

SUCCESS STORY: WILD APRICOT

Wild Apricot is an all-in-one membership management software serving professional, business and trade associations, clubs and nonprofit organizations. Their cloud-based solution makes it easy to manage memberships, websites, events and more.

LEARN HOW WILD APRICOT ACTIVELY ENGAGES THEIR AUDIENCE FOR MEANINGFUL WEB EVENTS.

Challenge

Wild Apricot is dedicated to equipping their audience with free educational content – in fact, it's a pillar of their business model. As a provider of membership management software to clubs, associations and nonprofits, they're hyper-focused on driving business growth through brand awareness and educating their existing customers on how to increase loyalty and retention.

But how do you make it work when your customer base is spread around the world? "With an international audience, it's often challenging to engage with hundreds of people," said Sonia Khosla, Marketing Programs Manager at Wild Apricot. What they needed was a way to **introduce valuable content and schedule events that would be easily accessible for everyone**, regardless of time zones.

Solution

Since 2014, Wild Apricot has trusted GoToWebinar to host weekly product-related webinars, which they pre-record and provide to their customers on an on-demand basis that suits their schedule. They also have subject-matter experts host live monthly webinars on thought leadership topics designed to help their customers grow, engage and successfully manage their membership base.

"Based on our webinar attendee feedback, GoToWebinar is an invaluable platform for organizers, presenters and attendees alike because of its flexible functionality and video editing features," stated Khosla.

Wild Apricot also integrates GoToWebinar with their marketing automation and CRM system in order to run integrated marketing campaigns; sending emails with relevant content before and after the webinar.

Results

Wild Apricot drives meaningful interactions with their audience through polls, handouts, videos, chat and Q&A.

"I notice increased engagement when I use these features... they allow me to continuously improve and innovate," said Khosla. As a marketer who knows how crucial engagement is, she relies on GoToWebinar's "Interest Rating" feature: "We can evaluate how long people stay in the webinar and when they begin to fall off," she noted. "It helps us better assess the timing of our polls and announcements."

Another indicator of success for Wild Apricot is their average webinar rating – an impressive 4.4 out of 5 stars. And while ratings can fluctuate depending on the speaker and topic, Khosla quickly realized the ease of the join experience is paramount. GoToWebinar's automated emails, "...have a huge impact on our success," she said. "They increase engagement and support our registrants throughout the process."

Of the many positive results that the company has seen so far, some of the most influential have been **increased brand awareness and international reach**. Brand customization is a reality for Wild Apricot now, as GoToWebinar allows for the addition of their logo, brand colors, images and product assets such as handouts. This helps ensure their message is consistent and that they stand out from the competition. Wild Apricot is also able to reach a larger audience now, since GoToWebinar allows for up to 10,000 registrants and 1,000 participants to join a single webinar. Their international attendees enjoy the **local dial-in numbers**, which allows the company to expand their international reach.



"GoToWebinar is the best webinar software tool I've used so far! It is a dependable, quality tool that helps us effectively engage with our audience to highlight the educational content we provide."

- Sonia Khosla, Marketing Programs Manager, Wild Apricot

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