



# Open your eyes to analytics

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Future of member growth & engagement

# Consider this as we go forward

*“Tell me and I forget, teach me and I may remember, involve me and I learn.”*

- ***Xun Kuang***, *Chinese Confucian Philosopher*

# Value

**Problem:** “I can’t see the value of this software tool.”

**Solution:** Create an analytics system that displays data input that enables the customer to measure engagement

**Next Steps:** *Develop and implement a multi-purpose onboarding campaign*

- Onboarding process will involve internal and external customers
- Education & Interaction
- Video will be a centerpiece for the campaign



# Education

- Host a Lunch & Learn for all internal sales / client services
- Create a brief explainer video for analytics update



# Education

- Post material to “product updates” section on the blog
- Send separate value proposition email campaigns targeted towards executives and engagement users
- Design support documentation with best practices advice



# Interaction

- Invite current customers at a first-look webinar
- Extend webinar invitation to middle funnel prospects
- Follow up and follow through. Assumption is dangerous.



# Q & A Time

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