

# HUB HEALTH ANALYSIS

The most successful advocate marketing programs have a clear understanding of strategic goals and are continuously adjusting to reach those goals and beyond. Taking the pulse of your AdvocateHub gives you the opportunity to see where you stand, see where you need to adjust and develop a clear prescription for success in the future.

The **Hub Health Analysis**, delivered by the Influitive Professional Services team, identifies what's working and what's not by providing an in-depth analysis of your advocate marketing program. Your analysis will provide your team with a clear set of recommended actions for improving your program both in the short and long term.

## Check Your Vitals

Your Hub Health Analysis takes a deep dive analysis across key components of advocacy success including:

- ➔ Advocate engagement
- ➔ Challenges
- ➔ Levels and badges
- ➔ Rewards and incentives
- ➔ Brand and messaging

## Know Where You Stand

Don't rely on a single point of data. Your Hub Health Analysis will benchmark your AdvocateHub's performance alongside other Influitive customers and provide you with an AdvocateHub Health Score to help you gauge your program's level of performance.



**“I highly recommend getting a Hub Health Analysis once a year. It was even better than I was expecting. It gave me really great information on what we are doing right, what we could improve upon and what else we could be doing.”**

-Jenni Adiar, Aerohive

## Actionable Next Steps

Once complete you'll have prescriptive next steps and longer term action items to keep your AdvocateHub healthy.

- ➔ Proposed house cleaning/quick hit changes
- ➔ Outlined opportunities for program growth
- ➔ Suggested roadmap toward delivering a higher performance AdvocateHub and achieving your objectives



### When Should I Choose a Hub Health Analysis?

- Need help taking your program to the next level
- Change in program ownership
- Pivot in customer marketing strategy
- Decrease or stagnation in program engagement



## Three Weeks to Better Health

PROJECT PHASE	WEEK 1				WEEK 2				Week 3						
	M	T	W	Th	F	M	T	W	Th	F	M	T	W	Th	F
Discovery Meeting															
AdvocateHub Analysis															
Video Consultation on Report															