

# JAMES SCHRAMKO

## How to Choose Your Next Membership Platform

- 1. Think backwards and forwards** - If you already have a membership, what have you learned? Where are you now and how did you get there? What are the options now that weren't available then, that could have made a big difference, and that can give you an advantage now and in the future?
- 2. Minimize components and maximize control** - Chances are with your current membership you're juggling billing, storage, hosting, marketing, a website and a forum. What if you could have everything in one place? Ideally, all you need separate from your membership platform is content storage and email, maybe payment. The rest can be handled nicely by one tool like Kleq. Cut risks, too, by steering clear of social media platforms for your membership needs.
- 3. Are you prepared for the long term?** - This means having all your content stored someplace safe and your email list regularly backed up, so that when you do find a platform you like, those assets are ready for use.
- 4. Look for an app option** - Apps are where it's at for usability, engagement and retention. Stay on top of things by getting notifications on your phone, and put your community at members' fingertips with mobile accessibility.
- 5. Have you easy access to support and training?** If something unforeseen happens, or if you have the notion that a feature would be useful, how responsive is the team behind the platform? Do they have the necessary training available should you or your team want to do something yourselves? For that matter, is the platform friendly enough that you actually could do the regular tasks without outsourcing?
- 6. Is there room for scale?** - This goes back to thinking about the future - how do you foresee your business evolving? Does the platform have features you can see yourself needing down the line? And if it doesn't already have them, how likely is it you could request them? Do you see your business growing with the platform?

Could this be [the only membership tool you need?](#)