

CLUB MOBILE APP ENGAGEMENT CHECKLIST

Extend Your Digital Reach & Drive App Adoption

Enhance member engagement with a strategic approach to your club's mobile app.

1

DEFINE YOUR MOBILE ENGAGEMENT GOALS

- Align** app goals with your club's overall digital experience for seamless member interactions.
- Identify** the top features that keep members engaged and promote ongoing interaction.
- Set** measurable goals to ensure mobile engagement enhances, rather than duplicates, other digital channels.

2

TAILOR CONTENT & FEATURES TO MEMBER PREFERENCES

- Highlight** "My Reservations" to showcase each member's personalized activity hub.
- Focus** app content on members' favorite events and services.
- Streamline** app features that reflect members' interests to drive adoption and enhance the digital experience.

3

OPTIMIZE YOUR PUSH NOTIFICATIONS STRATEGY

- Use** push notifications to highlight popular features, like reservations or events, encouraging members to engage with the app during peak times.
- Segment** notifications based on membership categories, amenities, and engagement tailoring app updates manual and automated.
- Boost** adoption by sending notifications for app-exclusive updates, offers, or content that motivates members to open the app and stay engaged.

4

LEVERAGE THE APP CONTROL PANEL

- Customize** app links, branding, and layout to deliver a unique member experience.
- Adapt** content and feature displays to align with seasonal or event-driven needs.
- Utilize** member insights to make ongoing adjustments, ensuring the app stays relevant and engaging.

5

STREAMLINE MEMBER FEEDBACK

- Enable** in-app surveys for instant feedback, giving members a quick and seamless way to share thoughts.
- Use** push notifications to prompt survey participation, sending timely reminders to boost engagement.
- Automate** feedback requests after dining/events, ensuring consistent input that helps improve the member experience.

6

ENSURE ONGOING MAINTENANCE & UPDATES

- Refresh** content and visuals regularly to keep members engaged and interested in using the app.
- Implement** new features and enhancements based on member feedback to continuously elevate the app experience.
- Ensure** smooth performance by addressing any technical issues quickly, providing a reliable and polished app for members.

DISCOVER THE IMPACT OF OUR MODERN APPS

REQUEST A DEMO

KEY: Check off each item as you apply or adjust these strategies to ensure a cohesive approach to member engagement.

THE MOST TRUSTED, THE MOST INTEGRATED

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