



TeenLife Media is a multi-media company that helps families and schools to connect middle and high school students with all sorts of opportunities such as summer programs, community service, gap year programs, and after school classes, as well as college admission and career education resources. While TeenLife.com started in Boston, it is rapidly becoming the “go to” resource for students, parents and educators nationwide. TeenLife Media also publishes guides and hosts events.

The Situation

TeenLife’s goal was to find a software solution that provided teen-friendly social networking and user-friendly administrative tools. They wanted a 24-hour portal where members could maintain their own

profiles and users could access listings online. TeenLife also needed a robust content management system – one that would allow for the creation of several levels of listing membership – free and paid.

TeenLife chose YourMembership.com for two reasons. YourMembership.com offers a flat-fee pricing structure that includes unlimited members, administrator seats, customer service and training. TeenLife also was looking for a user-friendly solution.

TeenLife needed a member-based website and membership software that easily could be updated by people who were not programmers or developers. YourMembership.com’s system allows them to do this, and since YourMembership.com offers unlimited administrator seats and unlimited training via its straightforward pricing model, TeenLife can continue to grow confidently and add more admin positions as necessary.

Membership Goal

TeenLife’s goal was to build a vibrant community of more than 10,000 members on their site in the first year.

Results

TeenLife has built a robust online member community, and in just over a year they met their member goal. Their members can search and view hundreds of partner profiles, join groups around areas of common interest, post events in the community calendar, sign up for specific volunteer opportunities, and buy products and services in the online store at membership prices. Their thriving community can count on continually updated information and an easily accessible calendar of events.

Favorite Thing

TeenLife had this to say about their experience with YourMembership.com: “We love the flexibility of being able to create so many different member types and making changes on the fly.

“The service is excellent!”