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

**ONLINE COMMUNITY LAUNCH MARKETING TIMELINE**

**4 WEEKS OUT**
- Create a list of members who can serve as content ambassadors
- Document your team’s roles and responsibilities
- Create a list of content that you can utilize to populate your community before launch
- Draft an email announcing 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

**3 WEEKS OUT**
- Small content ambassadors and invite them to be part of the launch
- Send announcement email from leadership team
- Draft social media posts to promote the launch of your online community

**2 WEEKS OUT**
- Create a content calendar with established schedule
- Collaborate with content ambassadors for ideas on group discussions
- Draft an email reminder announcing the launch of your community

**1 WEEK OUT**
- Promote the community with a reminder about the benefits and value
- Draft an email announcing the community being live
- Start social media posts

**LAUNCH DAY**
- Promote the launch with your members
- Post a “Welcome. Introduce yourself” discussion and/or host an “Ask Me Anything” session about the online community
- Take a moment to celebrate your launch
- Monitor the discussions and review engagement reports

**AFTER LAUNCH**
- Continue to engage content and community
- Use surveys and polls to gauge satisfaction and increase engagement
- Create a group for your ambassadors to exchange content ideas and existing
- Review your dashboard for analytics on number of posts, comments, conversations, and logins
- Monitor discussions and engagement feedbacks

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