5 Ways to Engage Your Members in the Info Hub

GrowthZone
smarter association software

5 Ways to Engage Your Members in the Info Hub

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

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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!

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			

Results: 87

Need Help?

KB: User Account Report

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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_4la5GC7h1cuO51w8yTjHlY. 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!
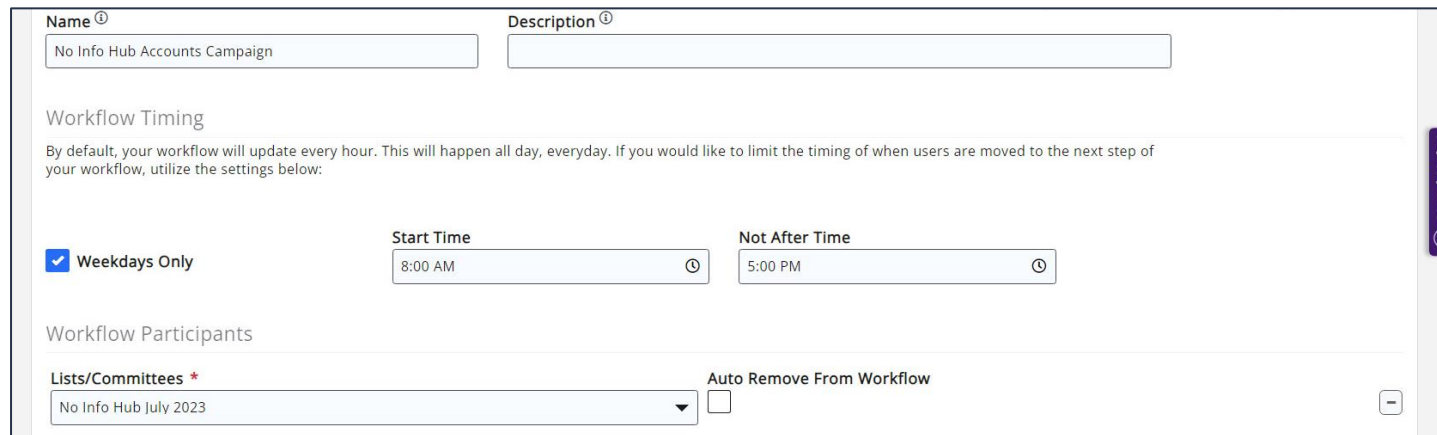

KB: Create and Manage Email Templates

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!

2. Keep Your Welcome Message Up to Date

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!

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

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!

3. Show Members How to Make their Listing Pop

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.
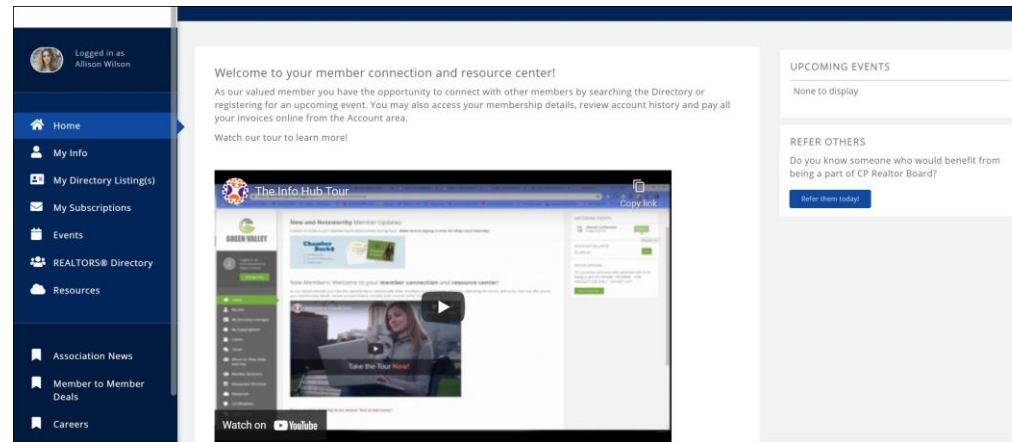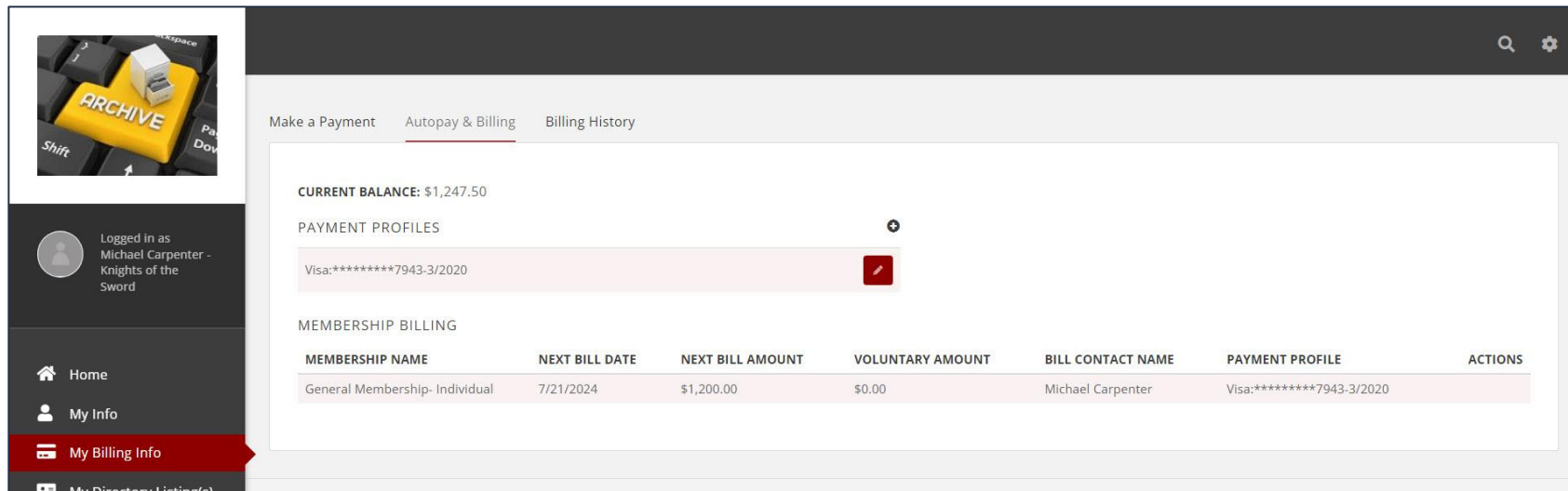

KB: Update Directory Listing Information in the Info Hub

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.
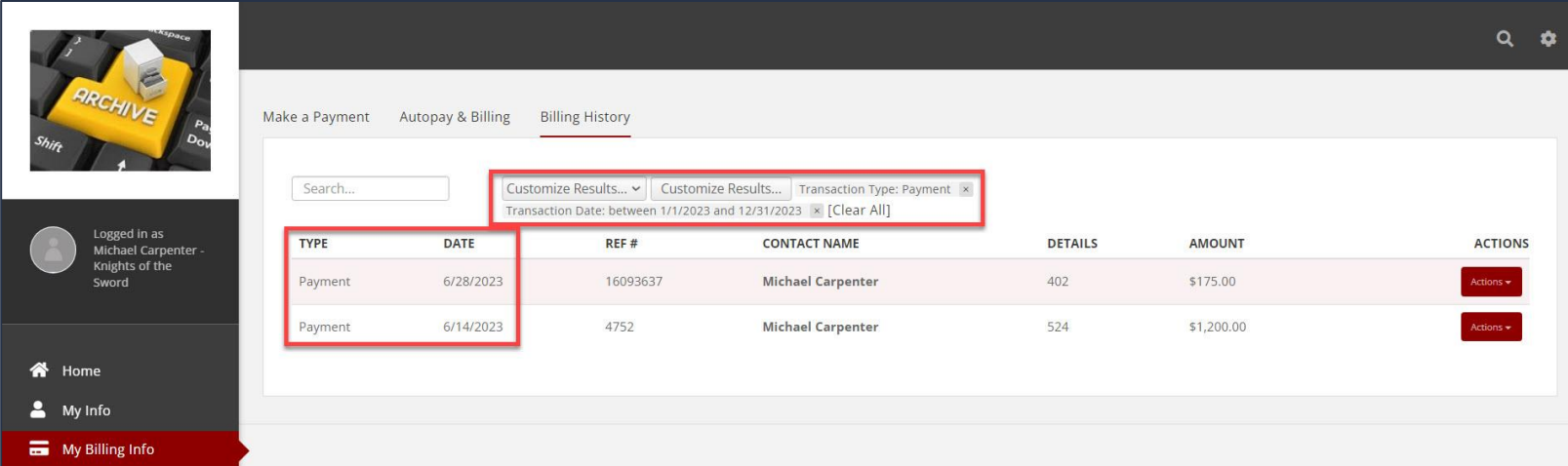

KB: Info Hub Training for Your Members

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.
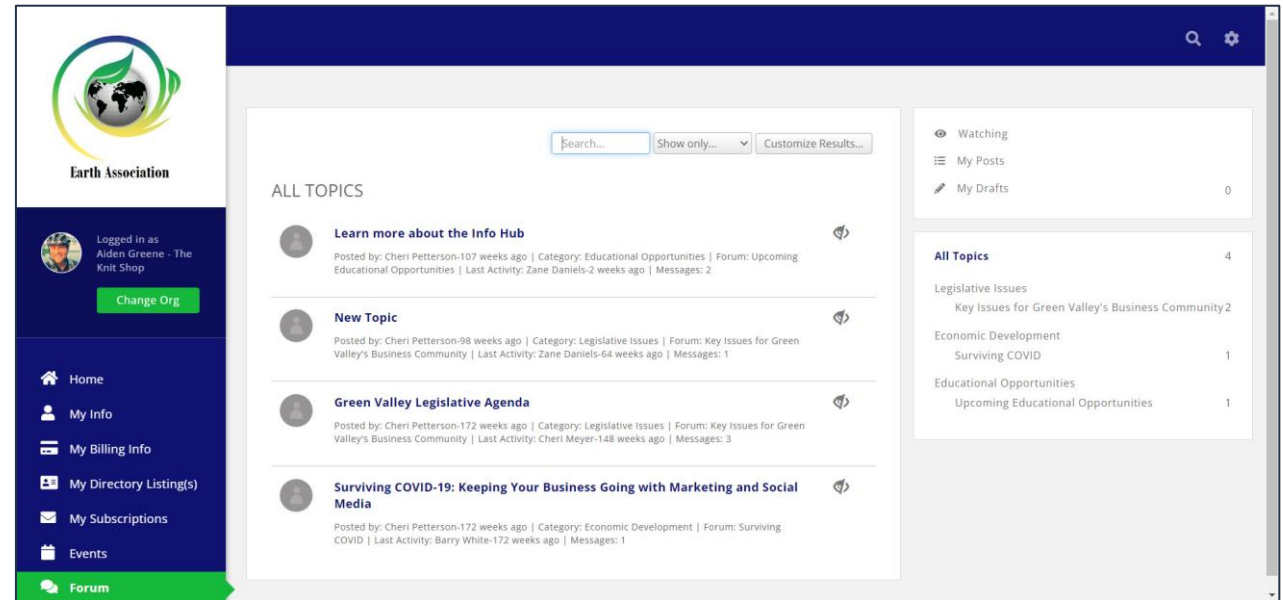

KB: <u>View Billing Transactions and Pay Invoices in the Info Hub</u>

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.
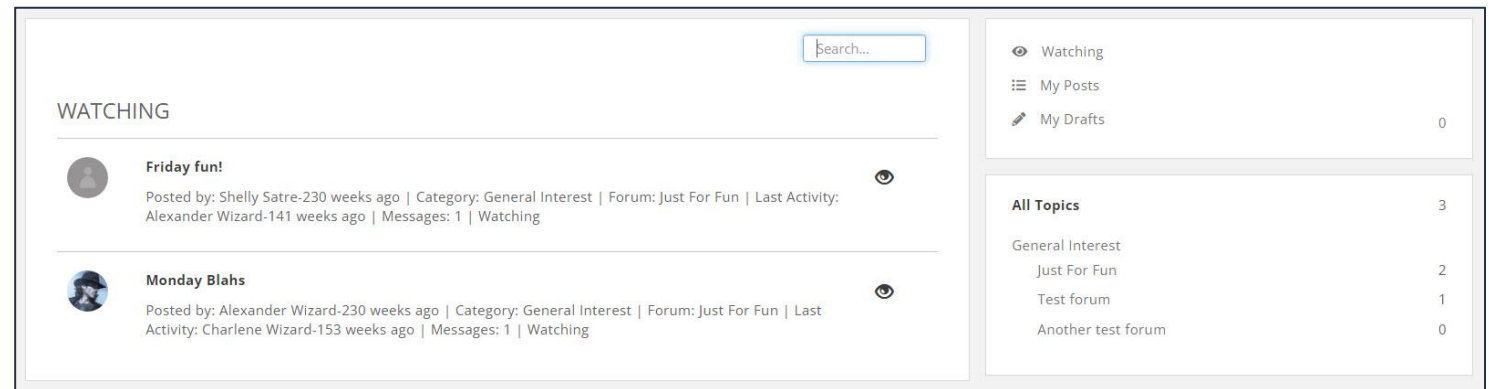
KB: Watch Forums

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) »