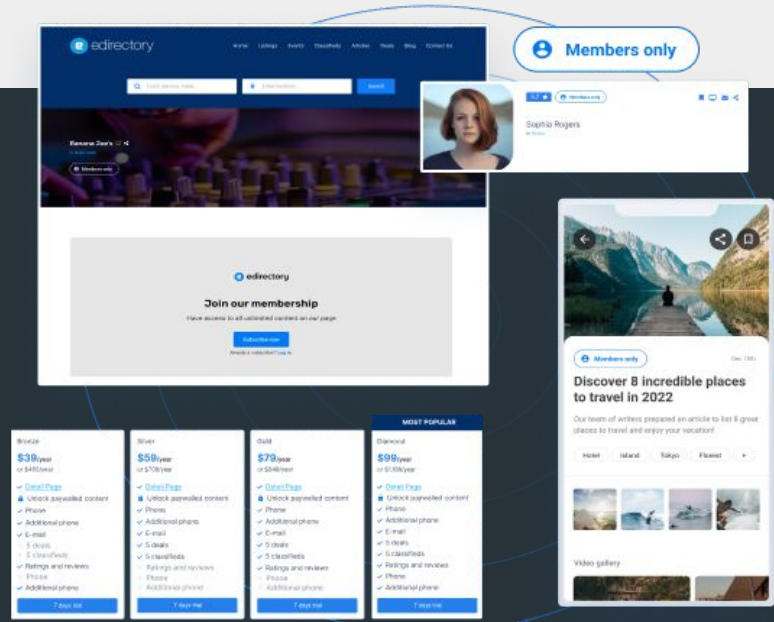


Webinar

AUGUST 2024



How To Create A Membership Directory

Our Team



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edirectory

Next Events

- August 28th - Marketing Funnel for Online Directories
- September 11th - The eDirectory Banner Ads System
- September 25th - Enhancing User Experience in Online Directories



<https://www.edirectory.com/webinars>

Background on the eDirectory platform

Fits any industry or purpose

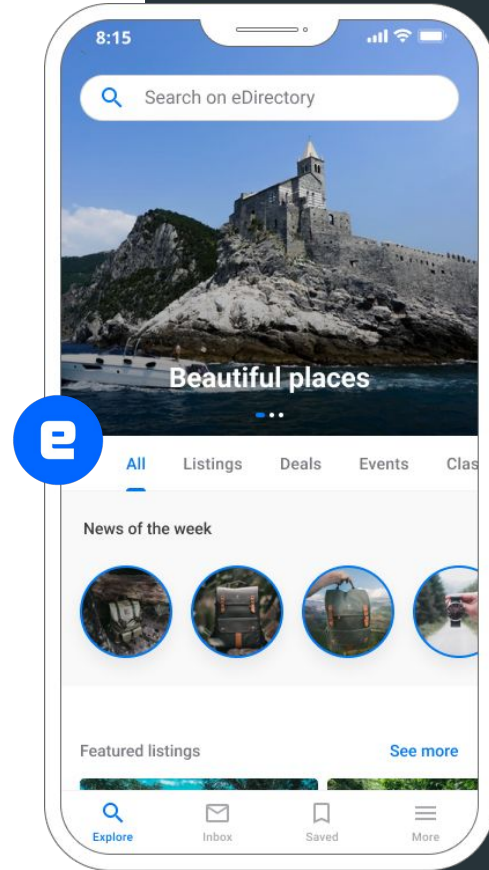
Highly customizable

Integrated native app builder

In-house Customization Team

Source code available

Request a live demo at www.eDirectory.com

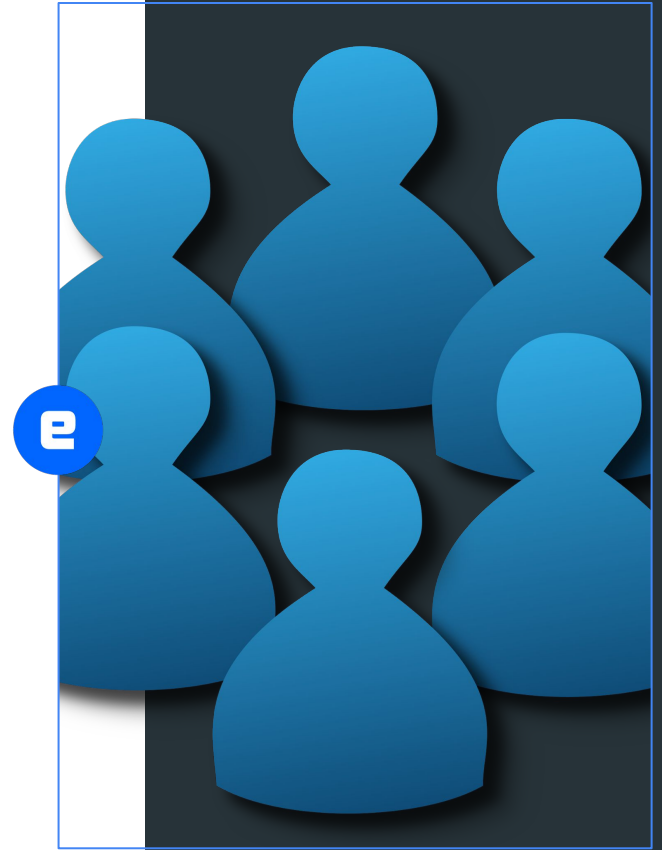


How To Create A Membership Directory



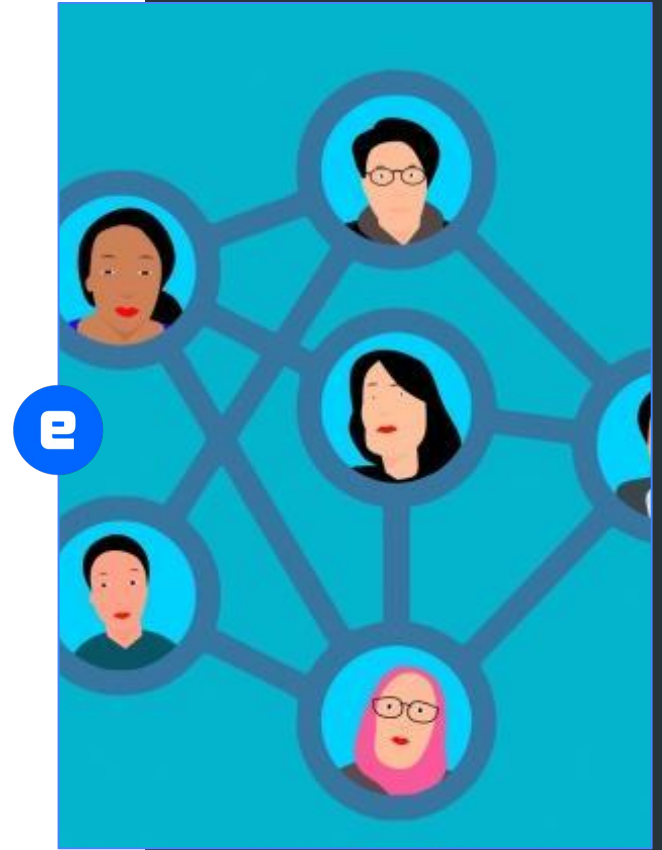
What is a Membership Directory?

- An online, searchable directory that shows detailed information about the members of an organization, association, or group
- Promotes members' businesses and services
- Seal of Approval
- A resource for identifying specific expertise within the group
- It facilitates communication, networking, and collaboration among members



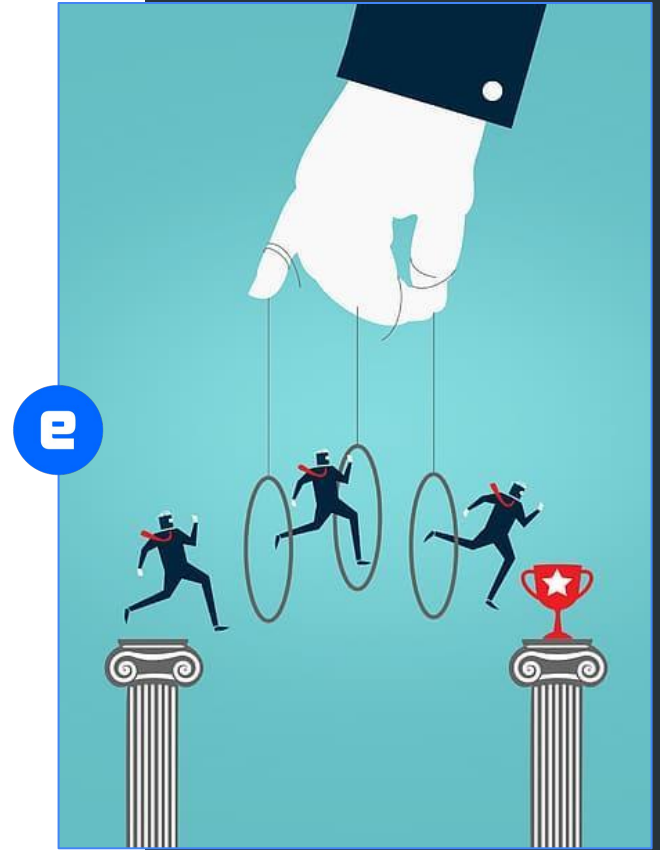
Common Use-Cases

- Professional Associations
- Trade Associations
- Chambers of Commerce
- Subscription-Based Content Websites
- Discount Clubs
- Hobbyist Communities
- Nonprofit and Charitable Organizations
- Political Groups
- Religious or Spiritual Communities
- Health and Wellness Communities
- Educational and Training Platforms
- Alumni Associations



Benefits of a Member Directory

- Manage membership fees, generates a Recurring Revenue Stream
- Improved Retention and Loyalty
- Marketing & Lead Generation for Members
- Can be used to manage Exclusive Access and Perks
- Professional Networking and Development
- Brand Loyalty and Advocacy
- Access Control to member Content
- Flexibility and Customization



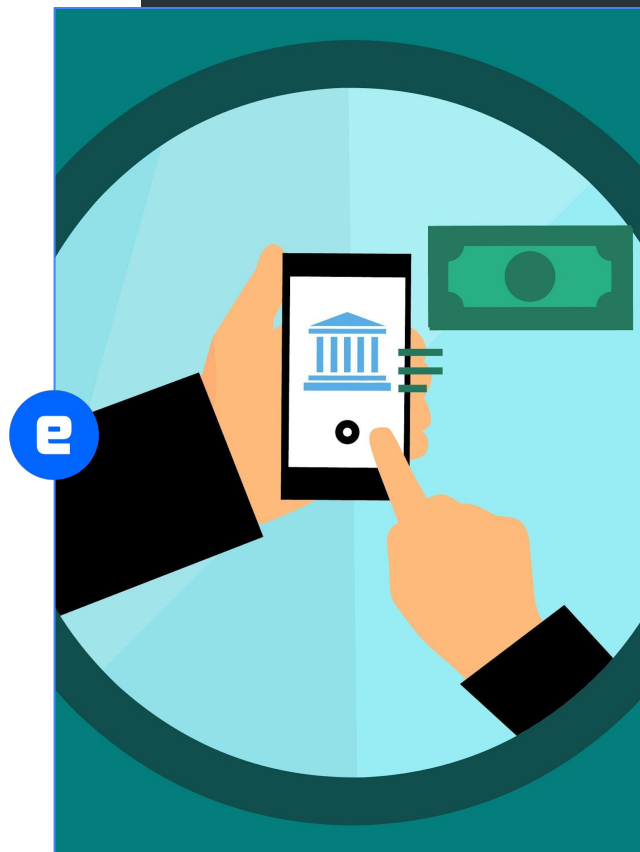
Monetizing a Member Directory

Within eDirectory

- Collecting Membership Dues as a Listing Subscription
- Selling Articles, Events, Banners, etc
- Tailored packages
- Gated/Paywalled content for members

Outside eDirectory

- Sponsored Newsletter
- Social Media Management
- Marketing Services
- Google Adsense and other Ad networks



HOW TO CREATE A MEMBERSHIP DIRECTORY

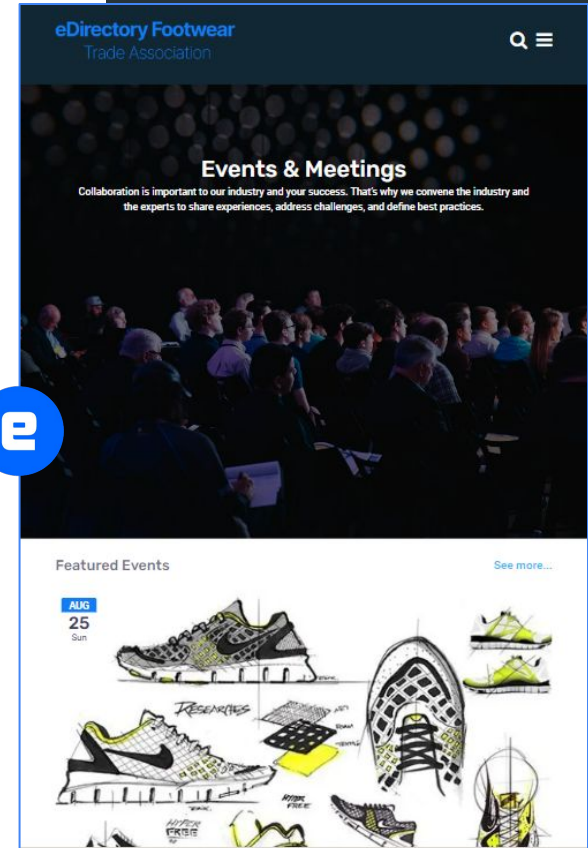
How eDirectory helps you

- Tiered Listings, Events, etc
- Paywalled/Gated settings
- Different payment cycles
- Automated billing system
- Flexible Page Editor

The screenshot displays the eDirectory Footwear website. At the top, the header includes the logo "eDirectory Footwear Trade Association" and a search icon. Below the header is a large banner with the text "Sign in for full access" and "Connect with Brands, Professionals, Retailers, and Suppliers. Get access to Events details, News, Articles, and More!". A blue "Sign In" button is positioned at the bottom right of the banner. Underneath the banner is a section titled "Upcoming Events" with a "more events" link. Two event cards are shown: "Prime Manufacturing Workshop" on August 9th and "Brand Protection Council Weekly Call" on August 9th. Below the events is a dark banner with the text "OPEN YOUR BUSINESS TODAY" and "The #1 in retail and storage management." At the bottom, there is a "Featured Members" section with a "More Members" link, featuring logos for Under Armour and Nike, Inc.

Use-Case: Footwear Trade Association

- Brings together manufacturing companies, suppliers of materials, logistics, consulting services, and more
- Used by the Association to promote its own events, share news and articles about its niche
- Mix open and gated content to satisfy both members and non-members



DEMO & QUESTIONS

