

# Mission Control

## Hubbux Admin Training



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### Member Portal

- ▶ Getting connected
  - Rewards cards and temporary registration codes
  - 24/7 access online or mobile
    - Receiving messages
    - Earning points
    - Reviews and referrals
    - Social media follows
    - Contests and surveys
    - Redeeming points
    - Linking Accounts



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### Office Portal

- ▶ [my.hubbux.com](http://my.hubbux.com)
  - Desktop shortcuts or integrations
- ▶ Dashboard
  - Activity, alerts, messages, tasks and support
- ▶ Navigating to member profiles
  - Profile and the importance of tags
  - Adding points
  - Sending messages
- ▶ **USERS tab**
  - **Staff and Admins**
    - Adding and deleting
    - Updating profiles
  - **New Member Leads**
    - Converting, merging or deleting
- ▶ **MANAGE tab**
  - **Rewards Menu**
    - Add, edit, and inactivate
    - Reorder groups and items
    - Misc. points
  - **Prizes**
    - Inactivate Hub prizes
    - Add in-house prizes
  - **Orders**
    - Prizes fulfilled by the Hub
    - Fulfilling in-house prizes

### Action List

- ▶ Log into the office portal
  - [my.hubbux.com](http://my.hubbux.com)
  - Your username and password:
- ▶ Download the Hubbux app
 

  - Log in using your office portal username as your registration code
- ▶ Prepare for Team Training
  - Create desktop shortcuts on each computer
  - Add staff and admins, including photos and bios
  - Review rewards menu and edit as necessary
  - Add or inactivate prizes
  - Choose monthly contests and add to your marketing plan
  - Select monthly surveys and add to your marketing plan
  - Review Social Media Manager settings and approve content
  - Edit and add Communication Manager templates
  - Set up Referral Manager standard campaign
  - Set up automation
  - Create a promotion and save as a draft
  - Review account information

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# Mission Control

## Hubbux Admin Training (continued)

- **Contests**
  - Contest gallery: filters and mobile-friendly
  - Scheduling contests
    - Preview
    - Available to everyone or selected groups
    - View flyer
  - Scheduled and multiple contests
  - Contest history and winner selection
- **Surveys**
  - Publishing and adding new surveys
- **Reviews**
  - Publishing reviews
  - Posting to social media
  - Requesting additional reviews for other sites
- **Social Media Manager**
  - Settings
  - Content library; categories
  - Social Calendar
  - Adding your own content
- **Communication Manager**
  - Composing messages to multiple members
  - Creating and editing templates
  - Reviewing sent and scheduled messages
- **Referral Manager**
  - Standard and seasonal campaigns
  - Campaign communication
  - Social media posts
  - Referral history and reports
- **Promotions Manager**
  - Creating events and offers
  - Landing Page
  - Social posts, messaging, print materials
  - Editing or cancelling a promotion
- **Automation Manager**
  - Creating automated messages and points
  - Automation history

### ▶ ACCOUNT tab

- **Business Info and Locations**
- **Billing Info**

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### Keys to Success

- ▶ You and your awesome team!
- ▶ Consistency
- ▶ Remembering your program goals
- ▶ Making the Hub part of your marketing plan
- ▶ Feedback
  - Talk about your rewards program at staff meetings
  - Share successes and announce future events

### Action List (cont.)

- ▶ Prepare for Launch
  - Send member data by due date
  - Edit/approve and print marketing collateral
  - Gather social media account usernames/ passwords (bring to launch meeting)
  - Build excitement for your rewards program (Review Hub Marketing Consultation)
    - Post on social media
    - Update your on-hold message
    - Decorate your office
- ▶ Request additional admin training, if desired

### Need Help?

#### Support Center

- How-to articles
- Scripting ideas
- Live and on-demand webinars
- Submit a ticket

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#### Your PracticeGenius Customer Success team

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