

# MEMBERHUB FACTSHEET

From eLearning Plus<sup>+</sup>

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**eLearning Plus** 

# MemberHUB

A mobile friendly **Membership Knowledge Hub**, that helps you create and manage a knowledge-based membership community.

**MemberHUB** is a powerful cloud-based membership platform that helps manage members, deliver a gated library of knowledge content and courses, as well as tools to interact and report on your member community.

We help you grow your membership with a platform that keeps your members engaged and puts you firmly in control.

**MemberHUB** was specifically designed to help you monetise your expertise, your knowledge and intellectual property.

We help you manage and grow your members without the technical headaches and hidden costs of many other platforms and provide everything you need to get your membership online, quickly and easily.

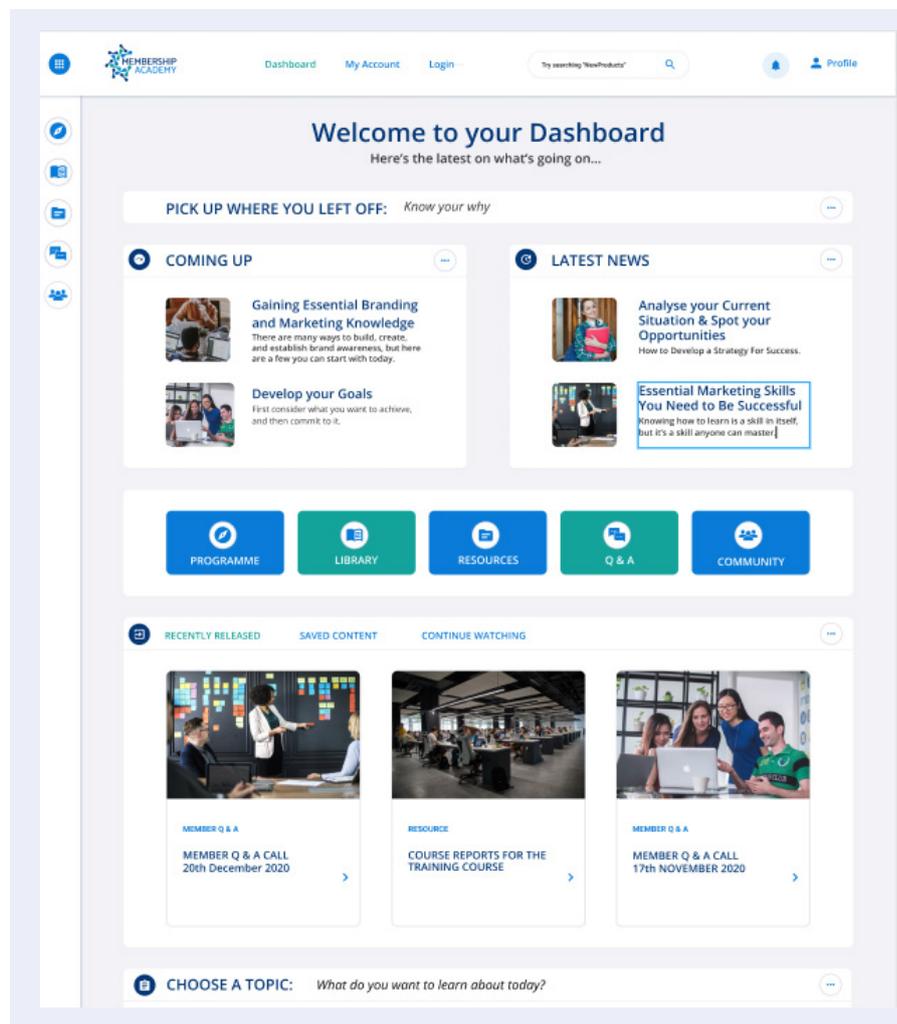


Our aim is for you to have an exciting knowledge-based membership offering that is both simple to use yet powerful in its delivery. We make it easy for members to join, to track member activity, view reports on your memberships and automate renewals – all in the one simple to use platform – so you spend less time on admin and more time growing your membership.

## BRANDED FOR YOU

When you first join MemberHUB, we'll book an onboarding call and get all the information we need from you, such as brand colours and logo, so your membership platform reflects your brand. In fact, we'll set up your new membership platform and ensure it's ready for members to join quickly, so you can use MemberHUB to build your brand and generate more business online.

We help you eliminate the guesswork, hassle and confusion of getting your membership platform ready and launched and will continue to support you as you grow. You'll also have access to our training portal so you can master and manage MemberHUB quickly and easily.



## WHO IS MEMBERHUB FOR?

Businesses, organisations and individuals who have an existing audience, or want to build an audience, in order to leverage their knowledge and experience to generate a recurring revenue

stream. It's for those that want the peace of mind that they have a platform in place to help them continually grow their membership with a forward-thinking membership solution.

# Features at a Glance



## MEMBERSHIP MANAGEMENT

We make the process of managing your members simple with:

- Easy Onboarding
- Auto-renewals & Reminders
- Definable Membership Levels
- Online Payments
- A Member Dashboard
- Organisational Memberships
- Customisable Reporting



## CONTENT LIBRARY

Share your knowledge and experience through:

- Courses
- Learning Pathways
- Documents & Templates
- Workshop Videos
- Recorded Webinars
- Audio Podcasts
- Process Flows
- Snapshots (short videos)



## ONLINE COURSE BUILDER

A simple to use, yet powerful course builder helps you create & deliver courses using:

- Text
- Images
- Videos
- Alerts
- Info points
- Downloadable files

You can also import xAPI (TIN CAN) files from external publishing tools right into your courses.



## MEMBERS ONLINE SHOP

We make it easy to manage member subscriptions as well as selling digital products such as:

- Templates
- eBooks
- Events
- Digital Products
- Subscriptions



## MARKETING PROMOTION WITH CORE INTEGRATIONS

Connect to powerful external marketing tools to help you attract new members, engage existing members and track your marketing efforts more effectively.

- MailChimp Integration
- Active Campaign Integration
- Eventbrite Integration



## ECOMMUNITY FORUM

An optional enhancement to your membership platform that facilitates member engagement:

- Easy to setup and easy to moderate.
- One central account with one integrated admin area.
- Simple interface to keep things intuitive for your members.

# Membership Management

## SIMPLIFY YOUR ONBOARDING PROCESS

We help you simplify the member onboarding process to give your new members a great first impression. You can set multiple membership levels, discount codes and administrator approval, and also set up automated emails to welcome new members as soon as their membership is approved.

You can offer both individual and organisational memberships as well as different tiers of membership and your new members can sign up and pay online, providing all the information you require quickly and simply.

## AUTOMATE MEMBER RENEWALS

Chasing down people to renew their memberships can be frustrating and time-consuming. With MemberHUB, you cut down your administrative workload by automating renewal reminders and you make your members' lives easier with recurring payments for membership. Members can also securely update their own contact and personal information.

## VALUABLE REPORTS WITH MEMBER INSIGHTS

With everything in one place, MemberHUB's powerful reporting will reveal your data insights, so you can use this to engage and grow your membership. And our integration with external systems means you can pull in relevant data, so you have a complete view of member activity.

Member Insights gives you the ability to make sense of your membership data. The member insights smart filters enable you to analyse your member data and filter member data by different criteria. Offering new content and digital products is a lot easier when you can see how your members interact with your existing content and communications.

## FLEXIBLE MEMBERSHIP TYPES

You can setup up your membership types with basic or advanced configurations like multiple tiers, and trial periods and create different membership types to fit your content delivery. Membership types can be defined to last for any interval (annual, monthly, weekly, or custom) and can expire or re-bill at the end.

You can also define the status for members by determining whether you want to have registered members go into 'prospective', 'pending', or 'active' status.

## A POWERFUL MEMBERSHIP DATABASE

Choose which information you want to collect when members join and allow members to easily update their own information. This helps you build a powerful membership database with all your critical data in one place. Your membership data is stored safely in the cloud, allowing you to easily search, update, and manage your database at any time.

Updating your members' information is simple and straightforward. Edit key information, change their expiration, or transfer them to a new membership type, ensuring your data is always up to date. And if you already have membership subscribers, you can import your member information from a CSV file into MemberHUB and you're ready to go.

# Content Library

A powerful way to share your knowledge and experience

With advanced content management, you can now share and monetise your knowledge resources, such as books, PDFs, videos, courses, webinars, recorded interviews etc. Just place them into your content library and make them

available. You can also make the availability of this content dependent upon membership level and members can use advanced search filters to filter your content by type or topic, so they can find content quickly and easily.

## YOUR CONTENT LIBRARY

Content Libraries are a great tool to have in your membership offering, as they're a major reason for members to join your community. Through your library, members can easily access your knowledge content pieces whether they are ebooks, templates, videos or short courses and even full blown learning programmes.

Members can also bookmark their favourite pieces of content, so they have quick access to a particular content piece whenever they want.

## CONTENT TYPES:

We offer a range of useful content types that you can use to showcase your knowledge including:

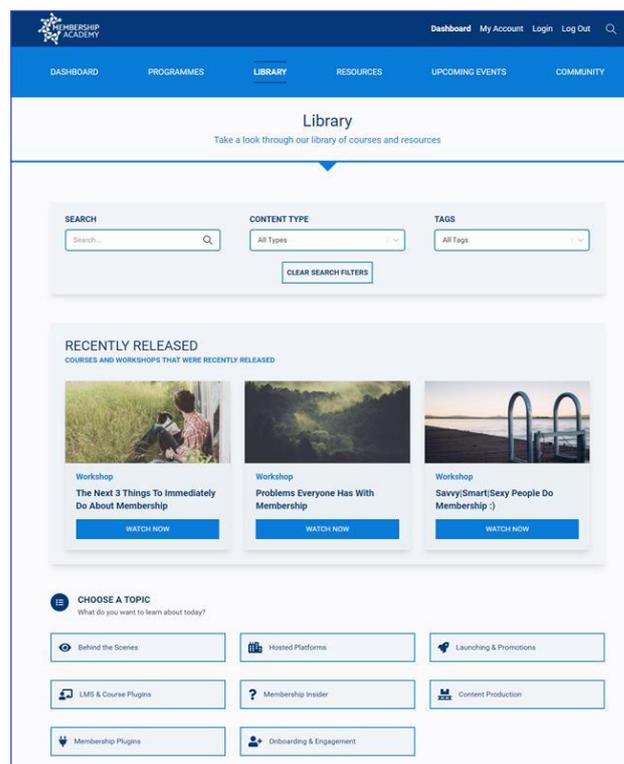
- Courses
- Learning Pathways
- Documents
- Workshops
- Webinars
- Podcasts
- Snapshots
- Process Flows

## ENHANCE YOUR VIDEO CONTENT WITH VIDEO MARKERS

We also have a powerful new feature that enables you to set marker points for your linked videos, so members can jump to the various sections you have highlighted. This provides a convenient way for viewers to move through your video content, making your videos far more engaging and interactive.

## USE YOUR EXISTING POWERPOINT COURSES

We also offer a low-cost service to convert any existing PowerPoint courses you may have developed into a Tin Can (xAPI) format, which you can then bring into the course builder. The benefit is that you can quickly share your existing training content with your members, but they are not able to access or download your PowerPoint files.



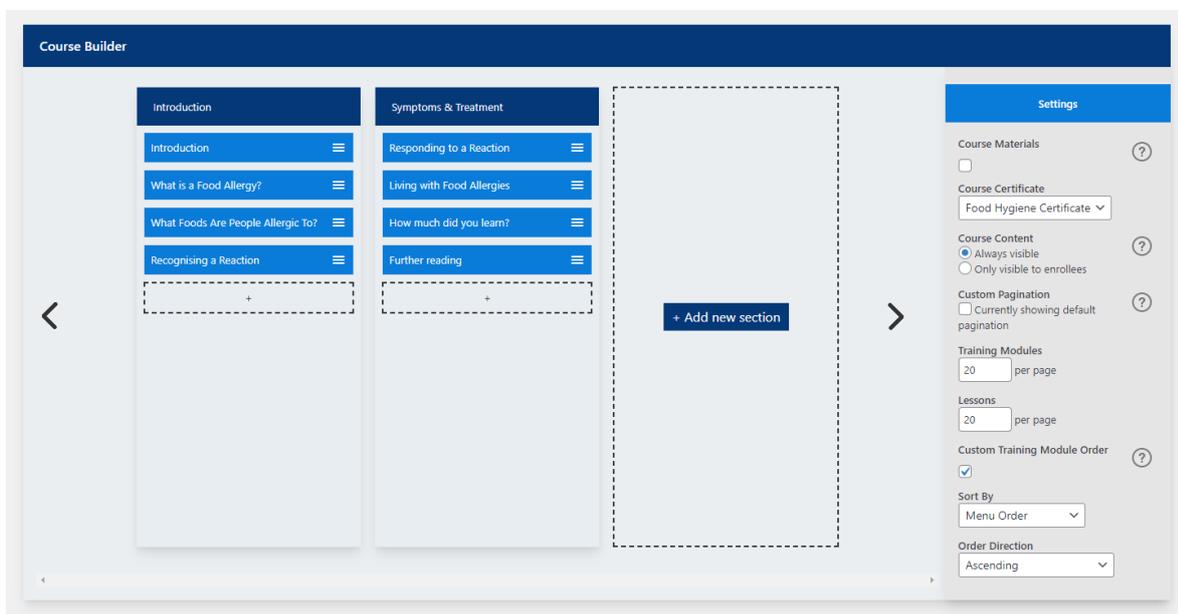
# Online Course Builder

## Course creation and delivery made easy

As well as an industry leading content library, you also get a powerful, yet simple to use Online Course Builder. You can build simple courses with just text and image-based lessons, or develop them further to include videos, audio, downloadable PDFs and now you can bring in TinCan (xAPI) courses created in external publishing tools.

Developing courses is quick and straightforward with our Online Course Builder. Simply drag and drop lessons and topics into a course, enter the content and select your settings. No fuss, just course creation made easy.

Learners can mark lessons complete as they go along, and you can view reports which show learner progress.



### LEARNING PATHWAYS

You can also develop Learning Pathways or learning programmes where you can pull complete topic programmes together based on existing courses as well as including other content from the Content Library. Your programme could be made up of key modules to be covered as part of a programme accreditation or you could offer a programme that a learner takes over multiple weeks, helping manage their learning progress.

All courses and pathways, as well as elements from the Content Library, can be made available to everybody or only by membership level. Your content, your courses, your way.

Offering courses is a powerful way of bringing your knowledge to market, and with our Online Course Builder, the process is simple and straightforward. No procrastinating over how you should create them, or which are the best tools to use to create your courses, just get on with building them in MemberHUB and make them available quickly and with minimal fuss.

# Members Online Shop

## Boost your online revenue

As well as taking subscriptions, you may at some point want to extend your digital product range with our built-in online store. You can start selling digital products and accept payments instantly and securely using Paypal or Stripe.

Your exclusive members online shop is a great way to draw new members in and retain older members. Having member only products within your membership platform is like offering them an exclusive shop built and designed specifically for them.

As well as subscriptions for your memberships, you can sell other digital products such as eBooks, templates recorded webinars and virtual events.

With easy-to-use online payment tools, you can securely accept and track online payments. Sell your courses individually or provide access to various content within your platform by membership level with a monthly recurring fee. Again, your content, your choice.

### SUBSCRIPTIONS

Memberships generally run as subscriptions, so owners can generate recurring and predictable income. You'll be able to see how much revenue your membership platform has generated and charge for subscriptions to access your content.

# Marketing Promotion

## Build your Membership with Marketing Integrations

When you have built your content within the platform, you may want to start attracting new members as well as running campaigns to existing members.

We found that many of the organisations and individuals we spoke to use MailChimp or Active Campaign to run and manage their promotional email campaigns, so we have built in integrations for both MailChimp and Active Campaign.

This means you can continue to use the tools that you are familiar with, using the email automations and workflows within these systems, but you can also pull key information from these systems onto your membership platform.

This is extremely helpful as you have just one place to look at your members' activities, directly within the platform reporting module. Now, your membership database is never out of sync with your email marketing efforts.

### EVENTS FOR MEMBERS

We are also integrating other popular services like Eventbrite. Eventbrite is a popular solution, which enables you to manage and promote your events whether virtual or face to face.

You can publish upcoming events within the platform and provide an easy link for members to book themselves on. You can also show a count-down to these events within your platform, so that members are always aware of your upcoming events.

And we are continuing to build further integrations, so get in touch if you want to discuss a particular integration.

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# eCommunity

## Engaging your members with an integrated forum

When you feel the time is right, we have an optional module that enables you to introduce a forum-based experience for your members.

Forums create a safe space for members to communicate with each other, share ideas, get support and build a shared community.

When members feel like an active participant, they are more likely to continue to use your platform, which means forums are a great way to boost member retention and keep your membership alive.

You can also create groups within a forum to segment your members based on their interests, so everyone will be able to find and join a topic stream they are interested in.

# Your Membership Platform

Build your membership business with a platform that is quick to deploy, simple to use and cost effective

MemberHub offers a convenient and flexible way of delivering knowledge content to your membership audience:

1. | It's quick to setup, simple to use and affordable.
2. | It looks great on mobile devices as well as laptop and desktop
3. | It's cloud-based, so members can access content wherever and whenever needed
4. | Branding can be customised
5. | It provides essential insights on your members

## CORE FEATURES

- Responsive/mobile friendly
- Manage members & memberships
- Gate content based on membership levels
- Link to Mailchimp for email campaigns
- Link to Active Campaign for automation
- Link to Eventbrite for member events
- Publish upcoming events on member dashboards
- Provide a wide range of content types via the content library
- Create courses and learning pathways
- Access member insights for in depth reporting
- Quick set up & branding
- Easy online payments
- Hosting & back ups

## ENHANCEMENT OPTIONS:

- Member directory
- Introduce gamification
- Members online shop
- Integration with other email systems
- Integration with other CRM systems
- eCommunity forum
- Add promotional web pages

# Why choose eLearning Plus?

We are experts in content creation and learning platform development, so we understand how to give your members the best possible online experience.

Choosing a membership platform that's right for you now and into the future is a difficult decision, especially when you've never done it before or have no technical know-how. This can often hold people back from turning their knowledge and experience into a financial opportunity and they miss the chance for revenue generation.

We wanted to solve this problem and provide everything you need to share your knowledge and create, launch and grow your membership with a cost-effective platform that's straight forward to use and future proof. All created by a passionate team that has a wealth of valuable experience and expertise.

## STILL NOT SURE WHICH WAY TO TURN?

We appreciate there are a lot of considerations, and it all might seem a little overwhelming. That's why we recommend booking a no-obligation demo call with one of our MemberHUB experts.

They'll walk you through the platform and show you exactly what's included and answer any questions you might have. At the very least, it will help you understand how you could monetise your knowledge content.

Just get in touch when you're ready.

TO FIND OUT MORE,  
OR FOR A DEMO GET  
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