ONLINE COMMUNITY LAUNCH

MARKETING TIMELINE

To successfully launch your online member community, it's essential to build excitement.



Create a list of members who can serve as content ambassadors

> Document your team's roles and responsibilities

Draft an email announcing

Create a list of content that you can utilize to populate your community before launch

the launch of your community Develop content for an online

community webpage that includes the benefits and value as well as FAQs on how to utilize the community

Hello, [first name],

We are pleased to announce the "Organization Name" online member community is being launched on "Date". You are going to love it!

You can expect a new way to easily connect with fellow members, share information and manage your membership preferences. Finding industry information, connecting with other members and sharing updates will be easier than ever thanks to this exciting new enhancement. For more information, visit our online

community webpage. [Hyperlink webpage Sincerely,

[Signature]

EMAIL

3 WEEKS OUT



promote the launch of your new online community 2 WEEKS OUT

Draft social media posts to

Collaborate with content ambassadors for

Create a content calendar with established schedule

ideas on group discussions Draft an email reminder

of your community

announcing the launch

Tomorrow, "Organization Name" will be updating the online member community, and

Hello, [first name],

here is some important information on what you can expect to change. Once the new community is live, you will receive an email on how to access and

navigate through your new member profile. Your login information will remain the same, but you will now have the option to login through your LinkedIn and Facebook credentials. We look forward to connecting with you again tomorrow.

Sincerely, [Signature] SAMPLE **EMAIL**

the launch

1 WEEK OUT

We are pleased to announce the launch of our new member community. Now you'll have a new way to easily connect with fellow "profession" colleagues, share information,

Hello, [first name],

and manage your membership preferences. All you have to do is sign into our website to see all of the new features brought to you by "Organization Name"! To get started, go to <website login URL> and sign in. You can use your current member

or LinkedIn. Come and join the excitement! Your new member experience starts now.

login information or sign in through Facebook

Sincerely, [Signature]

Draft an email announcing the community being live Start social media posts

Promote the community

with a reminder email of

Promote the launch Send a thank you to your

LAUNCH DAY

with your members

Post a "Welcome. Introduce

yourself." discussion and/or

host an "Ask Me Anything" session about the online

member community Take a moment to celebrate your launch

Monitor the discussions and review engagement reports

team and ambassadors that

participated in the launch

of the community

AFTER LAUNCH

Continue to engage content ambassadors

gauge satisfaction and

receive new ideas

Create a group for your ambassadors to exchange content ideas and existing

Utilize surveys and polls to



Review your dashboard for analytics on number of posts, comments, connections and logins

Monitor discussions and engagement trendsposts



Learn more how you can provide members with more value with the launch of your online community.



Get the guide

connectwithus@yourmembership.com