

5 Ways to Engage Your Members in the Info Hub

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1. Ensure your Members Have Access
2. Keep Your Info Hub Message Up to Date
3. Show Members How to Make their Listing Pop
4. Educate Members on Ease of Dues Payments
5. Enable the Forum for Member Interaction

1. Ensure your members have access

The User Account Report gives you the ability to view all of your contacts and their associated log-in name, access level, and more importantly, identify those users who do not have access!

Results: 87

Contact First Name	Contact Last Name	Individual/Default Access Level	Access Levels with Related Organizations	Account Username	Account Email	Account Created Date
New	Account		New Business: Standard Info Hub User			
Shelly	Bike		Shelly's Bike Rental: User - Primary, Wizard's Supply Co- Deerwood: Agent			
Ginnie	Boxer		Boxer's Briefs: User - Guest			
Arch	Bug					
Jeremiah	Bullfrog		Bullfrog Designs: User - Primary			
James	Butcher		Andi's Business: User - Guest			
Walter	Butters		Knights of the Sword: User - Guest, Chicago Alliance: User - Guest			
Jocasta	Cameron		River Run: User - Guest			
Michael	Carpenter	User - Guest	Knights of the Sword: User - Guest			
Charity	Carpenter	User - Primary	Cally's Cupcakes: User - Guest			
Test	Contact		Test Business: User - Guest			
Cally	Cupcakes	User - Primary	Cally's Cupcakes: User - Primary			

Need Help?

KB: [User Account Report](#)

1. Ensure your members have access

Create a smart list from the report and send the New Member Access email to invite your members to create their login accounts. You can customize that email and include many of the tutorials provided in the Knowledge Base.

To create your account [click here](#)

Or if the link isn't working the website address is https://cherissandbox.growthzoneapp.com/MIC/CreateAccount/9XwuydqzhqubMVv-O-5y_4la5GC7h1cuO51w8yTjHIY. This link is valid for 72 hours.



















If you have any questions or need help creating your login, please contact us for assistance.

KB: [Email Templates](#)

KB: [Smart Lists](#)

1. Ensure your members have access

Each week, send a new email about the features of the Info Hub to your members that haven't created accounts. There are some sample email templates that you can copy and customize as needed!

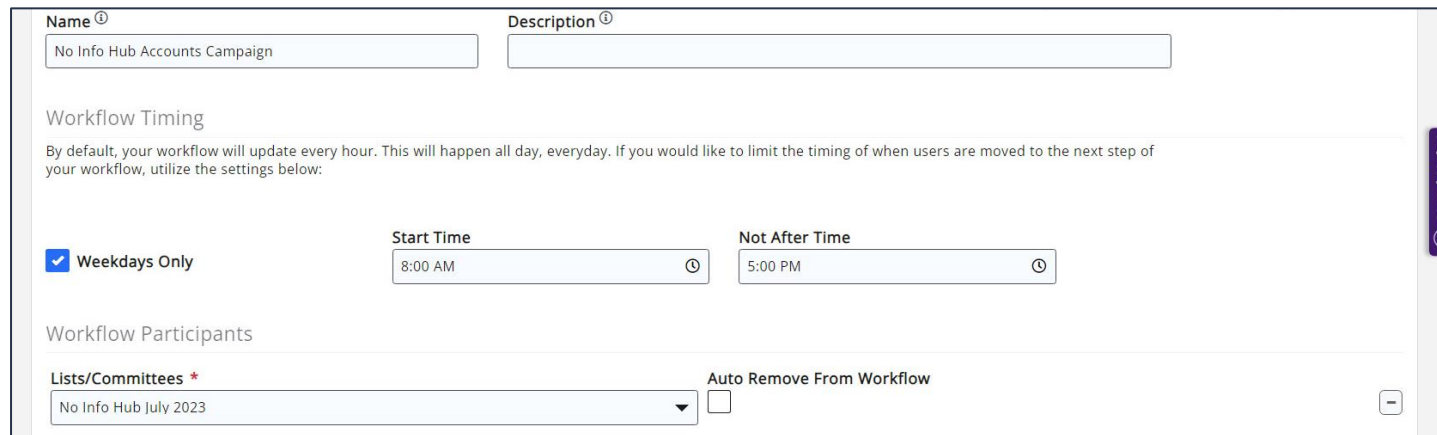
SAMPLE New Member Email - Directory	Member Communication	New Member Campaign Email 4 - Directory	Yes	 
SAMPLE New Member Email - Events	Member Communication	New Member Campaign Email 3 - Events	Yes	 
SAMPLE New Member Email - Forum	Member Communication	New Member Campaign Email 6 - Forum	Yes	 
SAMPLE New Member Email - Event Member Offer	Member Communication	New Member Campaign Email 7 - Event Offer	Yes	 
SAMPLE New Member Email - Getting Involved	Member Communication	New Member Campaign Email 5 - Getting Involved	No	
SAMPLE New Member Email - Info Hub	Member Communication	New Member Campaign Email 2 - Member Info H...	Yes	 
SAMPLE New Member Email - Inspirational Quotes	Member Communication	New Member Campaign Email 8 - Inspirational Q...	Yes	 
SAMPLE New Member Email - Volunteer	Member Communication	New Member Campaign Email 9 - Volunteer	Yes	 
SAMPLE New Member Welcome Email	Member Communication	New Member Campaign Email 1 - Welcome	Yes	 
Membership Application Approved	Member Communication	Membership Application Approved Template	No	

KB: [Create and Manage Email Templates](#)

1. Ensure your members have access

Bonus option!

If you have the Marketing Automation module, your Smart List can feed a workflow targeting those members without Info Hub logins. The emails will be sent automatically as new members join, and as existing member sign up, they are removed from the workflow!



The screenshot displays a workflow configuration interface with the following sections and fields:

- Name:** No Info Hub Accounts Campaign
- Description:** (Empty field)
- Workflow Timing:**
 - Text: "By default, your workflow will update every hour. This will happen all day, everyday. If you would like to limit the timing of when users are moved to the next step of your workflow, utilize the settings below:"
 - Weekdays Only
 - Start Time:** 8:00 AM
 - Not After Time:** 5:00 PM
- Workflow Participants:**
 - Lists/Committees *:** No Info Hub July 2023
 - Auto Remove From Workflow:**

A vertical "Need Help?" button is visible on the right side of the form.

2. Keep Your Welcome Message Up to Date


Messages

Welcome Message

**Welcome to your
CP REALTORS® Association Member Portal!**


As our valued member you have the opportunity to connect with other members by searching the Directory or registering for an upcoming event. You may also access your membership details, review account history and pay all your invoices online from the Account area. [Take a tour!](#)

Sign Up for Dues Autopay! And Never Forget to Pay Your Dues



Is it safe??? The Ecommerce Network credit card transactions are processed for payment by First Data Merchant Services. FDMS meets all the credit card security standards. [Read more](#) To start taking advantage of autopay, click My Billing Info in the left hand panel.

MemberPlus App




Have you downloaded the MemberPlus App? This free mobile app allows you to:

- Register and pay for events
- View career opportunities
- Stay informed with your events calendar
- Access resources/files on the go
- Update their own profile information
- View other member listings
- Call or email other members with a tap of the finger

[Download the iOS app >](#)
[Download the Google Play app >](#)

Do you have a safety strategy?

The goal of NAR's REALTOR® Safety Program is to educate members about the potential dangers you face on the job, so you are not only aware, but also prepared to keep yourself safe and reduce the risks, so you come home safely to your family every night. [Read more.](#)



During an open house, keep the garage or back door closed to prevent intruders from using multiple entrances, and to be aware of incoming clients.

The welcome message is the first thing your members see when they access the Info Hub.

KB: [Customize Info Hub Home Page](#)

2. Keep Your Welcome Message Up to Date

Use this as a place to keep your members up to date on what is happening with your organization and the community!

KB: [Customize Info Hub Home Page](#)

Welcome to your CP REALTORS® Association Member Portal!

As our valued member you have the opportunity to connect with other members by searching the Directory or registering for an upcoming event. You may also access your membership details, review account history and pay all your invoices online from the Account area. Take a tour!

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3. Show Members How to Make their Listing Pop

Your members have the opportunity to market their organization to consumers by enhancing their directory listing- ensuring that their profile is complete will result in better visibility for fellow members and customers!

Directories			
Active Member Directory	Listing Type	Standard Listing- Organization	
Short Description	✓	Highlights	✗
Full Description	✓	Images	✗
Keywords	✓	Videos	✗
Address	✗	Phone	✗
Url	✗	Email	✓
Current Categories	Category 1, Category 2, Category 3		

3. Show Members How to Make their Listing Pop

← Directory Contact Report ... RUN REPORT

Contact Type: Organization | Directory: Active Member Directory

Display Internal Use Only Contact Info

Additional Criteria / Filters

+ X Description, Is Empty X

Display Options

Fields to Display: X Alternative Name, X Business Categories, X Business Name, X Description, X Directory, X Directory Related Contacts, X Keywords, X Listing Level, X Short Description

Summarize By: [] x | Display Mode: Detail

Results: 20

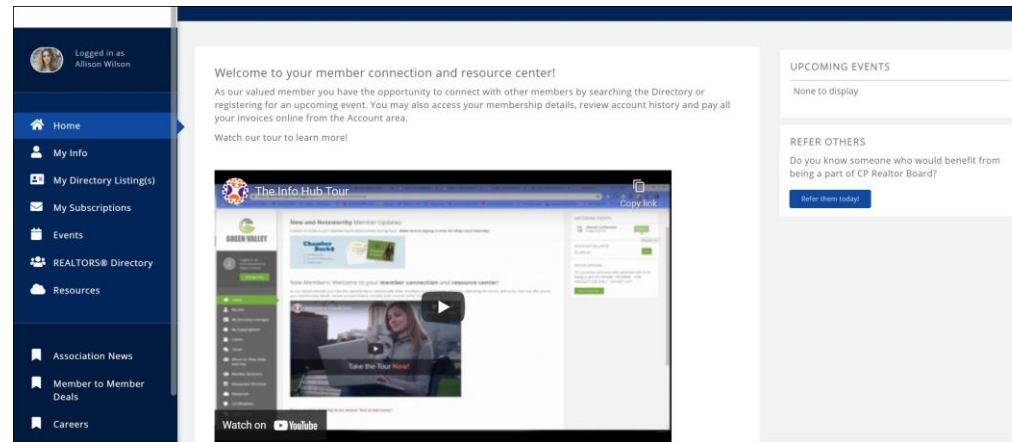
Business Name	Description	Short Description	Keywords	Business Categories	Directory	Listing Level	Alternative Name	Directory Related Contacts
Bay Lake Coffee				Bakery, Ice Cream, Gastropub, Gifts	Active Member Directory	Deluxe Listing - Organization		Patti Mercier
Main HQ					Active Member Directory	Basic Listing - Organization		Jane Doe, Bob President, Ben West
Adell Broadcasting				Builder, HVAC, Remodeling, Roofing, Windows	Active Member Directory	Basic Listing - Organization		Henry Higgins
Our New Business				Office, Services	Active Member Directory	Basic Listing - Organization		Stacy Volunteer
A Place for Dogs					Active Member Directory	Standard Listing - Individual		Cami Benson, Patty Davis, Cara Jones
Bullfrog Designs				Bakery, Clothing	Active Member Directory	Deluxe Listing - Organization		Jeremiah Bullfrog
Jones Undercoating				Builder	Active Member Directory	Standard Listing - Organization		rusty jones

You can use the Directory Contact Report to see if any member is missing info in their listing.

Set up another smart list to update nightly and start sending out messages about updating their directory details!

3. Show Members How to Make their Listing Pop

Include step by step instructions, record short screencast videos, and be sure to include links to the knowledge base for additional assistance.

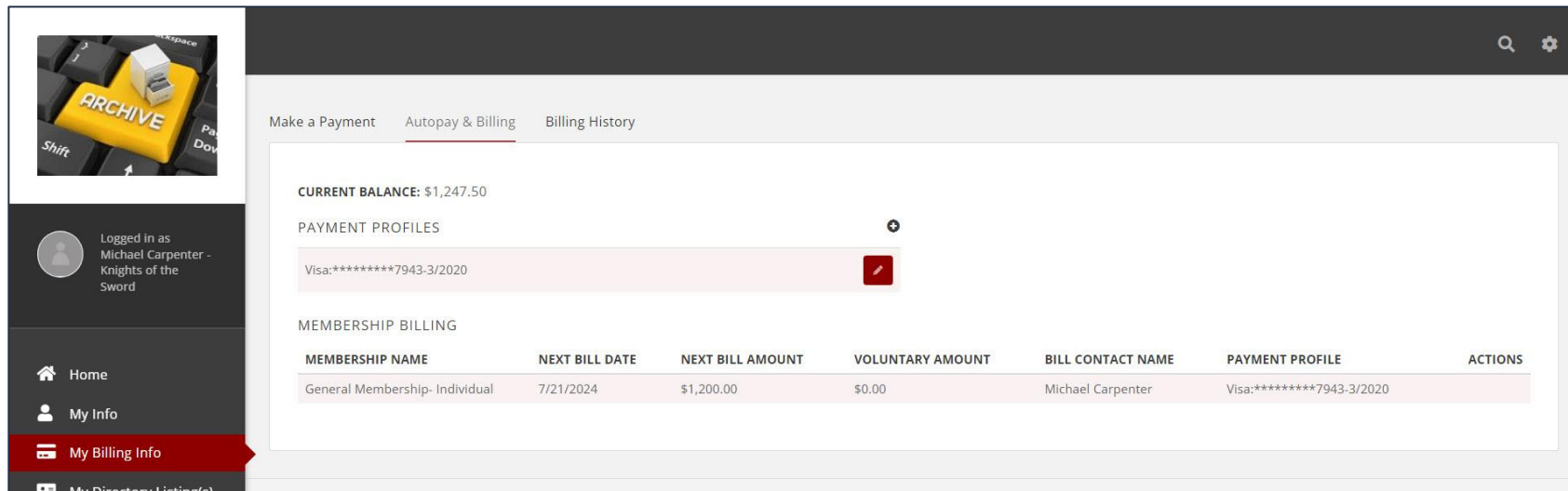


KB: [Update Directory Listing Information in the Info Hub](#)

KB: [Info Hub Training for Your Members](#)

4. Educate Members on Ease of Dues Payments

New things can be intimidating- show them how easy it is to pay membership dues invoices via the Info Hub, and encourage them to make it even easier by setting up autopay.



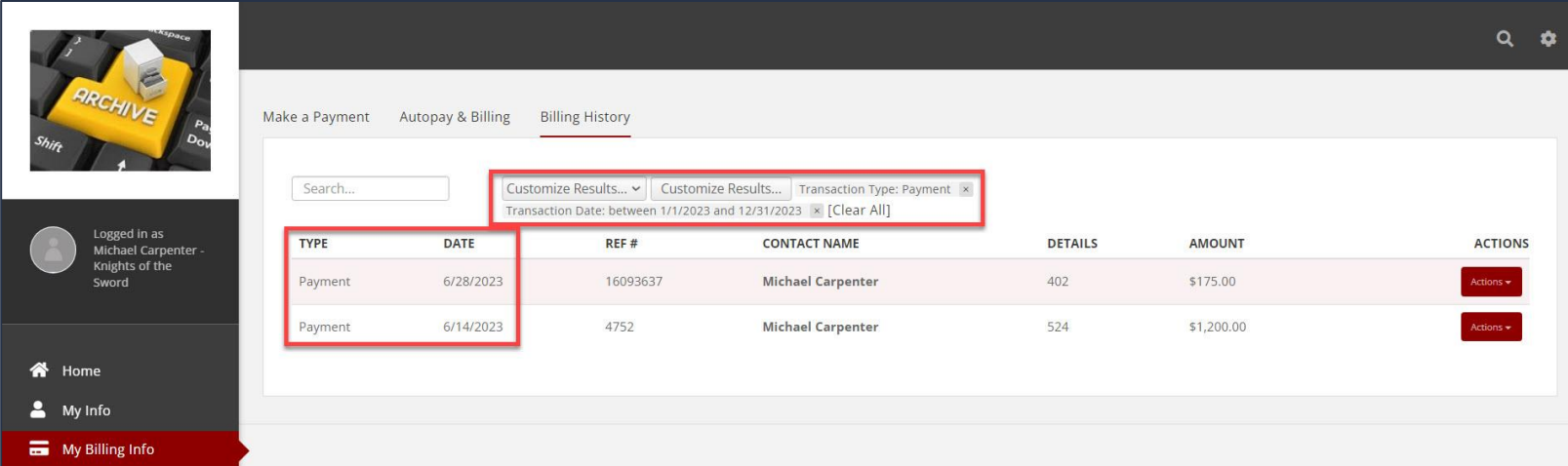
The screenshot displays the 'Autopay & Billing' section of the Info Hub. It shows a current balance of \$1,247.50 and a payment profile for a Visa card ending in 7943-3/2020. Below this, a table lists membership billing details.

MEMBERSHIP NAME	NEXT BILL DATE	NEXT BILL AMOUNT	VOLUNTARY AMOUNT	BILL CONTACT NAME	PAYMENT PROFILE	ACTIONS
General Membership- Individual	7/21/2024	\$1,200.00	\$0.00	Michael Carpenter	Visa:*****7943-3/2020	

KB: [Info Hub Training for Your Members](#)

4. Educate Members on Ease of Dues Payments

Make sure they know they can access all their invoice and payment history, and how to apply filters and search parameters to get to what they need.



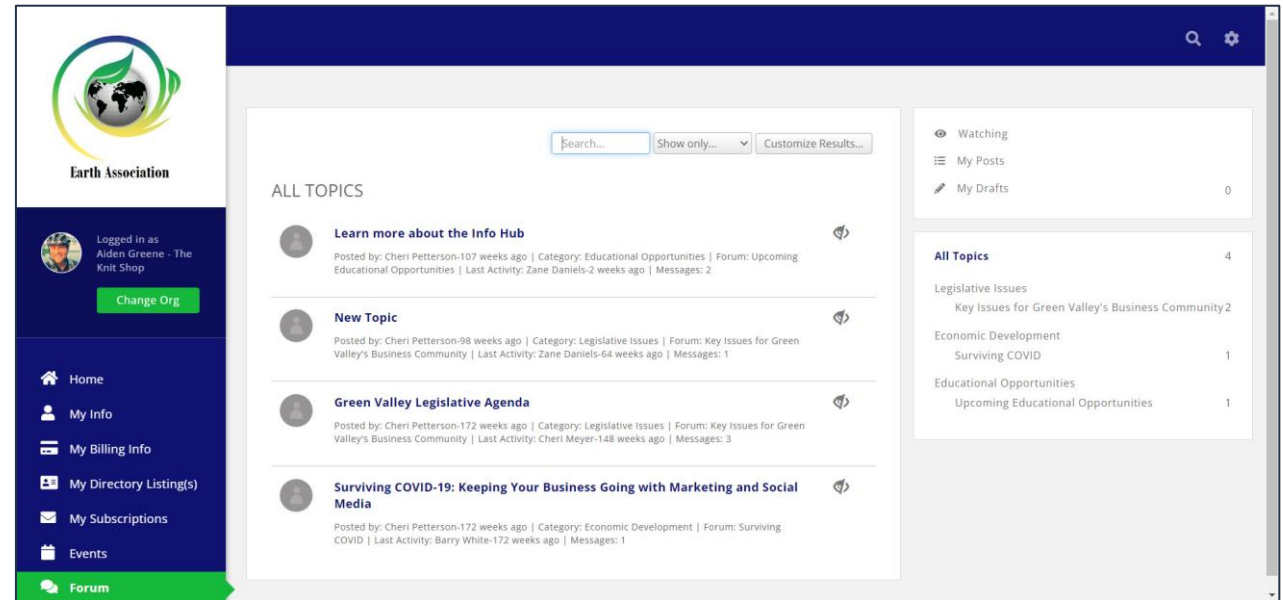
The screenshot shows a user interface for viewing billing history. The user is logged in as Michael Carpenter - Knights of the Sword. The page has tabs for 'Make a Payment', 'Autopay & Billing', and 'Billing History'. A search bar is present, along with filter options for 'Transaction Type: Payment' and 'Transaction Date: between 1/1/2023 and 12/31/2023'. A table displays the following data:

TYPE	DATE	REF #	CONTACT NAME	DETAILS	AMOUNT	ACTIONS
Payment	6/28/2023	16093637	Michael Carpenter	402	\$175.00	Actions
Payment	6/14/2023	4752	Michael Carpenter	524	\$1,200.00	Actions

KB: [View Billing Transactions and Pay Invoices in the Info Hub](#)

5. Enable the Forum for Member Interaction

The Info Hub Forum provides a way for your members to ask each other questions, exchange information and ideas, share resources, and more.



KB: [Info Hub Forum Overview](#)

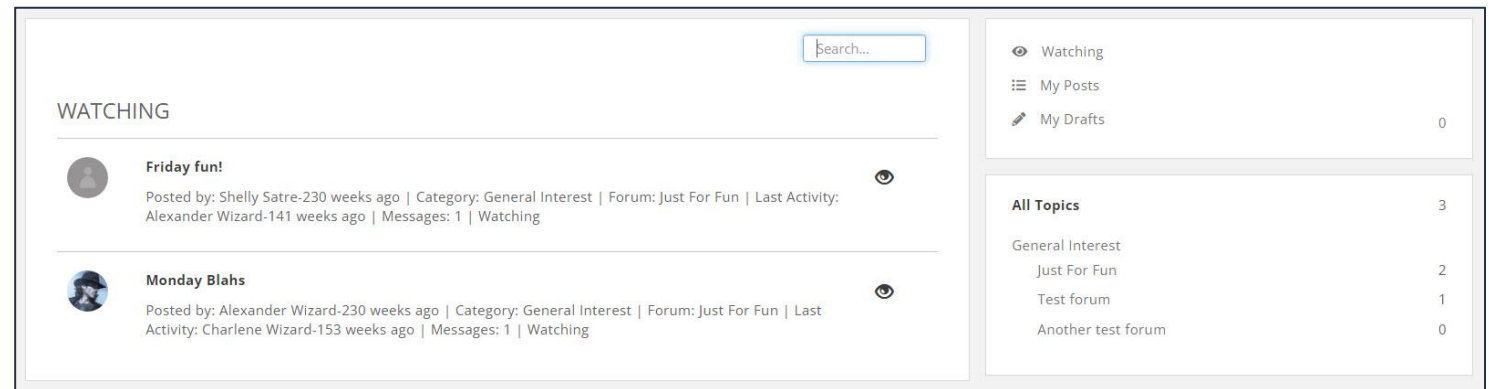
KB: [Enable the Info Hub Forum](#)

KB: [Configure Info Hub Forum Categories](#)

KB: [Create Info Hub Forums](#)

5. Enable the Forum for Member Interaction

Once categories and forums have been added, members can easily view and follow discussions, see popular discussions and comment and like comments, and receive notifications of key information so that they can hone in on areas of interest.



KB: [Watch Forums](#)

KB: [Watch Topics](#)

KB: [Set Preferences for Forum Notifications](#)

Questions?

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 \(chat on far right\)](#) »