



Membership Profits

- CHECKLISTS -

#17 The Membership Site Automation Checklist



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Checklist #17

The Membership Site Automation Checklist

The Membership Site Automation Checklist



One of the beautiful things about owning an online membership site is that you can automate many of the regular tasks you need to perform to run and grow your site. And a good place to start is this automation checklists, which shows you the best way to take advantage of today's technology to grow your site. Take a look...

Automate Your Mailing List

Most people are familiar with the idea of using autoresponder to build relationships and deliver content to members. Indeed, you can even run an entire fixed-term membership site with little more than a website, payment processor and an autoresponder.

However, did you know what many of the big autoresponders have built-in automation tools that make life even easier? For example, some of the big platforms like Aweber.com, MailChimp.com, GetResponse.com, Kayako.com and many more let you use automation workflow and rules to perform tasks such as:

- Automatically subscribing or unsubscribing someone for your list if a specific action happens. For example, if someone on your prospect list becomes a member, you can automatically unsubscribe them from the prospect list and subscribe them to the member/customer list.
- Sending an email after a specific trigger. For example, if someone doesn't open your live broadcast email after 24 hours, you can send them a follow up email.

Check with your autoresponder to see what sorts of automation workflow tools they have in place to help you manage your lists.

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Next...

Automate Membership Management

Some membership site owners run their sites somewhat manually, such as by adding and deleting members manually from the membership site as a whole, the mailing list, or even the members only forum. However, you can do these tasks automatically if you use a good membership site script.

A good membership site script will:

- Have members register as soon as they complete payment.
- Revoke access to the site if a member cancels.
- Handle upgrades and downgrades seamlessly so that the new membership level goes into effect the moment the member completes the upgrade or downgrade process.
- Adds or removes members to a mailing list.
- Adds or removes members from a forum.

And so on. Check the platforms checklist for more information about popular membership website software and which ones include these features.

Here's another way to automate your site...

Drip Content To Members

If you have the type of membership site where you're creating and adding new content on a regular basis, such as monthly or even weekly, then you may feel chained to your site at times. The good news is you can create and upload your content all at once, and use automation tools to drip it out over time on a pre-determined schedule.



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Most membership site scripts have a “drip” content built in. If you’re using a site like WordPress to run your site, then there is a built-in feature to schedule content.

Create Content Easily

Whether you’re creating content for your members or creating promotional content, there are several tools that can help automate these tasks. For example:

- HaikuDeck.com helps you create slide-presentations quickly and easily, which you can then use to create slide-presentation videos.
- Canva.com makes it easy to create professional graphics.
- Audacity (from audacity.sourceforge.net/download/) is a good tool for editing audio content.
- Infogr.am is a good tool for making infographics.

Automate Marketing

There are several tools available to help you automate many of your marketing tasks. For example:

- Social media posting tools. HootSuite.com (and similar tools) make social media marketing easier by letting you post across multiple platforms automatically, schedule content, and keep track of how well your content is performing.
- Social media share tools. You can make it easy for your visitors to share content by using a tool like <https://sumome.com/app/share>.



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- Website optimization. You can keep track of where your visitors are clicking and what works on your site using a tool like HotJar.com.
- Landing pages. You can create landing pages using special software such as LeadPages.net or LandingPageMonkey.com. Alternatively, you can create your site using a content management system like WordPress.org. All of these tools let you create beautiful web pages without knowing anything about coding.
- Testing tools. These tools track and test your split test your marketing campaigns. Some of these tools are built right into other platforms, such as your autoresponder. In other cases, you can use a standalone tool such as SplitTestMonkey.com to test results.
- Contest tools. You can help make a contest go viral by using Rafflecopter.com, which gives visitors extra entries for sharing your content on social media.
- Keyword tools. You can find out what people are searching for in the search engines – and find out how competitive those words are – by using a tool like WordTracker.com or MarketSamurai.com. You can then use an optimization tool such as <https://www.internetmarketingninjas.com/seo-tools/free-optimization/> to help with SEO.

In Sum...

As you've just see, you can automate many of the regular tasks of running your membership site. With the right tools you can create content, deliver content, market your site, and manage your members much faster and easier than if you did it manually. So put these tools to work for you today to save yourself a whole lot of time and money!



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