

# LAUNCH ARCHITECT

Advocacy has the power to transform the way you interact with your customers and conduct business. And nothing is more crucial to your advocacy community as a successful launch of your AdvocateHub. In order to ensure you're recognizing value as soon as possible, Influitive's Professional Services team leverages their collective knowledge from hundreds of AdvocateHub launches to get your community up and running quickly and successfully.

Our advocacy experts will provide your team with one-on-one consulting and training, creative services, and strategic development of your community plan, including:

- AdvocateHub Configuration and Integrations
- 1:1 Customized Administrator Training
- Challenge Best Practices and Creation
- Recruitment and Promotion plan
- Establishing Rewards and Recognition
- Advocacy Community and Relationship Building
- Building Internal Buy-in

## STARTER SERVICES PACKAGES



### Launch Architect

Maximize your advocacy community's results with a strong start. The Launch Architect package provides our most intensive kick off with a two-day on-site session designed to create a strong relationship between your key stakeholders and your designated Influitive Professional Services team and Advocacy Coach. Your Advocacy Consultant and Coach will lead the on-site sessions and facilitate the conversations needed to address interdepartmental goals and build out the best strategy for your community.

In the weeks following the on-site strategy sessions, your Advocacy Consultant will plan, manage and help execute your program development from end to end. They will work virtually with your internal team each week applying their hands-on advocacy expertise to build a community aligned with your overall business and marketing goals, including all AdvocateHub configurations, custom messaging, reward creation and challenge design.

Launch Architect		
Best Practices & 1:1 Support	Customized Community	On-Site Kick Off
Weekly 1:1 consultations before, during and after community launch	Up to 80 expert hours over 90 days	Two-day strategic planning session with an advocate marketing expert
Personalized training on advocate marketing best practices from leading experts	End-to-end community strategy development and execution	Engagement with all internal stakeholders and alignment with organizational goals
Project management and expert guidance, including comprehensive pre and post-launch community reviews	Completely customized community designed and built to appeal to your specific customer personas	Project management from launch to kickoff

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](http://www.influitive.com)

**The Launch Architect** solution connects your team with Influitive Professional Services Consultants who bring years of hands-on experience and industry-leading expertise. Our Consultants will work alongside your internal team to dig deep into your business and marketing objectives, highlight interdepartmental opportunity, project manage your AdvocateHub to launch and take on the heavy lifting of building your program, including:

**Targeting and segmentation • Challenge creation • Rewards catalogue setup  
Invitation copy review • Custom badge creation • Enhanced integrations support**

