

5•4•3•2• **1** ...Launch!

Start the Engines!



Hubbux Launch Meeting

Checklist

- Reset Hub and upload member data
- Find member, connect card, and change tag
- Verify staff profile photos and bios have been added
- Confirm rewards and prize menus are ready
- Connect your social media accounts
 - Facebook
 - Twitter
 - Instagram
 - Pinterest
- Schedule a contest
 - Schedule monthly contests for the year
- Publish a survey
 - Add task to change survey in 4 weeks
- Review settings and approve content in Social Media Manager
- Launch standard referral campaign
- Confirm automations have been created
- Confirm check-in meeting date/time

...liftoff!

Quick Review

- ▶ Be sure to connect a card before handing it to your member. An unconnected card will give your member an error message when they log in.
- ▶ Remember to verify that members are being tagged and to update the tag when their status changes.

Tips & Tricks

Ways to keep your Hub in tip-top shape.

We'll review these during our check-in meeting.

- ▶ Ensure every member is receiving points
- ▶ Schedule a new contest each month
 - Create a recurring message about contests
- ▶ Publish a new survey each month
- ▶ Publish reviews and post them to Facebook or send them to Social Media Manager
 - Message to encourage Google reviews
- ▶ Review your Social Calendar to ensure enough content is approved for the month
- ▶ Audit your sent and scheduled messages
 - Create new templates as needed
- ▶ Schedule new referral campaigns and follow up on leads
- ▶ Review our monthly Hub Action Plans and other support articles for tips for getting the most out of the Hub
- ▶ Keep your marketing plan updated with reward program ideas
- ▶ Talk about your rewards program at team meetings

Need Help?

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