Strategies for Marketing the New Info Hub to Your Members

Follow these steps to build awareness and inform your members about their new benefit.

In order to get members interested in the Info Hub, it's critical they understand why it's a resource that benefits them. Here are a few proven tips for ongoing promotion of your new Info Hub as a resource to your members.

THE VERY FIRST MEMBER COMMUNICATION

We'll work with you to build your initial member communication in your new GrowthZone software. It's a great way to introduce the Info Hub and get something checked off your task list while also learning the software. Consider including the critical components of an effective member email included, below.

EFFECTIVE MEMBER EMAILS

Great member communication emails:

- **have an engaging subject line.** Readers often use the subject line and first sentence to decide if an email is worth opening.

- **are clear and skimmable.** Emphasize important information and links with bold type, bullets, etc.

- **get to the point.** Keep it short. Don't overload members with information. The average recipient spends 20 seconds scanning an email.

- **include a link.** It's more likely your members will log into their Info Hub if you provide a clickable link to it and instructions on how to login.

PROMOTE VIA MULTIPLE CHANNELS

A one-time email, social post, or blurb in the newsletter isn't likely to make much of an impact.

Use several channels to promote the benefits and ease of using the Info Hub to your members.

✓ Newsletter

- Include a member's success story. Hot Deals and Job Postings almost always make an impact.

- Adding a short screencast "how-to" video on updating a member profile can be a simple way to pique their interest.
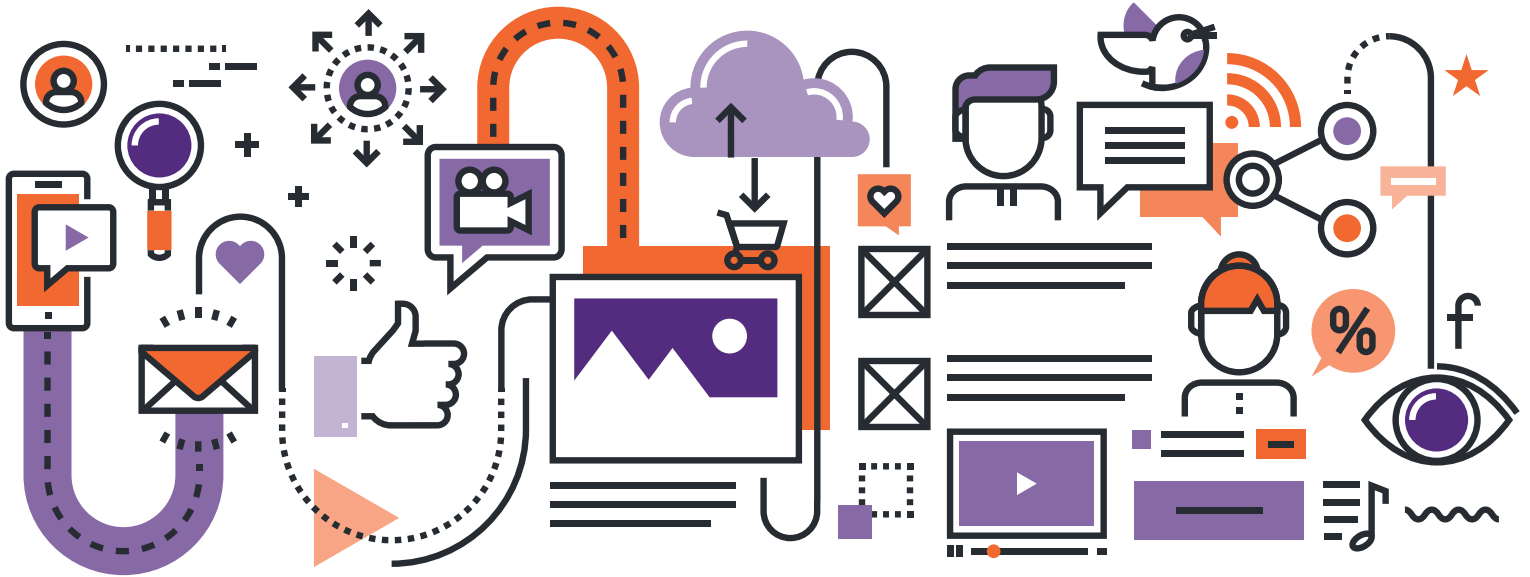
✓ Email

- Include a link to the Info Hub and a "how-to" tip *(e.g. subscribe to list and committees).*

- Add a screencast video showing something simple like adding a logo. Or link to the GrowthZone Wiki page about adding logos.

Pro Tip:
Let members know they are not going to "break anything" by working in the Info Hub. Mistakes are expected and are all part of the learning process.

✓ Social Media

- Use visuals in social media updates. A simple image with basic text can often be more effective than a straight text post and is much more likely to capture members' attention and spark their interest.

- Schedule regular social media posts about your software. Post about it until you get member complaints – then you'll know they "get it."

- Promote Hot Deals and Jobs on social media regularly to drive curiosity.

✓ Website

- Keep information about the Info Hub at the forefront of your website. Remember, even though the website and software has launched (and you're ready to move on to something else), it's all new to them and will take a while to sink in and become routine.

- Embed a screencast video with a very basic "how-to" in order to ease any trepidation on logging in.

✓ Events

- Every communication about events should include a link login and directions to register and pay online. By doing this, you're gradually teaching members to rsvp online via the Info Hub.

- Reinforce the Info Hub at each and every event. At the event itself, talk about the Info Hub.

- Provide a five-minute Info Hub training on one Info Hub feature before the keynote. If it's done effectively, your participants won't even realize they're learning (or being asked to change).

- This is also a great time to promote Hot Deals and Job Postings.

- Have a prize drawing for everyone who registered for the event via the Info Hub.