

FP insight

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Post-launch engagement strategy



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FP insight User Engagement Strategy

Purpose of this document: Share a proactive plan with the FP insight team to foster awareness among FP/RH audiences about FP insight, increase user satisfaction, and nurture users throughout their journey with FP insight (from awareness to customer/champion). This plan can help guide priority activities for the FP insight team each workplan year.

Overview of Marketing Stages/User Journey

Based on the concept of a [marketing funnel](#)

Marketing Stages	Description	How it relates to FP insight
Awareness	People are looking for answers, resources, education, research data, opinions, and insight	They don't know about FP insight
Consideration	People are doing heavy research on whether or not your product or service is a good fit for them	They know about FP insight. They're deciding whether to sign up.
Decision or "purchase"	People are figuring out exactly what it would take to become a customer.	They've just signed up. Now they're deciding, should they actually use the platform and dedicate time to learning it? (0-3 months of FP insight membership)
Customer	People have signed up for your product.	They've been signed up. They're actively engaging. How do we nurture that and turn them into FP insight champions? (6-12 months of FP insight membership)

FP insight Engagement Strategy by Marketing Stage/User Journey

	Recruit new users		Engage current users	
Marketing Stage/User Journey	Not aware of FP insight	Aware of FP insight & deciding whether to sign up	0-3 months of FP insight membership	6-12 months of FP insight membership
Strategy	Attract (awareness stage) - catch their attention and interest by giving them helpful and interesting content	Engage (consideration stage) - build a relationship by showing how FP insight aligns with their pain points	Delight (decision stage) - provide an outstanding experience once they sign up	Customer - reward their engagement and help them feel good about their involvement
Types of Activities	<ul style="list-style-type: none"> • Guest blog posts • Promotional videos • Social media outreach • Digital ads (low-cost) • Affiliates program • Personal (one-on-one) outreach • Brownbag presentations/trainings 	<ul style="list-style-type: none"> • Case studies • “How I use FP insight” videos • Comparison guide (how does FP insight fit with other existing platforms) • One-on-one consultation offers • Brownbag presentations/trainings 	<ul style="list-style-type: none"> • Tutorial videos • Trainings • Chatbot • Virtual HelpDesk • “How to” emails • New user scavenger hunt • Email campaigns to highlight FP insight users (eg, “Members of the Month”), Collections and Posts (eg, FP insight’s Picks, Guest Editor’s Picks, content related to “special days”, etc) 	<ul style="list-style-type: none"> • Milestone emails (you’ve posted 3 collections, great work!) • Badges • “Personal” email from team members with offer to discuss their experience • Email campaigns to highlight FP insight users (eg, “Members of the Month”), Collections and Posts (eg, FP insight’s Picks, Guest Editor’s Picks, content related to “special days”, etc)