

Meet the Crew



Hubbux Marketing Consultation

1 Overview of Your New Rewards Program

- ▶ Member Portal
- ▶ Office Portal

2 Goals for Your Rewards Program

- ▶ Member engagement
- ▶ Referrals
- ▶ Social media (Facebook, Twitter, Instagram, and Pinterest)
- ▶ Encourage specific behaviors
- ▶ Other _____

3 Reward Items and Prizes

- ▶ Members
- ▶ Ambassadors/VIPs
- ▶ Professional/community partners
- ▶ Team rewards

4 Flight Plan

Rewards cards: ___/___/___
 Card readers: ___/___/___
 Marketing collateral: ___/___/___
 Admin training: ___/___/___
 Team training: ___/___/___
 Website edit: ___/___/___
 Data upload or integration: ___/___/___
 Launch meeting: ___/___/___
 Launch date: ___/___/___
 Hub check: ___/___/___

5 Launch Ideas

- ▶ Decorate your office
- ▶ Throw a launch party
- ▶ Post on social media
 - Photos, Instagram stories, Facebook Live, YouTube
- ▶ Use mass media (postcards, newsletters, events pages)
- ▶ Update on-hold messages
- ▶ Let your team in on the fun

Action List

- ▶ Log into the office portal
 - my.hubbux.com
 - Your username and password:

username: _____

password: smile123
- ▶ Download the Hubbux app

 - Log in using your office portal username as your registration code
- ▶ Review rewards spreadsheet and edit as needed
- ▶ Complete timeline by scheduling meetings
- ▶ Select two or three key team members to be at your admin training
- ▶ Complete a marketing plan for the launch of your rewards program
 - Decorations and collateral needed
 - Launch party, intro week, etc.
 - Promotions
 - Digital marketing (social media, videos)
 - Print marketing
 - Key dates

Need Help?

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