



TOP 10 WAYS TO ENGAGE ALUMNI NETWORK

DRIVEN BY SMART INSIGHTS TECHNOLOGY



Why Should You Boost Alumni Engagement?

MAINTAIN ENGAGEMENT AND BUILD A PRE-QUALIFIED TALENT PIPELINE

People are changing jobs more frequently than ever and employers must accept the fact that, according to a CareerBuilder study, 45% of employees plan to stay with their employer for less than two years.

Fortunately, this can be an opportunity for the long term. These professionals are developing new skills, challenging themselves, and gaining insights that you were likely unable to provide.

If cultivated and engaged properly, alumni can be a strong resource for qualified talent and referrals which is why so many companies are relying on these relationships.

As one might imagine, having a strong alumni communication and engagement strategy, and a platform which supports it, is vital for ensuring the success of all parties.

Here are 10 top ways to engage your alumni network.

40% of People Would Consider Returning to a Previous Employer

BOOST ALUMNI ENGAGEMENT 35% THIS QUARTER!



Toll-Free:
800-547-1618



"Creating true alumni engagement means you create a thriving, pre-qualified pipeline of talent for an organization. A pool of talent that hires quicker, performs better and, once they come back, have a tendency to stay on for the long term."

STEP 1: CREATE CUSTOMIZED ENGAGEMENT ACTIVITIES

The first step is understanding that no alumni relationship is exactly like another. You need to segment and tailor different



Combine those answers with the data from your system (reward program redemption rates, what activities are engaging them, when they are engaging, etc.) Once you have compiled everything you can tweak triggers, activities and implement the user suggested rewards all of which builds stronger engagement and partner loyalty.

Our Success Stories



Vonage Drives Success with Social Influencers and Brand Ambassadors



AirPort Parking Drives Retention Among Business Travelers



ADH Guardian Drive Revenue Through Personalized Promotions

STEP 6: MAKE IT FUN!

Fun isn't usually a top-of-mind idea for alumni engagement, but custom designed contests and sweepstakes can be great for promoting new products/services, talent sourcing, and overall engagement. Including items like dynamic leaderboards which showcase top users and features grand prizes or other interactive gamification components, like daily trivia, will not only supercharge engagement but get your alumni community reacquainted with your company inside-and-out.

STEP 7: KNOWLEDGE IS POWERFUL

Part of the fun can be incorporating user generated videos, photo galleries, blog posts and other forms of content for your entire alumni community to access anywhere they are. But, you can also use the same technology to create engaging company content personalized for your different alumni segments (HR, Sales, IT, etc.). Popular modules to build into your system include; industry compliance updates, product updates/upgrades, and many others

STEP 8: MAKE IT EASY TO COMMUNICATE

Make it easy for alumni to communicate with your company, leadership, and perhaps even each other. Part of determining the success of your program is going to be based on how well you're creating ongoing interactions with your alumni on as many channels as possible, such as email, your website and even social media. If your platform has been integrated with a mobile app or has had one created then make sure to send your alumni members in-app messages, nudges, and text messages showcasing company changes and rewards earned for telling others.

STEP 9: KEEP IT TIMELY

It should come as no surprise that people, including alumni, love immediate communication and gratification. Reducing the time it takes between completing the alumni engagement activities you've created (i.e., generating a referral, sharing company news, leaving a like or following on social media, etc.) and obtaining their reward, will make alumni engagement and activity soar. Make sure you're using automatic incentive fulfillment since it's not only easier on your company but creates immediate positive reinforcement for your alumni members.

STEP 10: MAKE IT FLEXIBLE

Finally, when it comes to your alumni program and the rewards you offer, you have to remain nimble. For rewards, as mentioned above, get feedback and adapt so you're offering rewards that motivate. For the program, build in regular assessment periods and adjust your program based on the data and feedback plus look for ways to tie everything into your alumni's lives—be it holidays, graduations, birthdays, back to school or the changing seasons. Setting up automatic engagement triggers like these for each alumni segment gives that personal touch without adding extra work.

CONCLUSION

Creating a program where alumni members are engaged and made to feel appreciated is a great way to drive long term relationships and having a well-executed alumni engagement program is vital whether you're a small business or an enterprise level company. Alumni engagement is a proven strategy that works for generating new business and rejuvenating your talent pool with strong members since engaged alumni are much more likely to become boomerang employees and perhaps even some of your greatest brand ambassadors. All of which can be a huge ROI for an alumni engagement program in and of itself.

NextBee has 10 years of experience helping companies create full engagement programs that create loyalty, generate referrals and grow your brand's ambassadors. Would you like to see real-world examples of companies using what we've discussed to increase their bottom line? Connect with us today!

Get A Free Personalized Alumni Engagement Strategy Session

Email: Sales@NextBeemedia.com

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