GrowthZone: 5 Ways to Promote the Info Hub to Your Members

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Agenda

5 Ways to Promote the Info Hub to Your Members

Email:

- Mass Introduction Email
- Individual Emails
- Targeted Emails

Newsletter

Social Media

Website

Events

Bonus: Automate via Marketing Automation

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Launching Your Info Hub

One of the great features of GrowthZone is The Info Hub, a member center that enables your users to access key information and actively engage with your organization.

The Hub allows users to search the directory of other members, see upcoming events, submit events, signup for lists and committees, view their membership details, view and complete billing-related steps (pay invoices, view past billing, see open invoices, etc.), see completed certifications (if applicable) and more.

Launching Your Info Hub

For more information on setting up your Info Hub and the options available, there is a three-part training series:

Info Hub Pt 1: Setup and Options

Info Hub Pt 2: Tour and Content Management

Info Hub Pt 3: Launch and User Management

Launching Your Info Hub

Once your Info Hub is set up and ready to go- how do you get the word out? 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.

Option 1: Email

Email: Mass Introduction Email

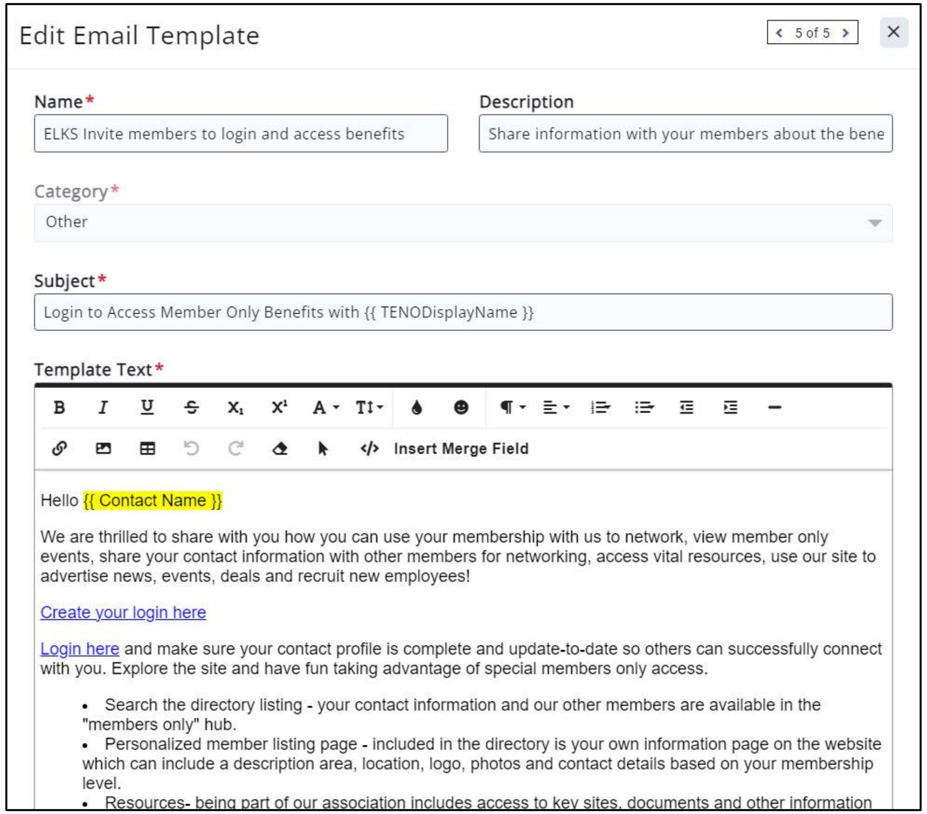
Bulk Email Initial Invitation:

GrowthZone provides a pre-configured email template for your initial communication:

“Invite members to login and access benefits”

It is recommended that you either customize this template or create your own, specific to your organization and your Info Hub implementation.

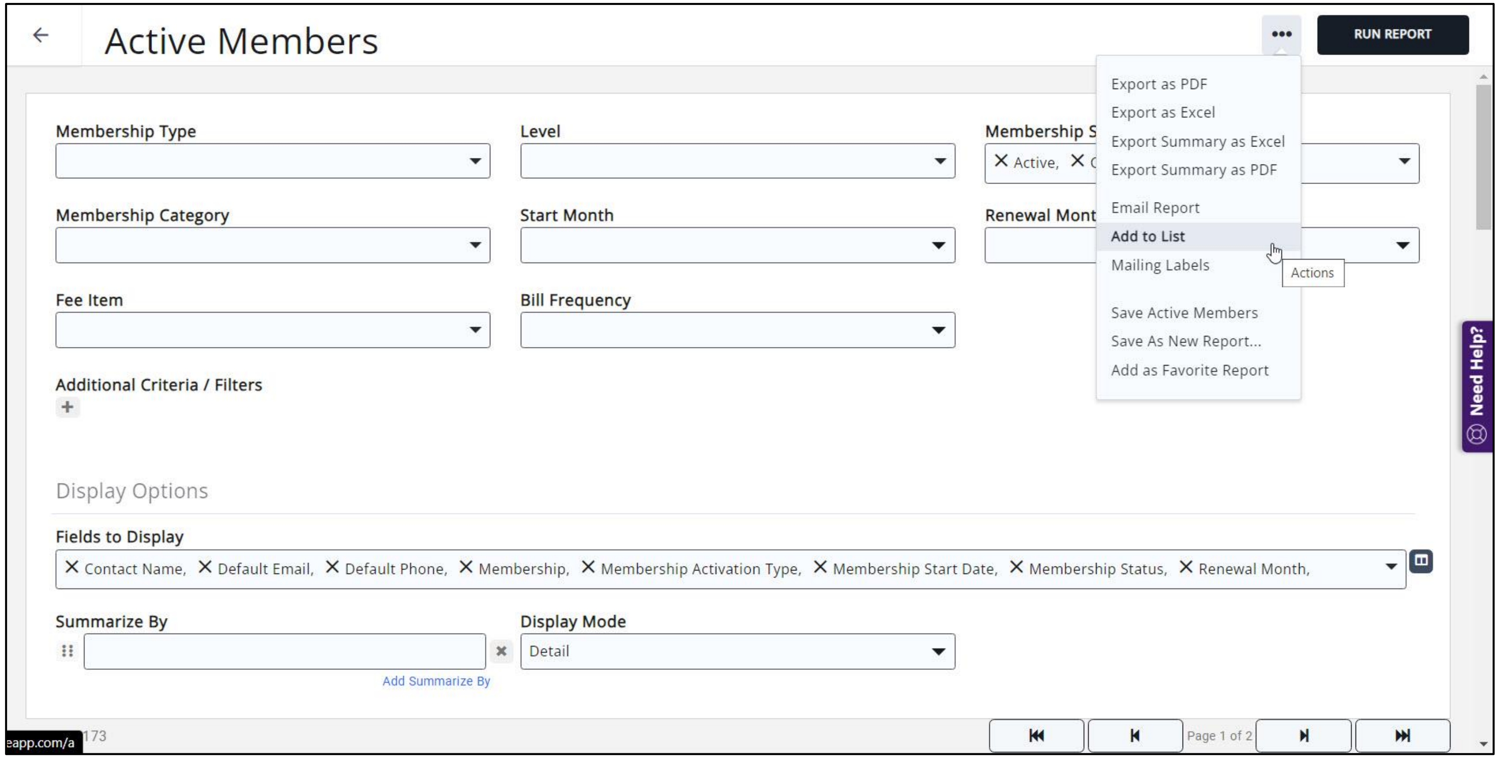
GZ Knowledge Base:
[Edit a Default Email Template]



BONUS SESSION: “5 Email Templates You Should Customize (and how to do it!)”

Email: Mass Introduction Email

Who do you need to invite? Run a report and use the "Add to List" function OR use one of the built-in system mailing lists.



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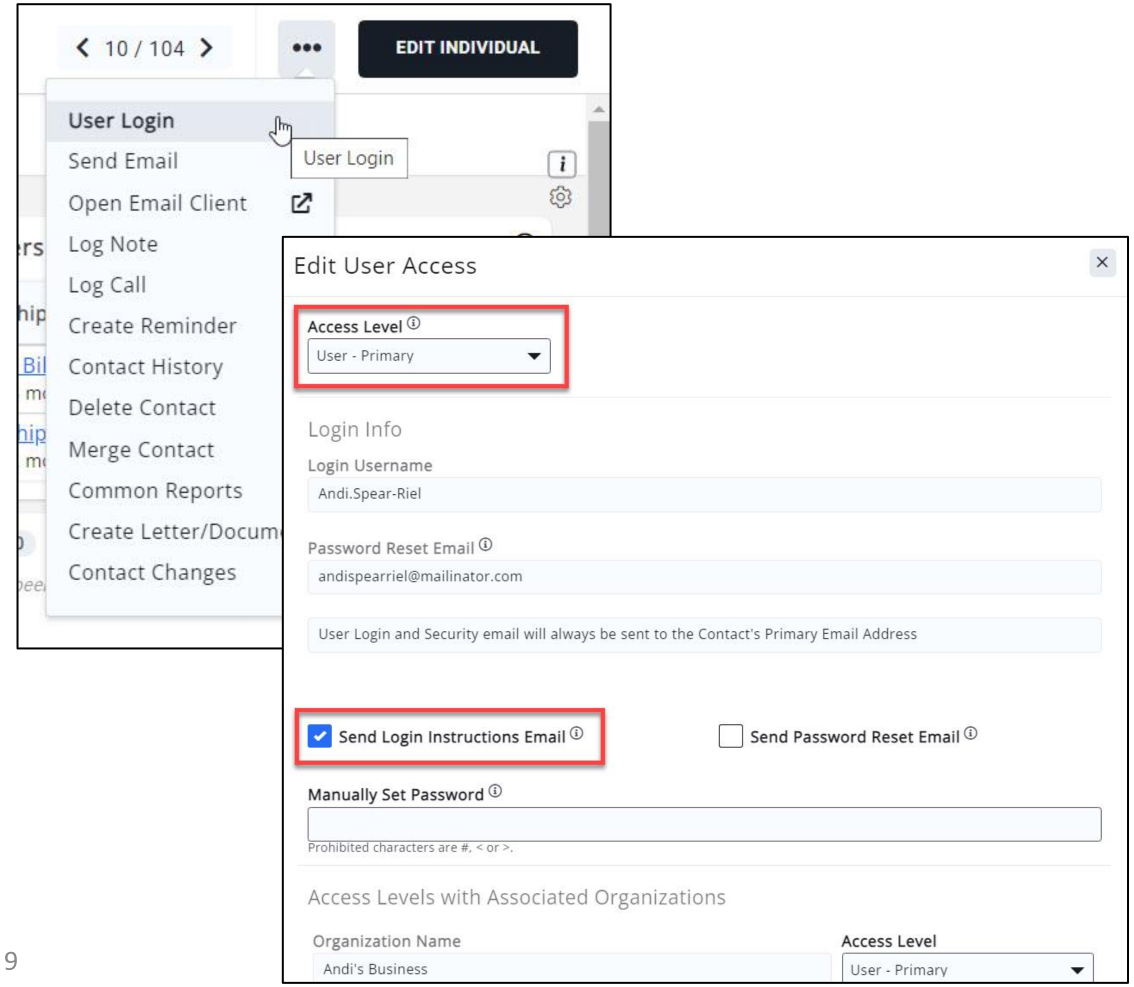
Email: Individual Emails



It is easy to send individual members (new AND existing) instructions on how to log in!

GZ Knowledge Base: Provide Info Hub Access to Individual Contacts

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Email: Individual Emails

If you are manually approving members, you can make sending this email part of your approval process.

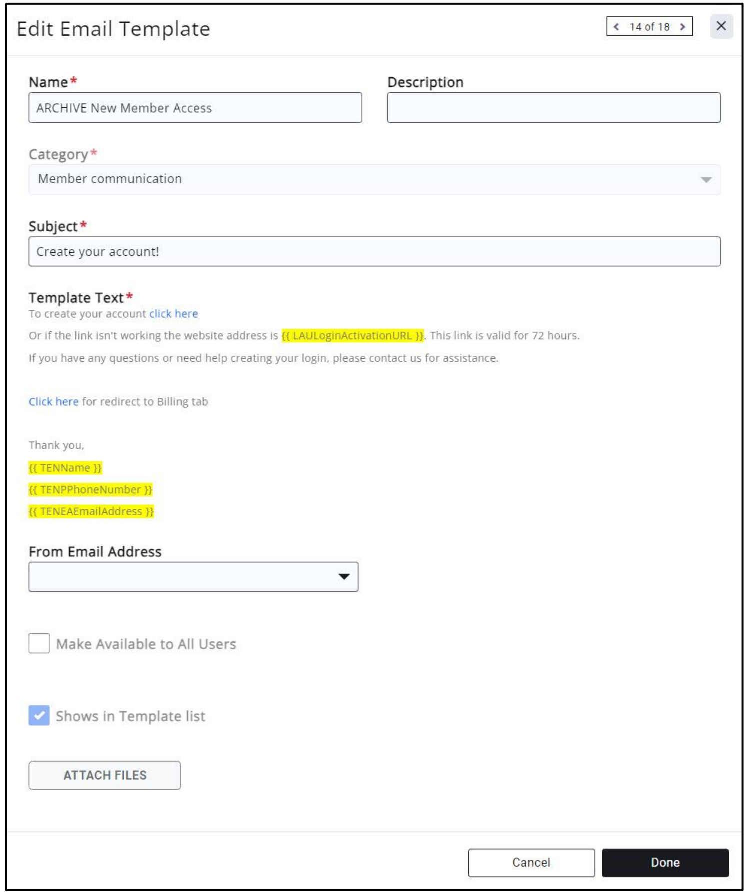
This method also works if someone has never created their account and no longer has the invitation email or has an email with an expired link.

NOTE: the link to create the account is only good for 72 hours. After that, a new email will need to be sent OR the member can access the "Create Account" link on the Info Hub Login Page and manually create their account.

Email: Individual Emails

Don't forget to review the "New Member Access" email template and copy/customize it if needed!

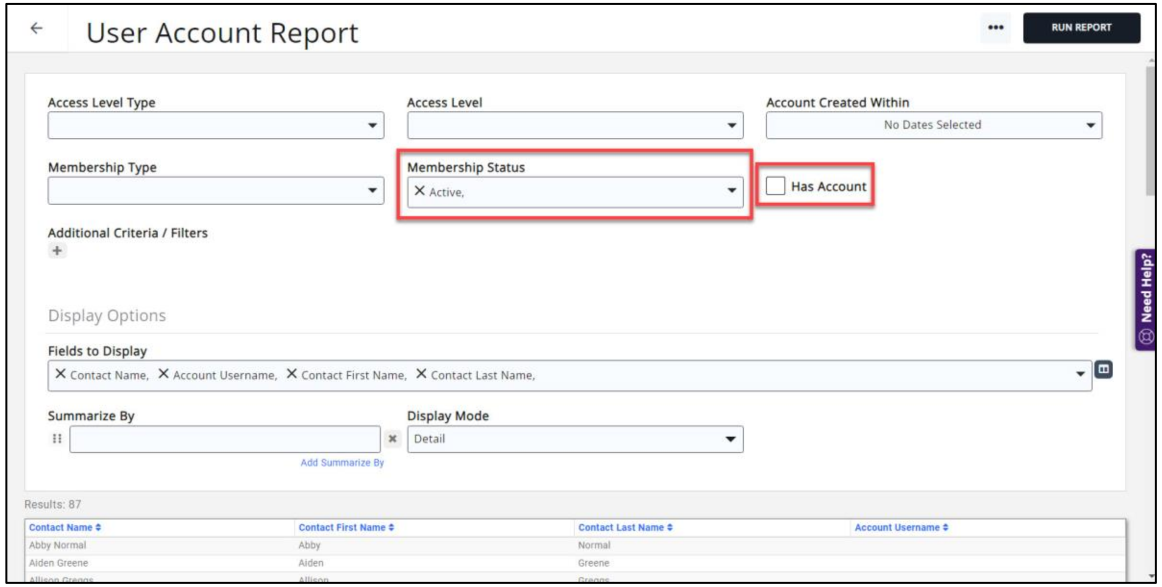
GZ Knowledge Base:
[Edit a Default Email Template]



Email: Targeted Emails

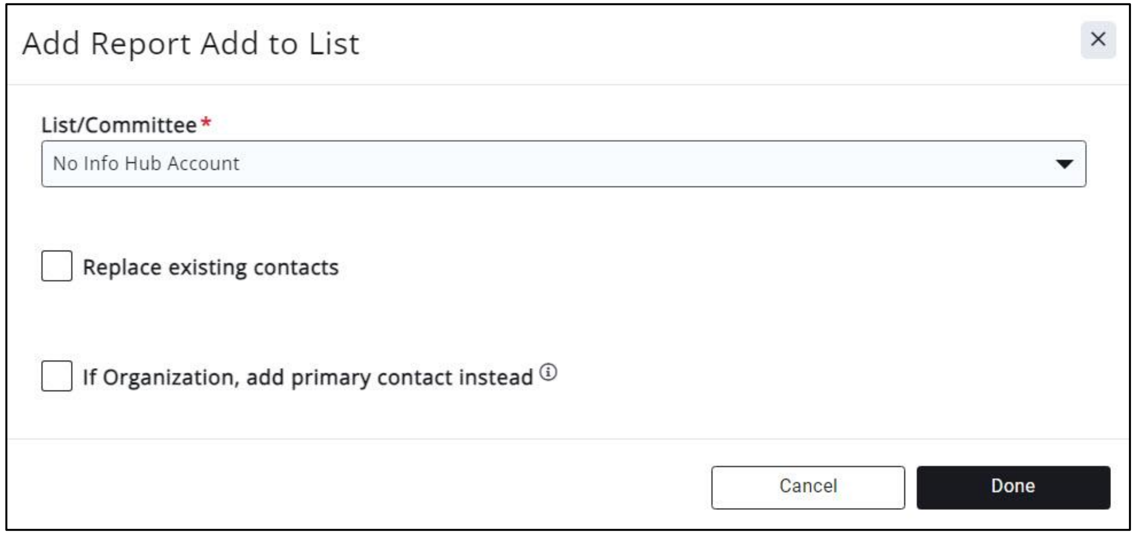
To find members who have not created their account:

1. Open the User Account Report.
2. Select Membership Status = Active.
3. Deselect the “Has Account” option.
4. Add/remove Fields to Display as preferred.



Email: Targeted Emails

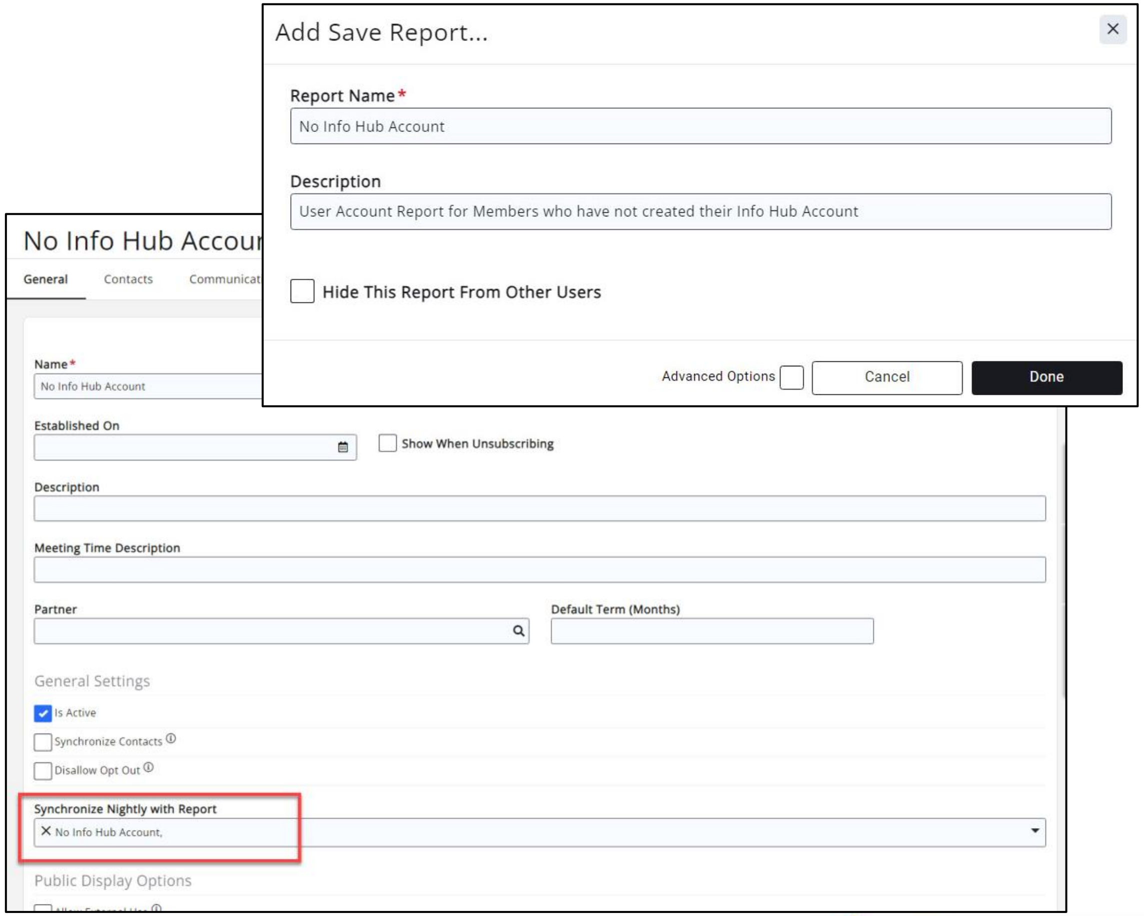
Use the "Add to List" option in the report to add to or create an email list for these members.



GZ Knowledge Base: Add Report Contacts to a List/Committee

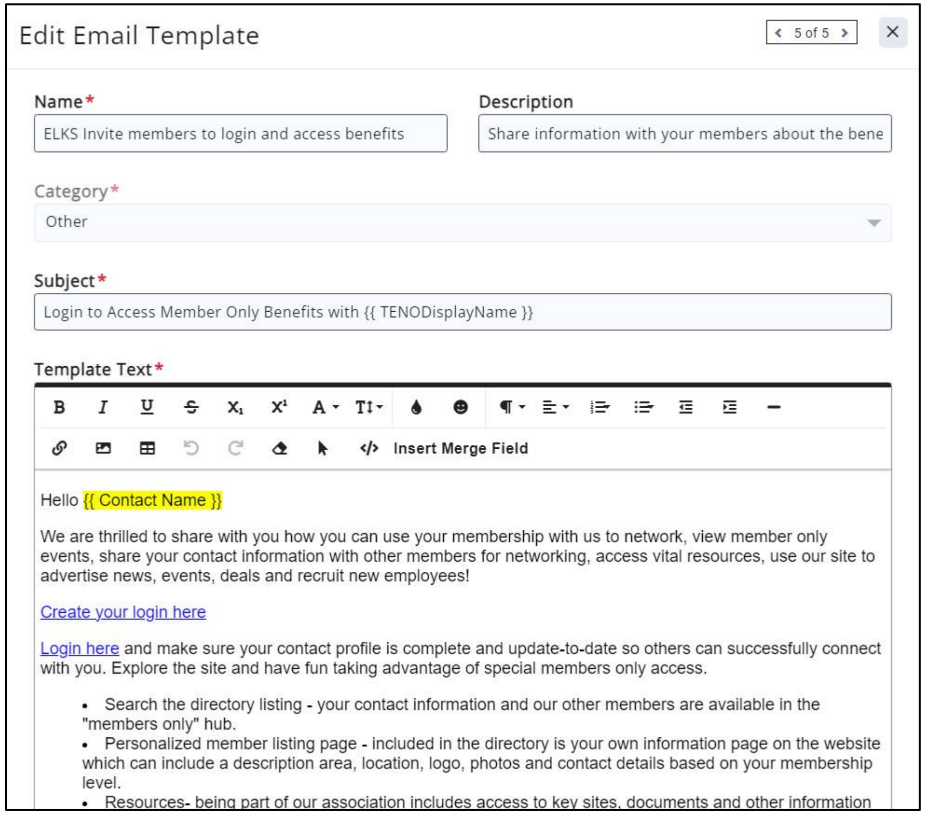
Email: Targeted Emails

You can now save the report and sync the list to the report. This will update the list nightly, and you can send periodic reminder emails to everyone who has not yet created their Info Hub account.



GZ Knowledge Base: Smart List

Email: Targeted Emails



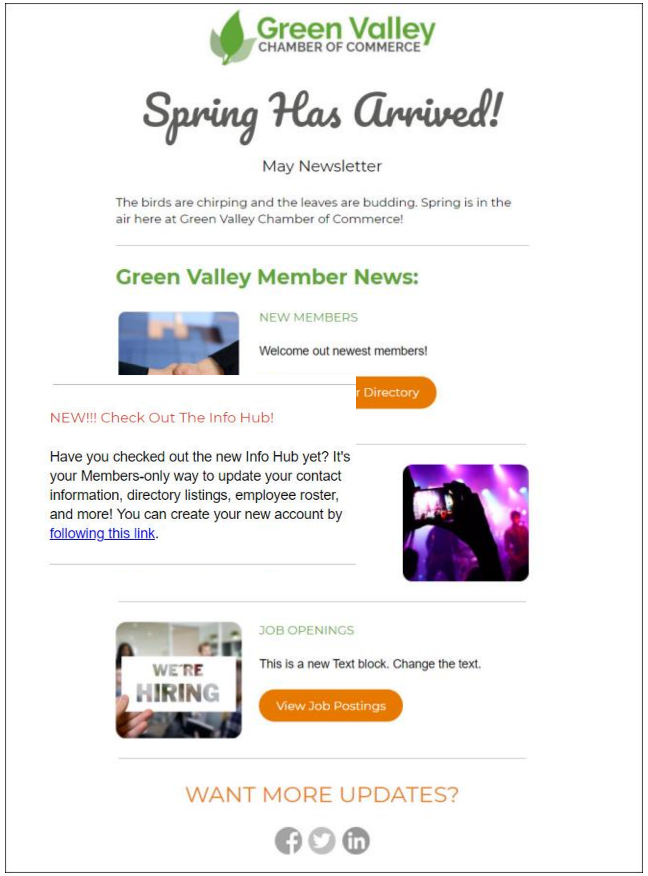
You can use an existing system default email template or create your own. (We do recommend you customize it to your organization's specific Info Hub implementation!)

GZ Knowledge Base:
[Edit a Default Email Template]

Option 2: Newsletter

Newsletter

Using the method of your preference for your newsletter- GrowthZone's default email editor, GrowthZone's Email Designer editor, or a third-party communication solution such as Constant Contact or MailChimp- craft your newsletter to promote your Info Hub!



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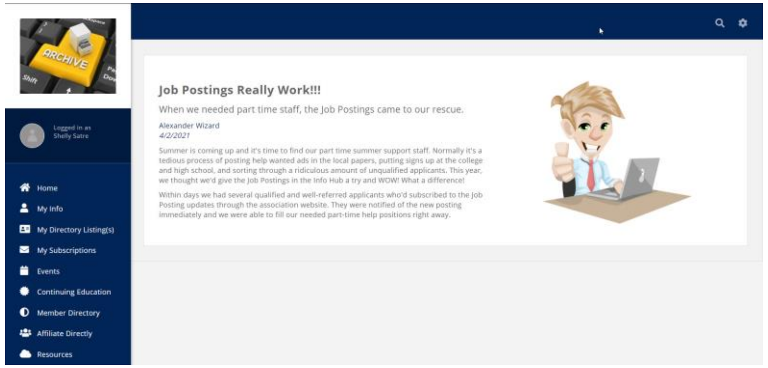
Newsletter

Ideas to possibly include in your newsletter:

Include a member's success story of how the Info Hub has benefited them. Hot Deals and Job Postings almost always make an impact. Link to a blog post or news article!



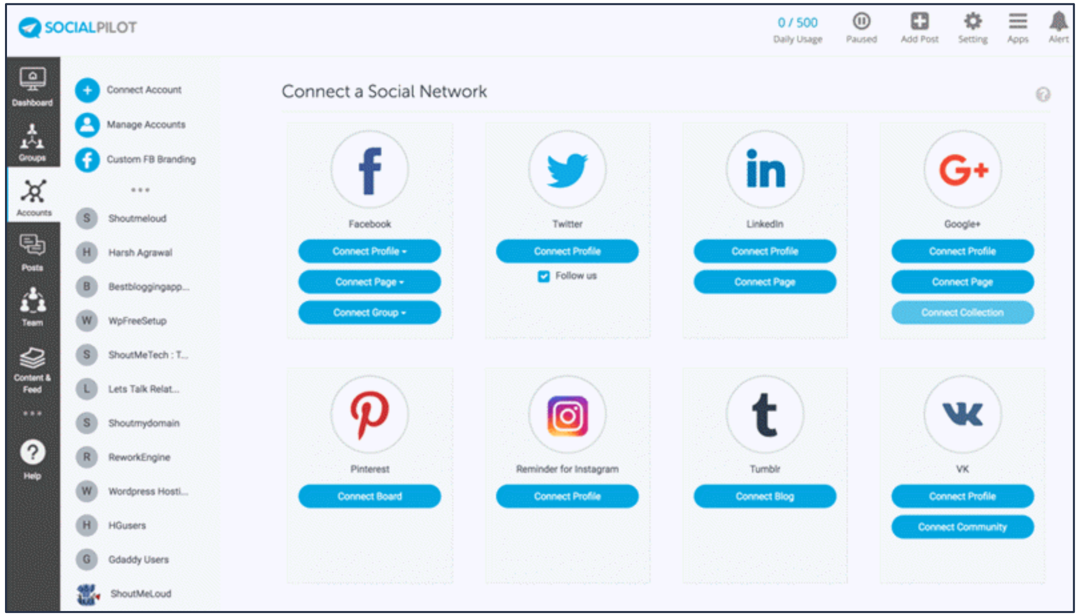
Adding a short screencast "how-to" video on updating a member profile via the Info Hub can be a simple way to pique their interest.

Option 3: Social Media

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.

Social Media



Schedule regular social media posts about your software.

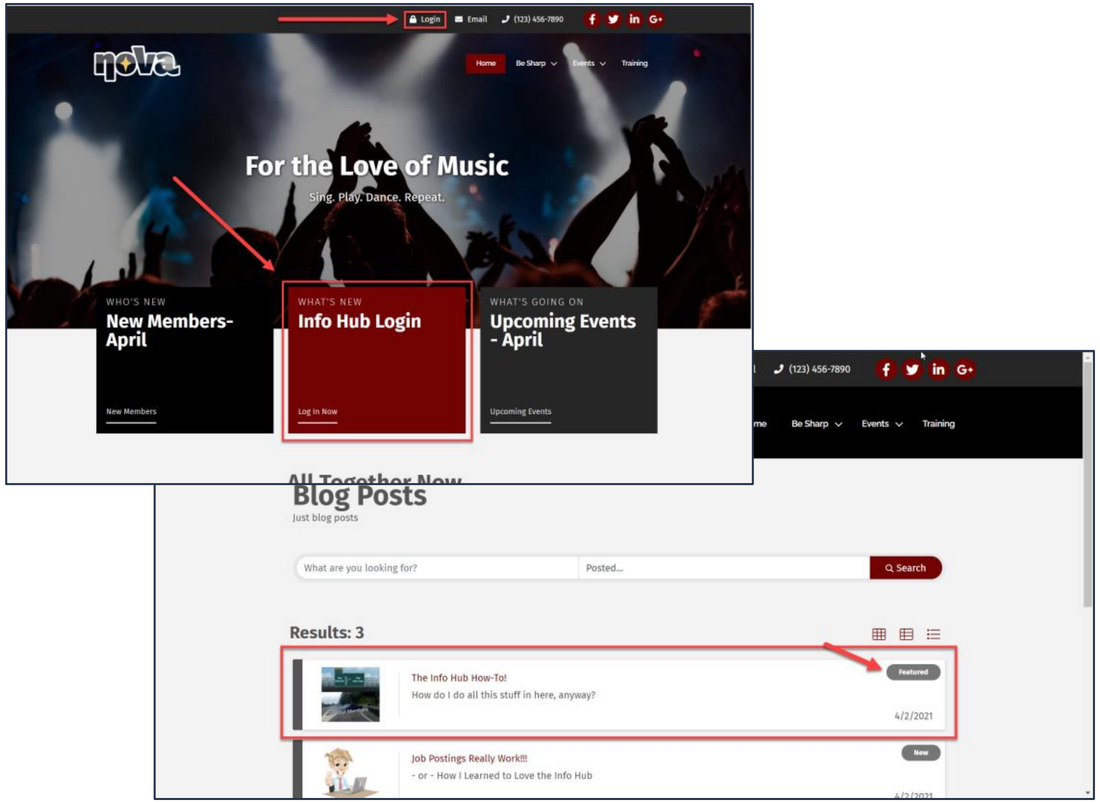
Promote Hot Deals and Jobs on social media regularly to drive curiosity.

Post about it until you get member complaints – then you'll know they "get it."

Option 4: Website

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.



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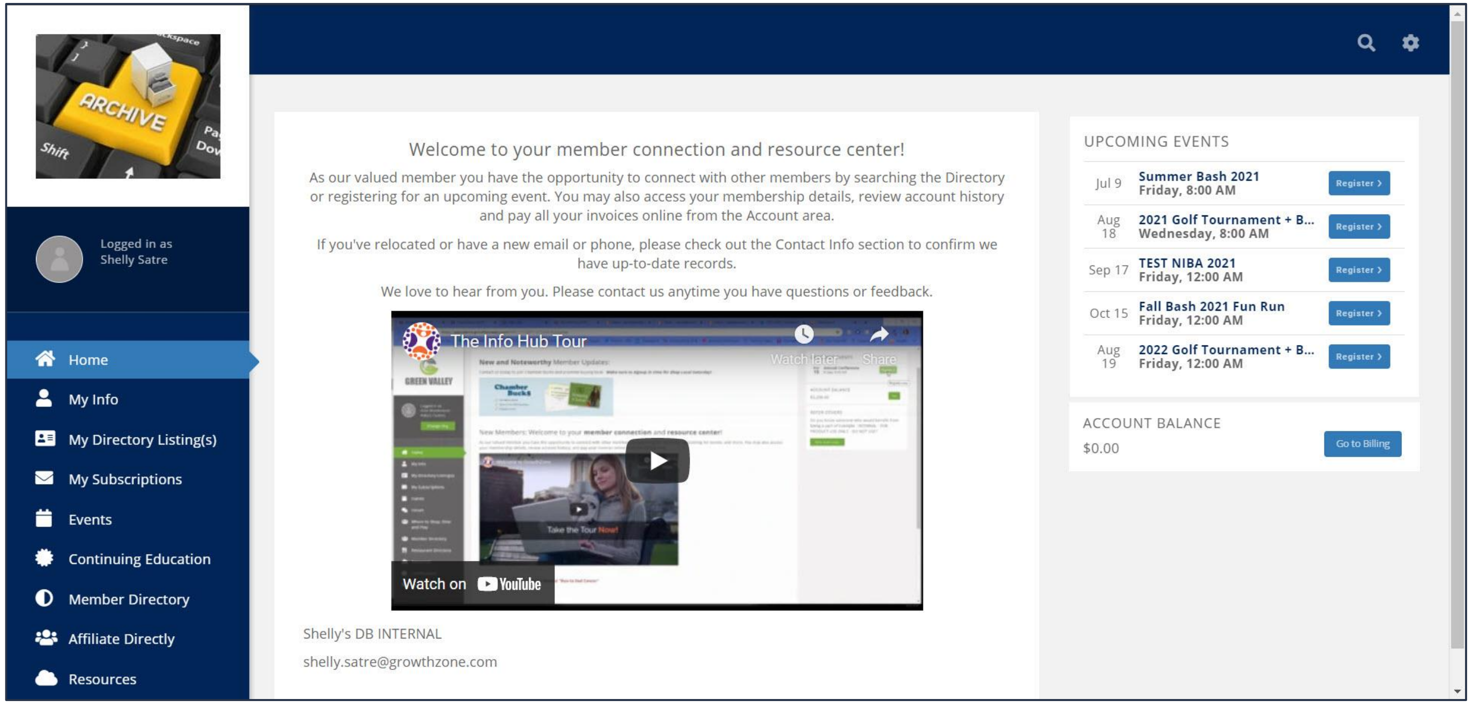
Website

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



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Option 5: Events

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Events

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

Events

- 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.

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Bonus Option: Marketing Automation

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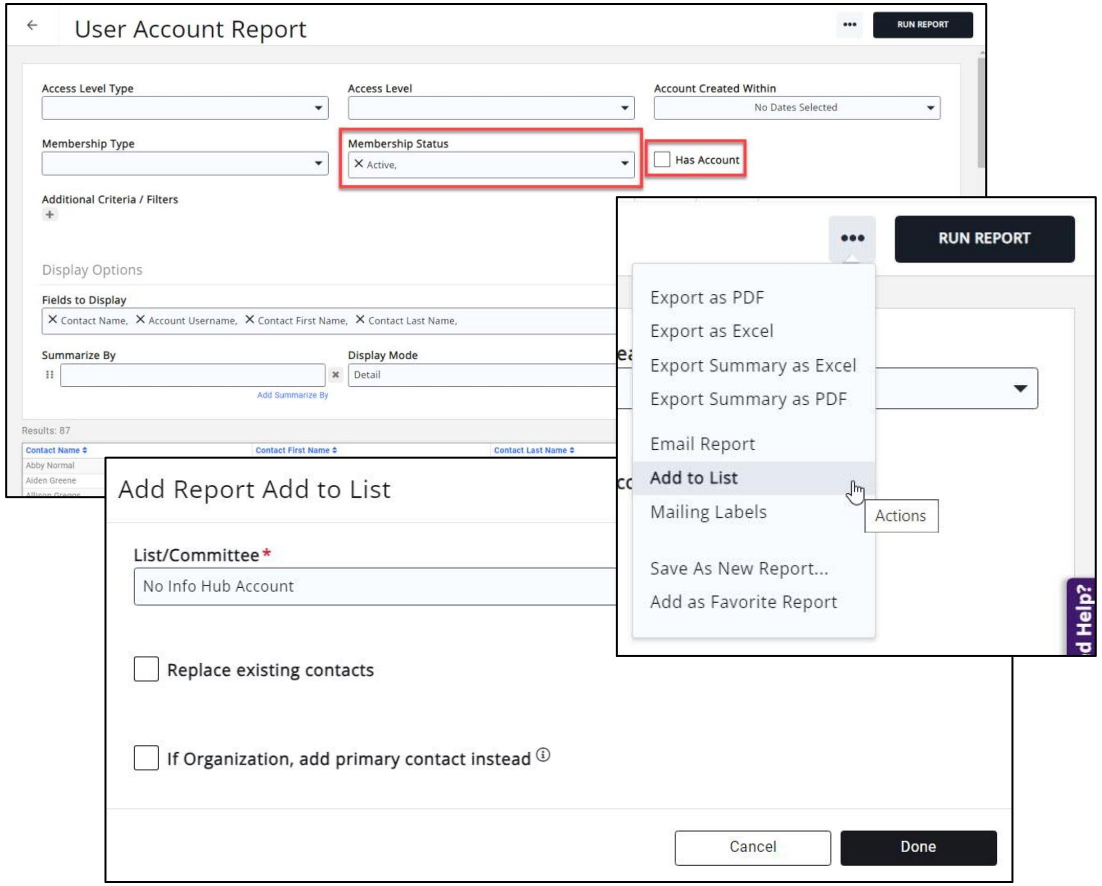
Bonus Option: Marketing Automation

If you have the Marketing Automation module, you can build on the steps used in the "Targeted Emails" option and use workflows to automate the sending of messages to members who have not created their Info Hub Accounts.

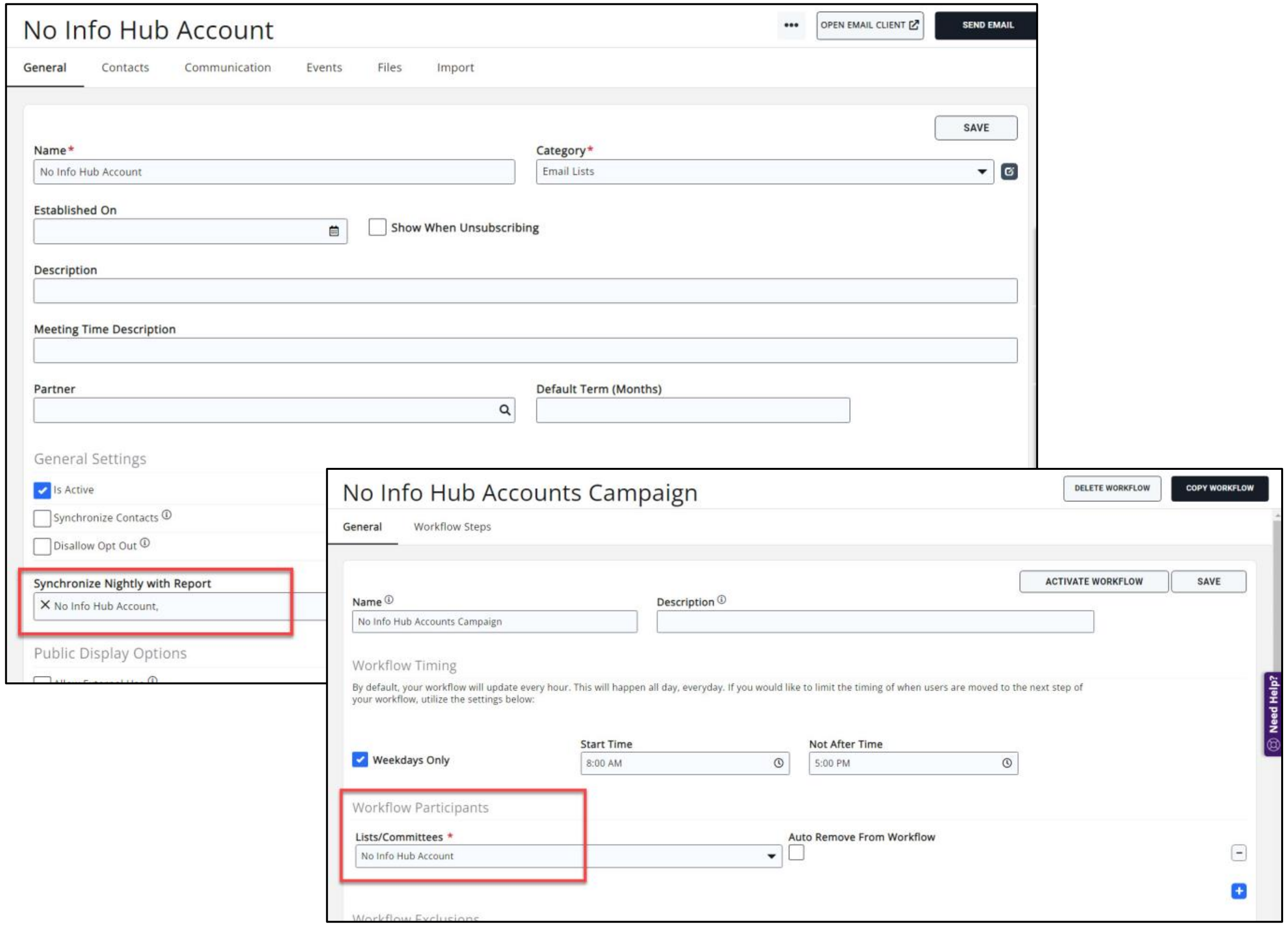
How to set up a workflow to prompt members to create accounts:

Bonus Option: Marketing Automation



- Set up your User Account Report to find active members without an account and save as a new report
- Use the Add to List function; create a "No Info Hub Account" List (this will overwrite the list with current results every night)

Bonus Option: Marketing Automation



- Mark your new list to sync nightly with your "No Info Hub Account" report
- Add a New Workflow for "No Info Hub Account"
- Add the "No Info Hub Account" list to workflow
- Add desired steps and Activate the Workflow

Bonus Option: Marketing Automation

- As existing active members create accounts they will drop off the report -> be removed from the list -> be removed from the workflow.
- New active members will show up on the report, be added to the list, enter the workflow, and as they create accounts they will drop off the report -> be removed from the list -> be removed from the workflow.

Bonus Option: Marketing Automation

- You could also set up a secondary workflow for members that HAVE set up their Info Hub accounts, walking them through all the features of the Info Hub, using the same process. When the member creates an account, they show up on the report, are added to the "Welcome to the Info Hub" list/workflow, and they would begin receiving those messages.

Bonus Option: Marketing Automation

GZ Knowledge Base:

Marketing Automation

Marketing Automation Use Cases

Questions?

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Training and Support

Customer Service Hours:

Phone: 7 a.m. – 5 p.m. CT (Monday, Tuesday, Thursday, and Friday)
800.825.9171, Option 4, then Option 2

Chat: 7 a.m. – 6:45 p.m. CT (Monday, Tuesday, and Thursday)
7 a.m. – 4:45 p.m. CT (Friday)

Online Support Documentation: GrowthZone Knowledge Base »

Online Training Calendar: Training Event Calendar »

Live Chat: GrowthZone Support Portal (chat on far right) »

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