

Halmyre's 8 Step Member Engagement Roadmap

A well-executed interactive marketing strategy discovers new customers (**FIND 'EM**) and engages your existing audiences (**KEEP 'EM**).

FIND 'EM

Behaviour analysis and interactive communications can help find new audiences through targeted customer relationship management techniques.

KEEP 'EM

Content, tools and active discussion targeted at existing audience to promote re-engagement with key stakeholders and online community.

