

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, analyzes what's working and what's not across five key program health indicators. Your analysis will provide your team with a clear set of recommended actions for improving your program both in the short and long term.

Checking Your Vitals

Your Hub Health Analysis takes a deep dive analysis across five 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 similar Influitive customers to help you gauge your program's level of performance.

Actionable Next Steps

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

- ✓ Proposed housecleaning/quick hit changes
- ✓ Outlined opportunities for program growth
- ✓ Suggested roadmap toward delivering a higher performance hub

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



Two Weeks To Better Health

After reviewing your program goals and AdvocateHub history during an initial one-hour meeting with your team, your Advocacy Consultant will prepare a customized Hub Health Analysis Report within two weeks. The report and recommendations will be presented to your team during a subsequent one-hour meeting.



"[Our consultant] was great to work with and we got down to the nitty gritty on how we can solve our problem."

-Jason Quesada, Nlyte Software



Influitive makes it easy for marketers to recruit, mobilize and recognize an army of advocates that support marketing campaigns, refer new clients, and help close deals faster. Talk with an advocacy coach to get started with services or visit www.influitive.com