 604">• Have you filled out your profile?</li></ul>	<ul style="list-style-type: none"><li data-bbox="960 434 1818 514">• How would you describe your professional peer group?</li><li data-bbox="960 568 1773 604">• Is now a good time to check out your profile?</li></ul>



# Measure Success Based on Goals: Not All Conversations Are The Same

A successful campaign with a low response rate could include:

- Sponsorship promotion
- Volunteerism
- Consultation services

