



Using Membership Packages – One

USING MEMBERSHIP PACKAGES

Top Tip: Plan Your Membership Packages Before You Build Them

The Tiered Membership add-on gives you powerful control over what businesses can see and do — but before diving into the setup in the DCMS, it's worth stepping back and **mapping your membership strategy first**.

A little upfront thinking goes a long way.

Start with the Big Questions

Before you create anything in the system, ask yourself:

- What are the different types of businesses we support?
- What value can we offer at different tiers?
- Are we monetising membership — or using it to recognise partners?
- How do we want to structure access to content types like Events, Offers, or Blogs?

Build a Simple Features Table

One of the easiest ways to get clarity is to create a **features table**. List the possible features down the left (e.g. Business Profile updates, Event submissions, Offer listings), and your planned packages across the top (e.g. Basic, Enhanced, Premium). Tick off which features are included at each level.

Feature / Entry Type	Basic	Enhanced	Premium
Edit Business Profile	✓	✓	✓
Submit Events	✗	✓	✓
Submit Offers	✗	✗	✓
Add Blog Posts	✗	✗	✓

This helps you:

- Identify where the **value steps up**
- Spot any **redundant or underpowered tiers**
- Communicate the benefits clearly to your businesses

Once the Strategy Is Set — Then Build

Once your tiers are defined, you'll be able to build them in the DCMS with confidence, using the toggles to control exactly what each tier can access.

Top Tip: Don't feel pressure to launch with multiple packages from day one. Many destinations start with a single tier and grow from there once they understand how their business users interact with the system.