

Kevin Wolf

From: info@podi.com
Sent: Monday, November 30, 2020 9:24 AM
To: Kevin Wolf
Subject: PODI News - PODI News - Going Beyond a Basic Web Site with Features to Engage Visitors



Dear Kevin,

Beyond a Basic Web Site

In our last newsletter we described ways to determine if your web site needed a redesign or refresh. This month we're looking at ways to elevate your online presence.

Taking your web site from a static online document to one with features and functions that engage members may be easier than you think.

Our team can provide the connectors needed to make tools you already have work better. We can add functions to your current site with little disruption and without the pain of a full redesign.

We work with your team to create online services that fit your organization's processes and budget. We don't believe in deploying one-size-fits-all or off-the-shelf solutions.

Here are some of the ways we are helping our clients thrive online:

Publications Management

Our Publications Manager helps members and staff file, find, and retrieve documents on client web sites. Have trouble finding the most recent Bylaws? Need to restrict access to members only? Want to let users search by type, date, keyword, format, or custom classification? Our Publications Management system does all that, and more, allowing you to sort key documents to the top of search results and set expiration dates for each document. It is a great tool to eliminate that 'where did I put that document' angst.

Single Sign On

By now your organization's online presence stretches well beyond just your web site. Online communities, professional journals, back offices, learning management systems, career centers, conference sites, and more all provide important resources for your visitors. Our team unifies member only access to third-party sites through single sign on functionality.

Member Search with a Purpose

Does your site have a member search function? We can provide a tool that tracks how many times each member record was included in search results. Administrators and members use this data to demonstrate member value and to help members tune their message.

Elections Come in All Shapes and Sizes

Utilizing information from the member database, ballots can be presented to each voter showing candidates or ballot issues unique to the voter's membership type, region, or chapter. Election administrators can access real-time election results, obtain lists and send emails to members who have not yet voted, and get final election reports. We can even randomize the order of candidates when displaying the ballot to help ensure a fairer outcome.

Online Communities Are More Important Than Ever!

Providing a private place for members to share ideas, discuss trends, review developments, and stay in touch with each other is more important than ever to a successful web presence. The communities we've launched prove to be popular hang outs for active members. The community is easy to join and participate in, and is easy to administer. It is a great member benefit, especially in times like these where there is far less travel and personal interaction. It's budget friendly, too.

Track CEUs, Transcripts, and Certificates on Demand

Our Education Module lets members earn credits, record, and track CEUs in a personal account. Transcripts and certificates can be reviewed and printed on demand. Our module has all the key elements of a full blown LMS without the overhead and extra expense.

Want to Give Your Users a Better App Experience?

Mobile apps are a popular offering for members, but they are rarely well integrated with the organization's web site, causing dual maintenance and out-of-sync content.

Have you had difficulty getting your app approved by Apple reviewers? Have you abandoned app sponsorships and inline ads because you don't want to relinquish 30% of the revenue to Apple?

There is a new easy-to-use and lower cost alternative to traditional apps - Progressive Web Apps or PWAs.

PWAs can be better integrated with your other online content, cost less to develop and maintain, and allow you to keep all derived revenue.

Award Programs Benefit the Organization and Members

Award Programs boost the visibility of the sponsoring organization, promote member engagement, and can generate non-dues revenue.

Our programming team provides the online application with a document upload tool, the online judging module, and the micro-site featuring winning projects.

For our American Council of Engineering Companies client, the award application is first filed at the state level. When that competition concludes the filing is electronically transferred to the nationwide competition. No need to re-apply or re-enter the original information! Twenty-one state chapters utilized this Engineering Excellence Award submission portal this year.

E-commerce 2.0 Features

Online meeting registration and donation forms are e-commerce features your visitors expect to find. Now you can go beyond their expectations with forms allowing them to purchase downloadable documents, purchase access to videos or video packages, and even setup subscription-based payments.

Making your e-commerce transactions easy to access and use are critical services for your site visitors.

Engage!

If your organization is ready to venture beyond its current web site capabilities, give us a call. We'd love to show you the many ways you can attract and engage members.

Other News and Notes

The [American Sports Builders Association](#) is deploying its new Progressive Web App (PWA), replacing their previous app which was only available through the Apple Store and Google Play. The new PWA version of the app is easier to update and manage and is budget friendly.

Micro sites just debuted for the:

- **American Feed Industry Association** 's [International Production & Processing Expo](#)
- **Pet Industry Distributors Association** 's [Digital Summit](#)

Both the [Microscopy Society of America](#) and the [Natural Stone Institute](#) just conducted their online elections.

The [Association of Water Technologies](#) and the [American Academy of Appellate Lawyers](#) are now selling access to view their online conference sessions.

Thanks for reading.

Paul Finkel

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