

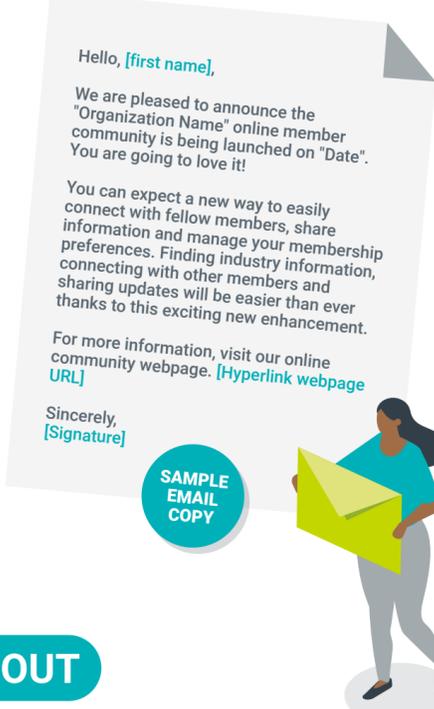
ONLINE COMMUNITY LAUNCH MARKETING TIMELINE



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

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



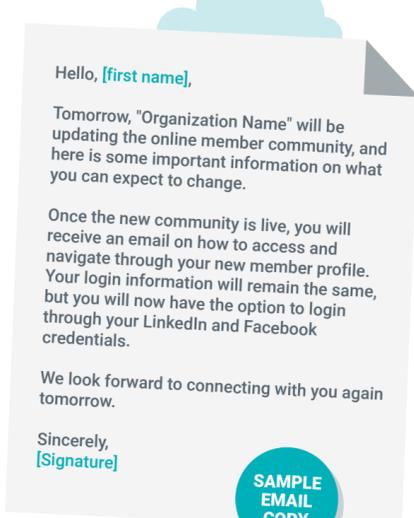
3 WEEKS OUT

- Email 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 new online community



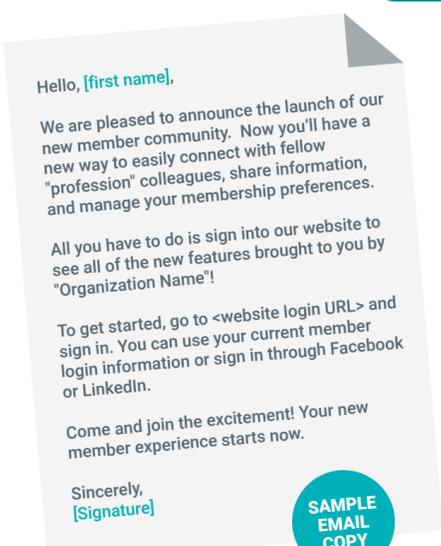
2 WEEKS OUT

- 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 email of the launch
- 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 member community
- Take a moment to celebrate your launch
- Send a thank you to your team and ambassadors that participated in the launch of the community
- Monitor the discussions and review engagement reports



AFTER LAUNCH

- Continue to engage content ambassadors
- Utilize surveys and polls to gauge satisfaction and receive new ideas
- Create a group for your ambassadors to exchange content ideas and existing
- Review your dashboard for analytics on number of posts, comments, connections and logins
- Monitor discussions and engagement trends



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

Get the guide