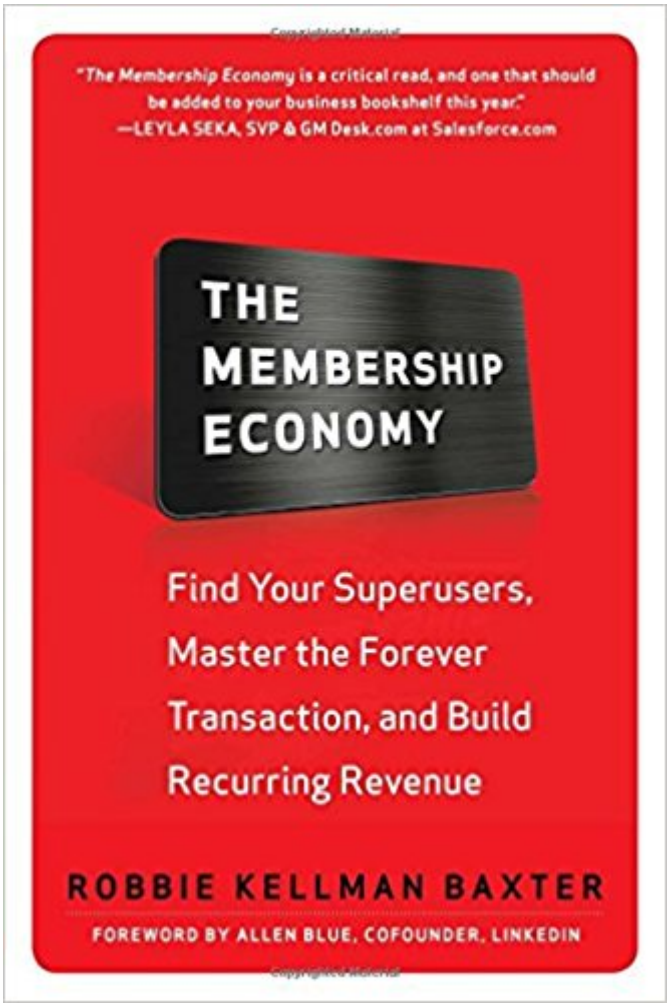
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The Membership Economy: Find Your Super Users, Master The Forever Transaction, And Build Recurring Revenue (Business Books)



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Synopsis

In todayÃ¢â ¬â„¢s business world, it takes more than a website to stay competitive. The smartest, most successful companies are using radically new membership models, subscription-based formats, and freemium pricing structures to grow their customer baseÃ¢â ¬â ¢and explode their market valuationÃ¢â ¬â ¢in the most disruptive shift in business since the Industrial Revolution. This is The Membership Economy. Written by an expertconsultant, this groundbreaking book will show you how to turn ordinary customers into members for life. Learn how to: Turn digital subscriptions into forever sales Build an online community your customers will love Develop new loyalty programs that really pay off Transform freemium users into superusers Create a self-generating revenue stream Keep memberships and profits growing for years to come Whether youÃ¢â ¬â„¢re a small business with limited resources, an established company using a traditional business model, or a hungry start-up who wants a bigger bang for your buck, this comprehensive guide provides a wealth of membership-building options to suit every need. YouÃ¢â ¬â„¢ll learn the best-kept secrets of top industry leaders, from global giants like Am Ex and Weight Watchers to smaller dot-com successes like SurveyMonkey and Pandora. YouÃ¢â ¬â„¢ll find proven strategies for creating membership programs for everything from vacation timeshares and car rentals to video streaming and Software-as-a-Service. Most importantly, youÃ¢â ¬â„¢ll discover what works, and what doesnÃ¢â ¬â„¢t, from some of the key players in the new membership economy. ItÃ¢â ¬â„¢s not about ownership; itÃ¢â ¬â„¢s about access, options, and freedom. When you join forces with your customers, membership has its rewardsÃ¢â ¬â ¢for you, your company, and your continued success.

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Customer Reviews

Ã¢â ¬Å“From Netflix to Spotify, over the past few years, subscription models have become a powerful and profitable business model in the digital economy. Robbie has written a unique, well-researched and very smart book for anyone interested in building one.Ã¢â ¬Â•David Kirchhoff, former CEO, Weight Watchers International and WeightWatchers.com Ã¢â ¬Å“At American Express, we've always been committed to putting our members at the center of everything we do. Robbie Baxter's book provides practical techniques and insightful new examples to guide organizations in building powerful, ongoing relationships with their members.Ã¢â ¬Â•Josh Silverman, President, Consumer Products and Services, American Express Ã¢â ¬Å“The Membership Economy is an insightful, research based look at the strategies and tactics needed to develop, grow and maintain a membership-style program for customers. It is perhaps the best, most detailed source IÃ¢â ¬â„¢ve found on this subject to date, and it has very much changed the way I think about our own growing membership program. I canÃ¢â ¬â„¢t recommend it enough.Ã¢â ¬Â•Mark Kupferman, VP, Insights & Interactive Marketing, Six Flags Entertainment Corp. Ã¢â ¬Å“Some will read The Membership Economy as an entertaining collection of stories about some of the most innovative organizations out there, while, for others, it will serve as a practical guide. ItÃ¢â ¬â„¢s a fun insider view thatÃ¢â ¬â„¢s also pragmatic.Ã¢â ¬Â•Marc Bodnick, CEO, Quora Ã¢â ¬Å“In The Membership Economy, Baxter explains, illustrates, and advocates for this new way of doing business Ã¢â ¬â ¢ you wonÃ¢â ¬â„¢t want to miss it.Ã¢â ¬Â•Bob Baxley, Head of Product Design and Research, Pinterest Ã¢â ¬Å“Salesforce.com has always focused on open, transparent, ongoing relationships with members of our community, from customers to vendors to partners. As a result, we've been named for four consecutive years by Forbes. Companies that donÃ¢â ¬â„¢t build this kind of community will fall behind, but RobbieÃ¢â ¬â„¢s book can help any kind of organization leverage these principles and thrive. The Membership Economy is a critical read, and one that should be added to your business bookshelf this year.Ã¢â ¬Â•Leyla Seka, SVP & GM Desk.com at Salesforce.com Ã¢â ¬Å“Having seen and experienced the challenges of building long-term sustainable relationships involving membership organizations, Robbie Kellman Baxter offers clear examples and straightforward advice how to achieve success in both the non-profit and corporate sectors.Ã¢â ¬Â•Howard L. Wollner, Chairman,

NPR Foundation Ã¢â ¬Å“There’s a big difference between subscribers and members. From The Times to The Sun and now at The Wall Street Journal, we are committed to building our relationship with our customers around the principles of membership. Members are more engaged, more connected and more profitable. Read The Membership Economy to learn how to take your organization from transactional to relational.Ã¢â ¬Â•Katie Vanneck-Smith, Chief Customer Officer and Global Managing Director, Dow Jones Ã¢â ¬Å“As the leader of a major alumni relations office, I understand the importance of building long term relationships with our members. Robbie Kellman Baxter’s practical advice will drive immediate results. If your organization depends on having highly engaged members, you should read The Membership Economy.Ã¢â ¬Â•Raphe Beck, Director of Alumni Relations, Stanford Graduate School of Business Ã¢â ¬Å“I’ve run a successful membership business for a while now. So I’d like to tell you to move along and not read this book... because why is Robbie Kellman Baxter giving away all our hard-won secrets? But I won’t tell you that. Because The Membership Economy is great perspective on an important topic.Ã¢â ¬Â•Ann Handley, Chief Content Officer of MarketingProfs, and author of the Wall Street Journal bestseller Everybody Writes Ã¢â ¬Å“RobbieÃ¢â ¬â„¢s book is packed with innovative ideas for pricing, acquisition, and engagement of customer. I highly recommend this book for any CEO who seeks to disrupt their industry by putting their customers at the center of everything they do.Ã¢â ¬Â•Heidi Roizen, Operating Partner, Draper, Fisher, Jurvetson "Baxter has brought our attention back to the point of any business--deliberately delighting customers so that they only want to return. Wondering how to make your customers, team and investors enthralled all at once? Make irresistible offers. Read The Membership Economy! Lisa Gansky, entrepreneur and bestselling author of The Mesh

Robbie Kellman Baxter is a consultant and speaker who has been providing strategic business advice to Silicon Valley companies for over 20 years. She is the founder of the consulting firm Peninsula Strategies LLC, and regularly presents to professional associations, leading universities, and corporations.

I’m the VP Marketing for a tech company, and I think this book is a must read for any exec (tech or non-tech). Here’s why.Whenever someone first buys from a company, they are a new customer. But no business can be sustained on new customers alone. All businesses rely on REPEAT CUSTOMERS. (Duh.) The key to getting more repeat customers is to STOP treating them like customers and START treating them like MEMBERS.This is the book that can help you (and your entire business) make the transition from being customer-centric to being member-centric. Read this

book and learn:- What the difference is between a membership and a monthly subscription (hint: they’re not the same, because "Membership is an attitude, an emotion.")- How to (re)organize to be member-centric -- "The Membership Economy is more than a marketing strategy. It’s about the whole organization being built around the ongoing customer relationship."- Why ongoing tinkering with membership benefits is absolutely critical- How to streamline your member acquisition funnel- What a super user is, and why they’re important for other members- When "free" does and doesn’t make sense- Technology to help your organization to be more member-centric- And much, much more.This book is a quick read. It’s well written and full of tons of practical advice and real-life case studies. Whether you are VP Marketing in a large company, a sole proprietor of a local business, or the head of a non-profit or association, this book is a must read. This book (and author) is pure marketing genius and is likely to spawn a whole new generation of marketing.

This book contains many important ideas about how people interact with organizations. While people’s loyalty and evangelism about organizations that share their values is not new, the rise of the internet has created many mechanisms that facilitate membership in communities and organizations in new and profound ways.Whether for-profit or non-profit, organizations that grasp the importance of building strong communities and relationships with their members benefit in a multitude of ways. This book explores this idea in the modern world by examining different types of membership organizations--from digital subscriptions, online communities and social networks, loyalty programs, traditional membership companies, small businesses, non-profits, professional societies and trade associations.In the book, Robbie Kellman Baxter examines several of these organizations and how they have used the concept of membership to engage. As the author is from Silicon Valley, many of the examples that she discusses are from technology companies. However, tech companies are where a lot of the concepts of membership are being applied in new ways so that is not that surprising. Along with citing the examples, Baxter discusses ways in which organizations can learn from their example and implement these ideas.All in all, this is a comprehensive and detailed treatment of membership and community in organizations. If you’re interested in ways that you can implement these important ideas into your organization (and you should be), definitely give it a thorough read.

I had heard of the freelance economy, the guru economy, and a plethora of other economies but never "The Membership Economy." The title hooked me and when I discovered Robbie wrote this I knew I wanted to read it. The membership phenomena Robbie describes is 100% on target and

having the intuition to call it out and then pen this book is amazing.One of the many things I love about this book is the use of real examples, companies, organizations, technologies, and people. This isn't a tome of wishful theories. This is a practical proof-driven book chock full of amazing stories, which support Robbie's membership economy implementation model. Each step in the process from "creating the right organization" to sustaining "customer success," provides anyone seeking to develop an organization based on these principles all the right tools to do so.As I read this book, I couldn't help but feel some of the same energy and passion I have read and loved in all of Malcolm Gladwell's portfolio of work.Great job Robbie! I'll spread the word!

I purchased this book to equip myself with knowledge of the membership economy. As a strategy consultant for several membership economy companies, I had hoped to learn what makes membership economy businesses thrive.What I actually gained is a robust understanding of how virtually ALL businesses can better thrive by applying membership economy principles. I wasnÃƒÂ¢Ã â ¬Ã â„¢t surprised that marquee membership economy companies such as Netflix and LinkedIn could yield lessons for subscription-based businesses. I was surprised, though, how much I could learn about membership economy potential from companies such as Starbucks, Weight Watchers, Burberry, Ritz-Carleton Hotels, and even nail salons and brick-n-mortar book stores!The membership economy draws from the principles that make human beings human ÃƒÂ¢Ã â ¬Ã â œ we crave and need belonging. This book explains with exquisite clarity how that human need for belonging can inform the way you structure and convey and shine a light on your business. To boot, itÃƒÂ¢Ã â ¬Ã â„¢s a highly-engaging, downright enjoyable read. Bravo.

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