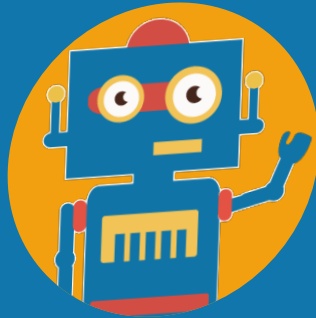


WebLink Website Communications Kit

WEBLINK WEBSITE Communications Kit



**Enter
your
expected
launch date
in the box
below.**

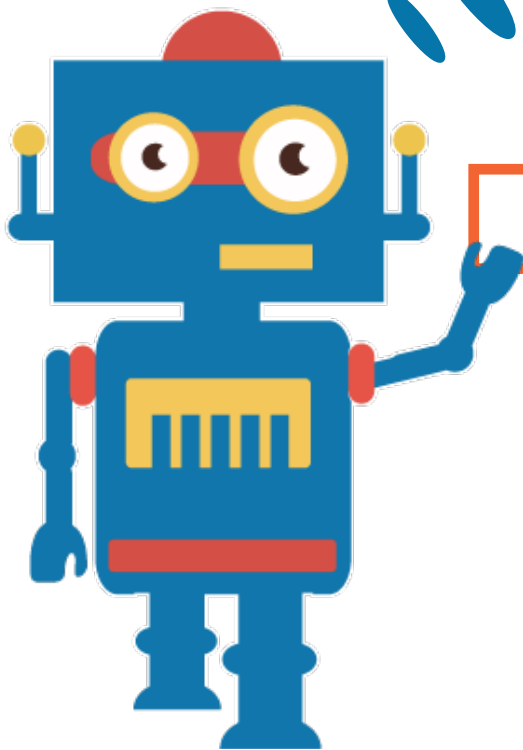


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USING THIS KIT

- » If you haven't done so yet, **return to page 2 and enter your expected launch date.** This action will cause other dates to auto-populate throughout the kit.
- » This marketing kit contains **best practice suggestions** for marketing your new website.
- » Each section is conveniently **divided into timeframes** so that you may release your communications as they correspond to where you are in the launching process.
- » You may choose to **customize the provided communications to match your organization's personality and offerings.**
- » We have generally **scheduled communications throughout each week,** but you may alter the schedule to meet your organization's needs.



Pre-launch Tips

- » **Broadcast the news.** Providing a variety of communications helps to ensure a successful launch. Create social media posts, news releases, newsletter articles, mention the upcoming launch in interviews and promote it during events.
- » **Create anticipation.** Using your marketing channels, tease your new website ahead of time. First, you might build up excitement without details, then tease select new features you think will be most useful and valuable to your members.
- » **Grab attention.** The pre-launch is all about getting excited while teasing the roll-out of your new website. Don't let it all out of the bag at first.
- » **Be fun.** Give your audience a reason to get excited by showing a bit of personality.
- » **Educate staff.** Remind them of the areas where your current website was underperforming, and explain the goals the new website accomplishes.
- » **Pump up the staff.** Do a preview just for staff before you go live. Let them explore your new website and get excited about what they are about to offer your members.



3 WEEKS
PRE-LAUNCH

» [Back to Table of Contents](#)

Meet with Staff

Date to meet:

- » **Set up staff meeting.** Your staff is instrumental to your new website's success. They must be knowledgeable about the features and changes and ready to field member questions.
- » **Educate staff.** Some people are particularly resistant to change. It will help to remind them of the areas where your current website is underperforming, and explain the goals that the new website accomplishes.
- » **Pump up the staff.** Have a "premiere party" just for staff before you go live. Let them explore your new website and get excited about what they have to offer your members.



Pre-launch Email



Date to send:

Subject Line: The [ORGANIZATION NAME] is Getting a New Website!

Dear [MEMBER FIRST NAME],

We are excited to announce that we will be launching a brand new website [later this month]!

The new website is being developed by WebLink, a company that has built thousands of websites for chambers/associations. They are working with us to utilize best practices and modern technology so that the new site is informative, easy to navigate and designed to drive more business to your organization.

As a member, you can anticipate:

- Increased exposure in our Online Directory to drive more customers to your business.
- A user-friendly experience when searching for resources, signing up for events or simply seeking information.
- Opportunities to advertise your business, driving more traffic to your website.

We will be doing several marketing campaigns around the new website launch, and we expect traffic on our website to increase – which translates directly to more new business leads to you from us.

More information on our new website is coming soon!

Thank you for your continued support of the [ORGANIZATION NAME].

Sincerely,
[EXECUTIVE NAME]
[POSITION]
[ORGANIZATION NAME]

Social Media Teaser Meme

Date to post:



**Breaking news.
We're getting a
new website!**



Save this [jpg](#) to your desktop and post to social media.

Social Media Teaser Posts

Date to post:



Susie Smith

Just now ·  ▼

We're so EXCITED to share the news! Look for our new website around [DATE]. Stay tuned. There are more details to come! 🎉




We're launching a NEW website soon! More details are coming, so stay tuned!

Social Media Teaser Posts

Date to post:



Susie Smith

Just now ·  ▼

What do you want most out of a member website? #featurefavs,
#[organization name]



The new website reveal is coming soon! Stay tuned for hints
about our favorite features.



Pre-launch Email



Date to send:

Subject Line: Our Website Reveal is Coming!

Dear [MEMBER FIRST NAME],

As we have previously announced, our new website is scheduled to launch on [DATE].

With this change, we expect traffic on our website to increase – which translates directly to more new business leads for you.

But the fun doesn't stop there! A number of new and improved features are designed to specifically add value to your membership, including: the ability to add your events to our online events calendar, a searchable online directory with enhanced listing options, a job bank to help your members find talent for their open job listings, an interactive members only portal, and more!

As a valued member of [ORGANIZATION NAME], we encourage you to check out the new site and take advantage of these free benefits.

Sincerely,

[EXECUTIVE NAME]

[POSITION]

[ORGANIZATION NAME]

Coming soon!
Share your events
and maximize
your reach!

Get ready to
get found on
our searchable
online
member
directory!

**Enjoy special
benefits in**
our members
only portal.

www.YourOrganization.com

Launch Webinar Invite

Date to send:



[YOUR ORGANIZATION NAME]

Join us for

THE WEBSITE LAUNCH

Date Start Time - End Time | [HYPERLINK](#)

WEBINAR

Enjoy the big reveal with us! We are excited to showcase a number of features that are designed to add value to your membership—including the ability to add your events to our website, a searchable member directory, job bank, members only portal and much more.

[YOUR LOGO]

Social Media Teaser Posts

Date to post:





**Save this [jpg](#) to your desktop
and post on social media.**



Social Media Teaser Posts

Post these on:




**Susie Smith**
Just now ·  ▼

Mark your calendars for our website launch webinar and join us for the big reveal! [DATE at TIME]

 Like  Comment

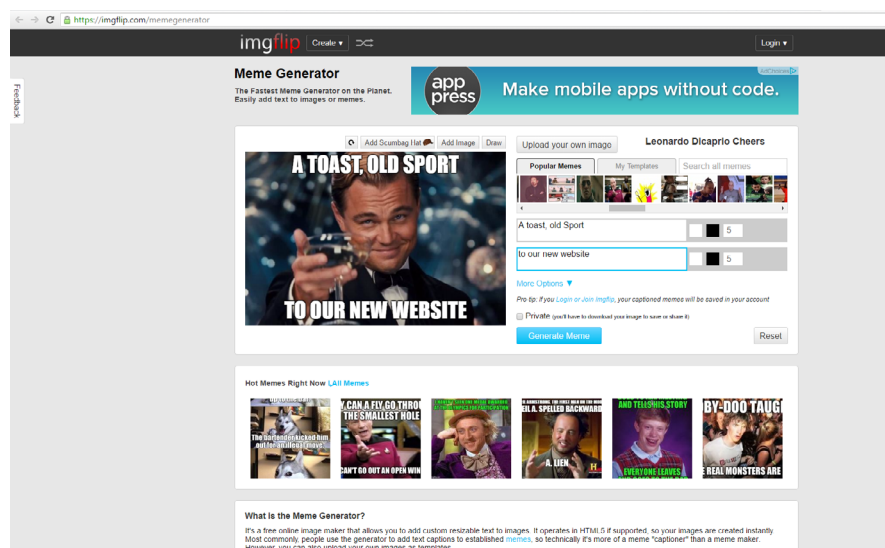




A little birdie told us that our new website is going to give you something to tweet about.

Social Media Teaser Posts

Date to post:



Experiment with making your own meme on [imgflip](https://imgflip.com/memegenerator), then post on social media.



ONE
WEEK
PRE-
LAUNCH

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Pre-launch press release

Date to release:

[ORGANIZATION NAME]
[ORGANIZATION STREET ADDRESS]
[CITY, STATE ZIP]

**ORGANIZATION
LOGO**

Media Inquiries Please Contact: [MEDIA CONTACT]

[Month, Day, Year]
FOR IMMEDIATE RELEASE

[Organization Name] Launches New Website to Showcase Members and Community

[CITY] – [Organization Name] has partnered with industry expert, WebLink, to launch a new website designed to showcase members and provide important business and visitor information. The fresh look and user-friendly navigation engages visitors with images and allows them to easily find the information they seek.

The website has been redesigned and includes a mobile-friendly interface, a user-friendly and easy-to-navigate layout, and search engine optimized content, allowing visitors to easily access resources and information. Moreover, the new site offers additional benefits and increased exposure to members through an online directory with enhanced listings, advertising opportunities, an interactive events calendar, secure members login area, and more.

“When designing the new site, it was our goal to maximize our member’s exposure and drive more visitors to their listing on the site, and we are confident our members will appreciate the many new and improved features and benefits,” said [EXECUTIVE NAME], [ORGANIZATION]. “From a backend perspective, the modern design and user-friendly layout are fantastic! We have the ability to instantly make changes to ensure that content is always up-to-date and easy to find.”

Along with the launch of the new website, the [ORGANIZATION] also utilizes WebLink’s association management software solution. WebLink works with more than 800 member-based organizations across North America.

About [ORGANIZATION NAME]:
[Insert organization description].



About WebLink:

In 2016, WebLink is celebrating its 20th anniversary of providing cutting edge technology to membership based organizations. In the beginning, WebLink created the industry’s first interactive online membership directory. In addition to directories, initial offerings included real-time event calendars and website services to help member-based organizations create and build their brands with an impressive online presence. Today, WebLink offers much more – a complete, all-in-one AMS solution. We continue to lead the industry with innovative solutions that help associations acquire, engage and retain more members.



Social Media Anticipation Posts

Post these on:




**Susie Smith**
Just now ·  ▼

Get ready to search our new member directory and find trustworthy, reliable partners to do business with. Coming soon with our new website!

 Like  Comment

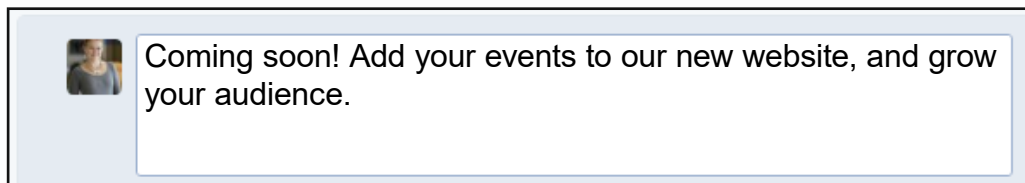
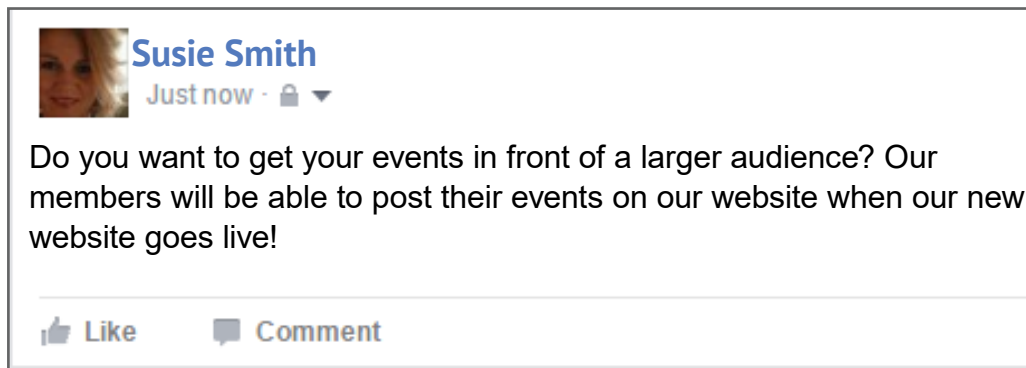




One week to web launch! Get more exposure. Make sure your member information is updated in our members only portal on our new website.

Social Media Anticipation Posts

Post these on:



Social Media Anticipation Posts

Post these on:



Susie Smith

Just now ·  ▼

Which new upcoming website feature has you most excited?

1. The Job Bank
2. Being able to post your own events
3. The eCommerce allowing you to make online payments/purchases





Make your secure online purchases from your computer
24/7/365! New eCommerce is coming with our new website!



Social Media Anticipation Posts

Post these on:




**Susie Smith**
Just now ·  ▼

Take a tour of our new website. Join us for a webinar on [DATE] at [TIME], and get to know how your new member resources will benefit you.

 Like  Comment





Subscribe to our news feed on our new website and never miss out on any important [industry] news.

The background is a solid blue color. In the center, there is a white circle containing the text "LAUNCH DAY". Surrounding this circle are three stylized firework bursts. The top burst is teal, and the two side bursts are blue. Each burst consists of many thin lines radiating from a central point, with small red stars scattered around them. The overall theme is celebratory and festive.

LAUNCH DAY

- » Send out login credentials to members.
- » Have a launch party, or host a webinar to walk through the new features.
- » Focus on the launch. Make sure everything is running smoothly and be available to answer any member questions that may arise.

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Login Credentials



Date to send:

STEP ONE | Assign login credentials to all profiles.

1. Assign login credentials by going to Communication>Web>Create Portal Logins.
2. If your Members are primarily organizations, follow the steps in STEP TWO and STEP THREE. If your Members are primarily individuals, SKIP STEP TWO AND GO TO STEP THREE.

STEP TWO | Send Main Contacts the Credential Email

First, send the organization login information to the main contact of each Member organization. This ensures that the main contact person has the ability to update the contact information for the organization, pay invoices for the Member and manage other Membership information.

1. Open the Mass Communicator, click on the TO: button, and the Profile Selector will appear.
2. On the Common Data Views tab, run the search for All Members. Right click to Select All, then click on the Select button. This takes you back to the Mass Communicator, with your Members list loaded in view.
3. Right click in the grid and choose to Select All. Right click once more and choose to Replace Selected Email with Main Profile's Email. This may take a few moments to complete, but you'll see the email addresses of the main contact appear in the grid, replacing any generic "info@" addresses, or blanks.
4. Above the grid, be sure the proper information related to the email sender is in place.
5. Click on the Message tab, and enter the Subject of your email.

6. In the Message field, ensure the HTML option is selected, then click on the HTML Editor link to the right. The Internal HTML Editor will open.
7. Within the HTML Editor, you'll draft the message to your Members. If you have saved this message as a template, you can access it by clicking on Select From Template above.
8. To insert the Portal Login Credentials merge field, put your cursor where you want the field to go, then go to the Insert Special Fields dropdown menu. From the dropdown, choose Portal Login Credentials Link.
9. When your message is complete, click on Accept HTML.
10. Click on the Send tab. For any merge fields you inserted into the message, review the substitute value for that field, which would be used in the email in place of the intended merge field when the profile has no value for that field. (I.E. If FirstName is blank for a profile, the alternate value could be Valued Member.)
11. When ready, click on the Send button at the bottom. Confirm that you want to send the message.

MEMBER LOGIN

username

password

☒ remember me

LOGIN

Login Credentials

STEP THREE | Send Individuals the Credential Email

The next phase of emailing login credentials is to send them to all other employee related profiles of your Member Organizations. Since your Main Contact has already been given credentials, you'll exclude them from this email. This step is optional, but encouraged to allow more engagement by other Member employees.

1. Open the Mass Communicator, click on the TO: button, and the Profile Selector will appear.
2. On the Common Data Views tab, run the search for All Individuals Who Receive Communication From a Member Excluding the Main Contact. Right click to Select All, then click on the Select Button. This takes you back to the Mass Communicator, with your Member employees loaded in view.
3. Above the grid, be sure the proper information related to the email sender is in place.
4. Click on the Message tab, and enter the Subject of your email.
5. In the Message field, ensure the HTML option is selected, then click on the HTML Editor link to the right. The Internal HTML Editor will open.
6. Within the HTML Editor, you'll draft the message to your Members. If you have saved this message as a template, you can access it by clicking on Select From Template above.
7. To insert the Portal Login Credentials merge field, put your cursor where you want the field to go, then go to the Insert Special Fields dropdown menu. From the dropdown, choose Portal Login Credentials Link.
8. When your message is complete, click on Accept HTML.
9. Click on the Send tab. For any merge fields you inserted into the message, review the substitute value for that field, which would be used in the email in place of the intended merge field when the profile has no value for that field. (I.E. If FirstName is blank for a profile, the alternate value could be Valued Member.)
10. When ready, click on the Send button at the bottom. Confirm that you want to send the message.

Launch Webinar Reminder Invite

Date to send:



[YOUR ORGANIZATION NAME]

Join us for

THE WEBSITE LAUNCH

TODAY AT [TIME]! | [HYPERLINK](#)

WEBINAR

Enjoy the big reveal with us! We are excited to showcase a number of features that are designed to add value to your membership—including the ability to add your events to our website, a searchable member directory, job bank, members only portal and much more.

[YOUR LOGO]



1 WEEK
POST
LAUNCH

» [Back to Table of Contents](#)

Post Launch Email



Date to send:

Subject Line: Are You Ready for More Leads?
The [ORGANIZATION]'s NEW Website is Here!

Dear MEMBER FIRST NAME,

The new website has officially launched! We are excited for our members to begin seeing many increased benefits, **including more business leads from us.**

Our online presence is now easier to use, better optimized for search engines, and designed to meet the needs of both members and the public. **If you haven't had a chance, be sure to check it out!**

[URL]

And don't forget to let us know what you think! Your feedback is always important to us.

Sincerely,

[EXECUTIVE NAME]

[POSITION]

[ORGANIZATION NAME]

Social Media Posts

Post these on:



Susie Smith

Just now ·  ▼

It's here! [URL]. If you haven't checked out our new website, explore it now, on any internet-enabled device. We think you'll like how it responds!



It's live! [URL] Make sure to check our [Member Resources] page for FAQs

Social Media Posts

Post these on:



Susie Smith

Just now ·  ▼

[Starbucks] for your thoughts! Leave a comment to share your favorite thing about the new [ORGANIZATION] website. We will choose winners a random and contact them via instant message.



We are using our new [ORGANIZATION] website to generate leads for our members. See how it works and participate! Visit us at [URL] today!



MORE
RESOURCES

Member FAQ Page

MEMBER FAQs

What can I do within the Member Portal?

- » Update your username and password.
- » Update your directory listing and contact information.
- » Personalize your communication preferences. You can choose from whom (e.g. Groups & Committees) you would like to receive communications.
- » Make secure, online payments. Open invoices such as membership dues, event tickets or sponsorships can be paid online. NOTE: You must be logged into your organization profile, and not your individual profile to pay a bill.
- » Add a coupon to your directory listing. Select "New Coupon" to add any sort of coupon or special offer to members.
- » Submit an event. To add events that your company is hosting, complete the online form and submit it for approval. Once approved, your event will appear on the Member Calendar.
- » Upload media (some restrictions apply). Uploaded media appears on your Directory Listing and may include a company logo or profile picture and streaming video. Call [CONTACT NAME] at [PHONE NUMBER] for more information.

How do I log in to the Member Portal?

- » You were previously emailed a link to create your username and password. If you are unable to locate this email, call [PHONE NUMBER], and someone on staff can resend the email to you.

What is the difference between the ORGANIZATION CALENDAR and the MEMBER CALENDAR?

- » The Organization Calendar displays meetings and events hosted by the Organization such as [Group & Committee Meetings, Speaker Series, and Ribbon Cuttings & Grand Openings]. The Member Calendar displays events or meetings hosted by a member or his/her organization.

How can I get a receipt when I pay my dues or purchase a ticket to an event?

- » After you have processed your transaction, a button will appear to 'View/Print Your Receipt', click the button to view further details of your transaction or print your receipt.

Where is my credit card information stored when I save it in the Member Portal?

- » All credit card information is securely stored in our credit card gateway, [Authorize.net].

What is the Job Bank?

- » This is an exclusive benefit for members. In the Job Bank, employers can upload job postings and search for potential employees, and job seekers can upload their resumes and search the postings.

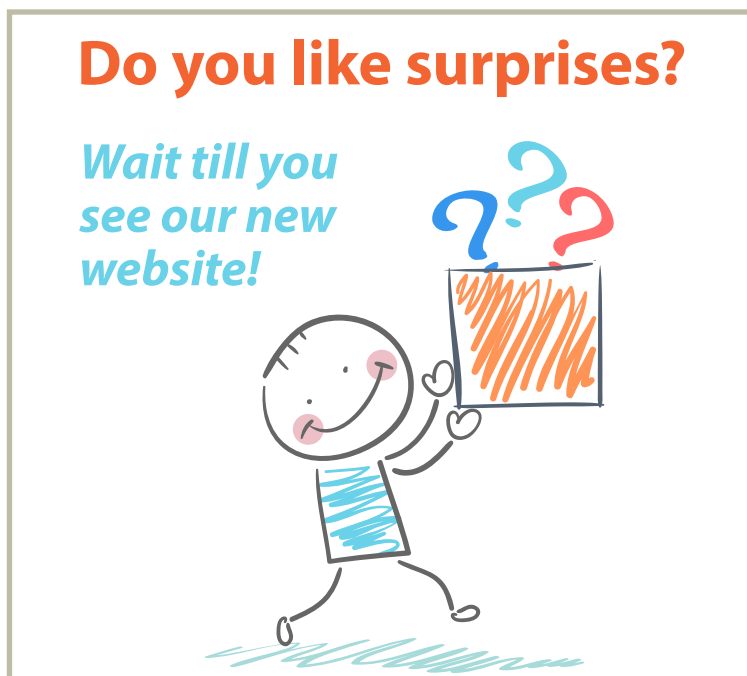
Meme Ideas



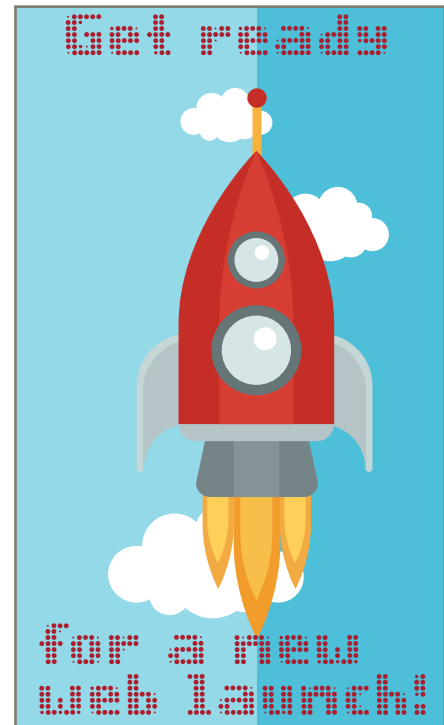
Save this jpg



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Meme Ideas



[Save this jpg](#)



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Newsletter

Pre-launch newsletter copy

[ORGANIZATION] is getting a new website! The new website is being developed by WebLink, an industry expert that has built thousands of websites for chambers/associations. We are looking forward to revealing a modern site that is informative, easy to navigate and designed to drive more business to your organization.

We anticipate that you, our members, will enjoy:

- Increased exposure in our Online Directory to drive more customers to your business.
- A user-friendly experience when searching for resources, signing up for events or simply seeking information.
- Opportunities to advertise your business, driving more traffic to your website.

Thank you for your support. We are honored to serve you.

Post-launch newsletter copy

The new [ORGANIZATION] website has officially launched! Our members are already beginning to see increased benefits, **including more business leads from us.**

We are so happy with our online presence with this new website that is easier to use, better optimized for search engines and designed to meet the needs of both members and the public. **If you haven't had a chance, be sure to check it out!**

[URL]

And don't forget to let us know what you think! Your feedback is always important to us.



Welcome to WebLink – where excellence is standard.

Where our strong commitment to industry leading support results in **a 95% customer support satisfaction rate.**

Where our dedication to continuous improvement delivered our customers **more than 170 new product enhancements in the last 12 months.**

Where centralized data and trusted reporting allows our customers to **consistently increase new member sales, retention, and non-dues revenue.**

Where responsive, integrated websites **result in an average increase of 67% in web traffic for our website customers.**

*Acquire, engage and
retain more members
with WebLink.*

