

Case Study

Learn how Cahoot saved one client time and resources while reaching a new audience and engaging existing members.

Overview

Apotheosis Technologies created Cahoot specifically to help multi-chapter organizations maximize their exposure and minimize the effort required to develop timely, accurate, and reliable messages.

Managed by a single person or small team, the easy-to-use platform lets the client create content one time and seamlessly distribute the information to its website, social media streams, and the Cahoot mobile application.

The integration of Cahoot helped a 3,200-member branch of a fraternal organization unify its messaging, increase awareness, and simplify outreach methods. Our solutions standardized content creation and distribution, improving search engine rankings, website traffic, and member and community engagement.

Client Goals

The client was looking to reduce the effort required to communicate consistently and effectively with its members while reaching a wider audience. As a whole, interest in fraternal and civic groups is waning, and it is important to expose a younger, technology-centric audience to the purpose and benefits of these organizations.



Cahoot

www.letscahoot.com



"An organization's internal website can be a major sales channel, and is typically used for soliciting new members, promoting membership and events, and collecting dues. It may also provide news and advocacy and legislative information."

Pain Points

Conflicting information has sometimes led to member distrust, frustration and affected event attendance rates. The client's website was outdated, with poor user experience and little traffic. Stale content resulted in low search engine scores and limited exposure to the public. They discontinued using a third-party mobile application because it was difficult to administer.

3200+ members

50 average age

20 monthly events

Communication Issues

The client primarily targets its messaging to members through Facebook and newsletters, neglecting the general public, and while many people use the social media platform, many do not. They send newsletters monthly, making it difficult to stay in front of their audience. Additionally, they rely on flyers posted on-premise, announcements at events, and member word-of-mouth to spread information. Each distribution method requires effort, often from different individuals creating the opportunity for miscommunication.

Solution

Moving to the Cahoot platform allows a single person, or small coordinated team, to create content one time and distribute it to their key marketing channels. Their website now has a professional design with significantly improved usability, and the content is easily found in search engine results. When content is published, the platform automatically creates Facebook posts with links back to the client's website. The Cahoot mobile application makes it easy to stay informed and offers instant communication through push notifications. Traditional newsletter communications have become secondary and are now simply a republication of materials created in the platform.

"Organizations struggle to attract and maintain younger individuals to replace aging memberships."

Source: Dun & Bradstreet Membership Organization Industry Profile 8/2021

Final Thoughts

To be effective, organizations need to utilize various communication channels to reach a broad audience. Creating publicity is essential to these groups as they look to replace and expand their membership base. Apotheosis Technologies designed Cahoot from the ground up to minimize the effort required for organizations to achieve these goals.