

*meetup*

# Organizer Onboarding Flow

# Organizer Welcome/Onboarding Canvas Flow

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**Background:** Creating an automated canvas to welcome/onboard organizers - ensuring they are set up for success.

Currently, new organizers get a [couple variations of emails](#). But they are fragmented and disconnected.

As we move to Braze, we wanted to expand to a series of dynamic touchpoints that connect and create a lifecycle for our organizers.

**Goal:** Increase engagement, activity, and long term retention of our organizers

**Objective:** Create an onboarding flow for organizers that sets them up for success as an organizer, while also positively adding to the Meetup flywheel

**Audience:** Newly subscribed organizers

**Channel Opportunities:** Email, Push, In-app

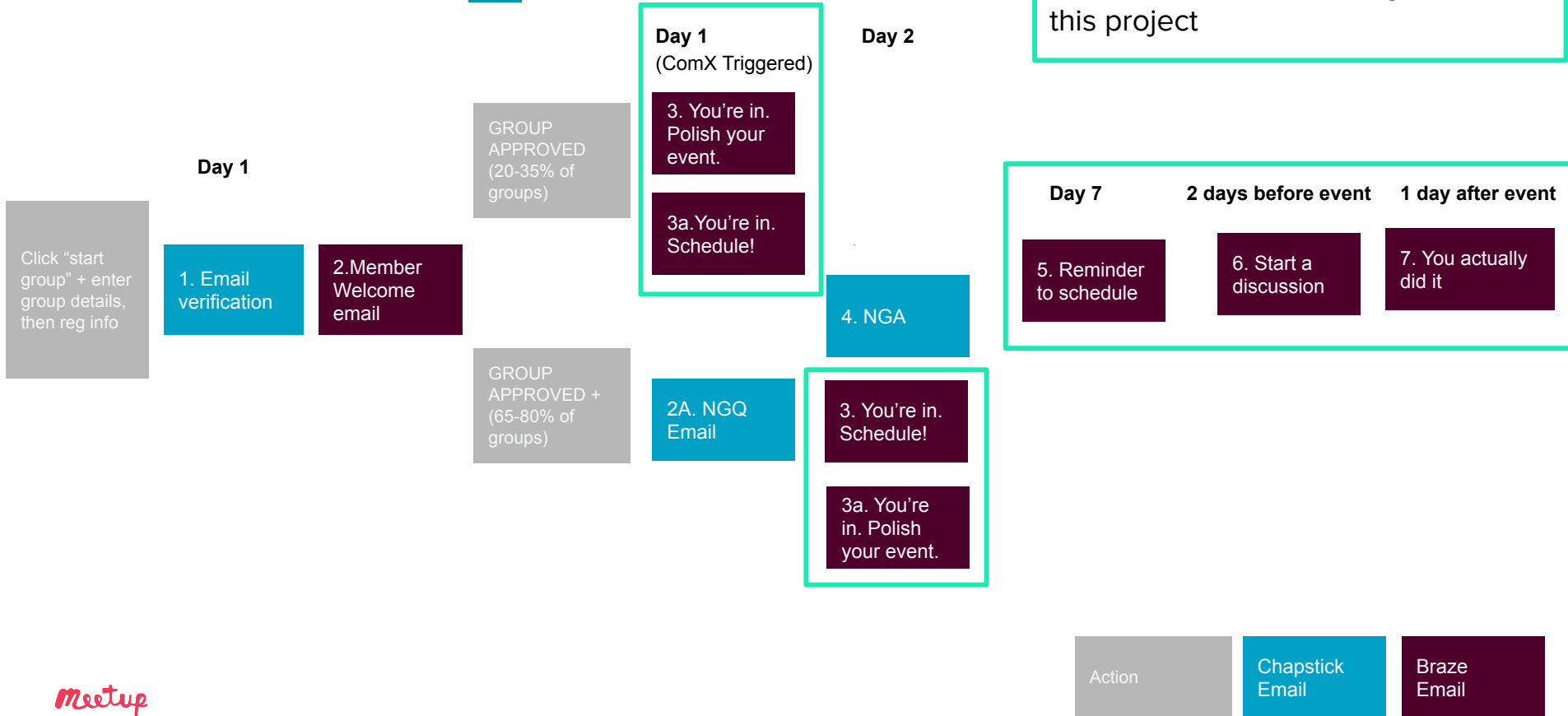
**Key Metrics:**

- Increased engagement: OR, CTR
- Increased activity: Events Scheduled
- Organizer Retention

# Legacy Flow

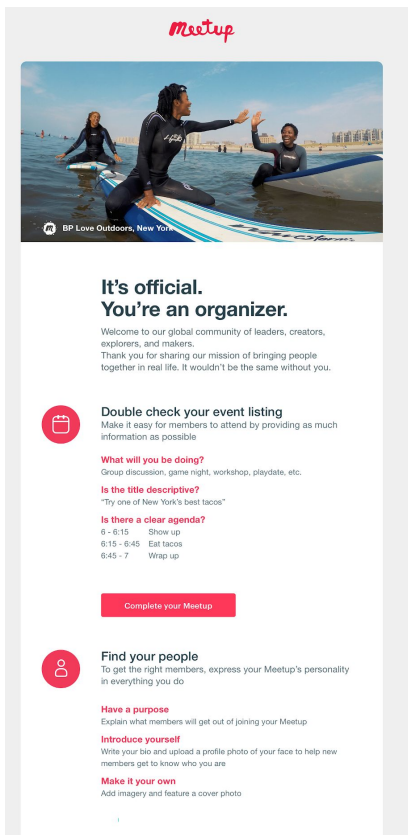
# Legacy Organizer Flow

Assumes organizer enters from “start a group” and has no account previously.  
Full creative of flow can be found [here](#).



# Organizer Flow - Legacy Braze Emails

# 3. You're in. Polish your event.



\* Reporting time period 6/1 - 9/1

**Sending Logic:** Orgs who scheduled their first event

**Subject Line:** It's official. You're an organizer

**CTA:** Complete your Meetup

**Timing:** Immediately upon approval (NGQ Approve) or Next Day (Approve+)

**Template Name:** 1A-org-event-scheduled

**Performance:**

- **# Sent:** ~1,698
- **Open Rate:** 55.6%
- **CTR:** 11.2%
- **Event's Scheduled:** 1,421
- **Sent to Event Sched. Ratio:** 0.83%

**Template Name:** 1A-org-event-scheduled-approve-plus

**Performance:**

- **# Sent:** ~1,348
- **Open Rate:** 47.6%
- **CTR:** 1.6%
- **Event's Scheduled:** 1,462
- **Sent to Event Sched. Ratio:** 1.08%

# 3A. You're in. Schedule!

**It's official.**  
**You're an organizer.**

Welcome to our global community of leaders, creators, explorers, and makers. Thanks for helping to bring more people together in real life. It's been our mission for 15 years, and we couldn't actually do it without you.

**Schedule your first Meetup**  
After you schedule your first Meetup, we'll announce your group and you'll begin seeing new members

**Choose a clear activity**  
Group discussion, game night, workshop, playdate, etc.

**Be descriptive with your title**  
"Try New York's Best Tacos"

**Set an agenda**  
6-6:15 Show up  
6:15-6:45 Eat tacos  
6:45-7 Wrap up

**Do**

**Find your people**  
To get the right members, express your Meetup's personality in everything you do

**Have a purpose**  
Explain what members will get out of joining your Meetup

**Introduce yourself**  
Write your bio and upload a profile photo of your face to help new members get to know who you are

**Make it your own**  
Add imagery and feature a cover photo

**Make it your own**  
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\* Reporting time period 6/1 - 9/1

**To:** Orgs who have been approved and didn't schedule

**Subject Line:** It's official. You're an organizer

**CTA:** Schedule your first Meetup

**Timing:** Immediately upon approval (NGQ Approve) or Next Day (Approve+)

**Template Name:** 1-org-event-not-scheduled

**Performance:**

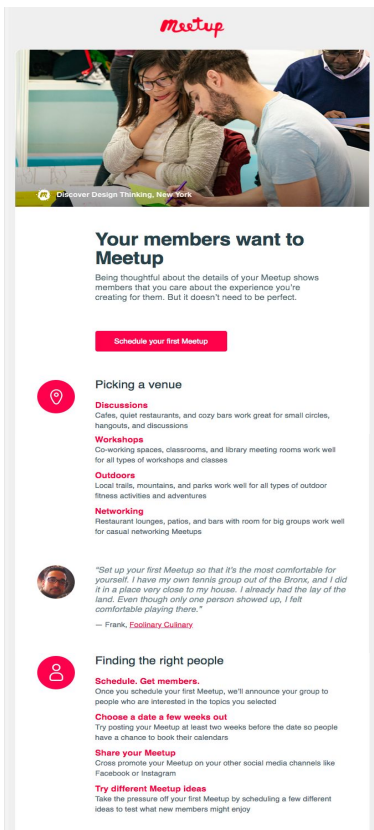
- **# Sent:** ~2,456
- **Open Rate:** 53.7%
- **CTR:** 10.8%
- **Event's Scheduled:** 958
- **Sent to Event Sched. Ratio:** 0.39%

**Template Name:** 1-org-event-not-scheduled-approve-plus

**Performance:**

- **# Sent:** ~1,898
- **Open Rate:** 44.9%
- **CTR:** 5.4%
- **Event's Scheduled:** 958
- **Sent to Event Sched. Ratio:** 0.50%

# 5. Reminder to Schedule



**ms**etup

Discover Design Thinking, New York

## Your members want to Meetup

Being thoughtful about the details of your Meetup shows members that you care about the experience you're creating for them. But it doesn't need to be perfect.

[Schedule your first Meetup](#)

### Picking a venue

**Discussions**  
Cafes, quiet restaurants, and cozy bars work great for small circles, hangouts, and discussions

**Workshops**  
Co-working spaces, classrooms, and library meeting rooms work well for all types of workshops and classes

**Outdoors**  
Local trails, mountains, and parks work well for all types of outdoor fitness activities and adventures

**Networking**  
Restaurant lounges, patios, and bars with room for big groups work well for casual networking Meetups

*"Set up your first Meetup so that it's the most comfortable for yourself. I have my own tennis group out of the Bronx, and I did it in a place very close to my house. I already had the lay of the land. Even though only one person showed up, I felt comfortable playing there."*  
— Frank, [Executive Culinary](#)

### Finding the right people

**Schedule, Get members.**  
Once you schedule your first Meetup, we'll announce your group to people who are interested in the topics you selected

**Choose a date a few weeks out.**  
Try posting your Meetup at least two weeks before the date so people have a chance to book their calendars

**Share your Meetup**  
Cross promote your Meetup on your other social media channels like Facebook or Instagram

**Try different Meetup ideas**  
Take the pressure off your first Meetup by scheduling a few different ideas to test what new members might enjoy

\* **Reporting time period 6/1 - 9/1**

**To:** Orgs who have been approved and (still) haven't scheduled

**Subject Line:** Schedule your first Meetup

**CTA:** Schedule your first Meetup

**Timing:** 7 days after group approval

**Template Name:** 2-org-event-not-sched-prompt

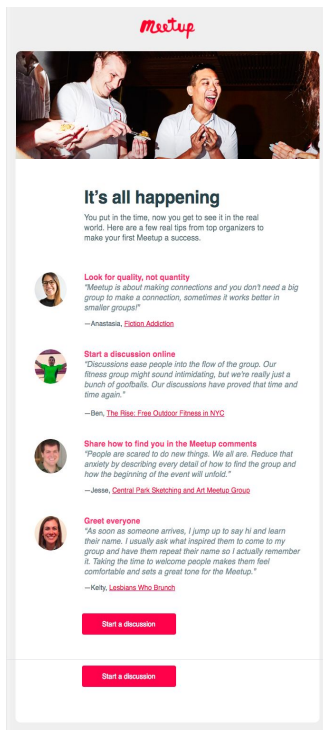
**Performance:**

- **# Sent:** ~5,982
- **Open Rate:** 32.9%
- **CTR:** 3.1%
- **Event's Scheduled:** 1,396
- **Sent to Event Sched. Ratio:** 0.23%



# 6. Pre-Event Email

Note: only sent before your first ever event, not every event.



\* Reporting time period 6/1 - 9/1

To: Orgs who have an event upcoming

Subject Line: Hear what fellow organizers recommend

CTA: Start a discussion

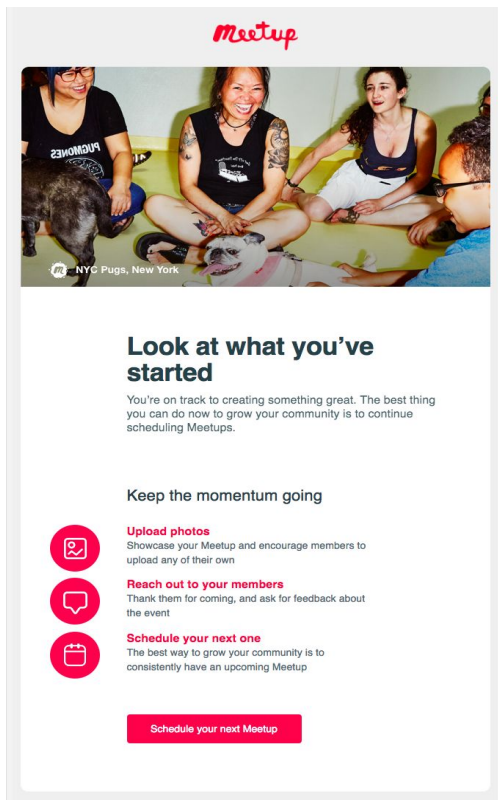
Timing: 2 days before event

Template Name: 3-org-pre-event

Performance:

- # Sent: ~6,837
- Open Rate: 43.2%
- CTR: 2.3%

# 7. Post-Event Email



\* Reporting time period 6/1 - 9/1

**To:** To organizers who just hosted an event

**Subject Line:** You actually did it.

**CTA:** Schedule your next meetup

**Timing:** 1 day after event

**Template Name:** 4-org-post-event

## Performance

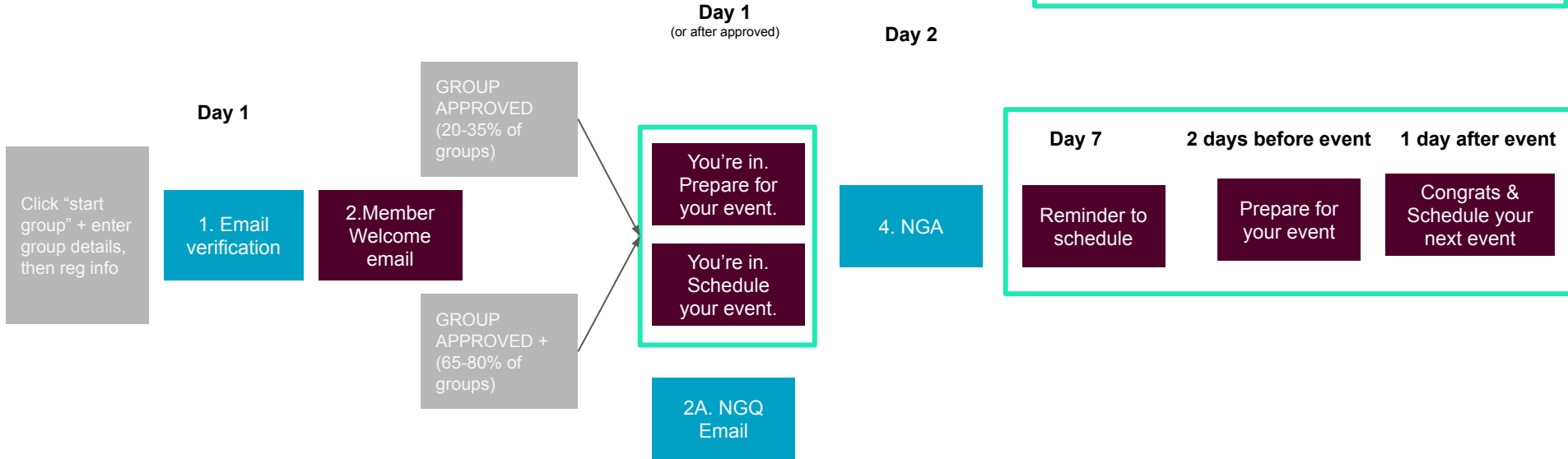
- **# Sent:** ~6,467
- **Open Rate:** 52.6%
- **CTR:** 3.3%
- **Event's Scheduled:** 4,666
- **Sent to Event Sched. Ratio:** 0.72%

# New Creative & Strategy

# Organizer Flow - New Braze Email Plan

# Revamped Organizer Flow

Outlined in green, are the ones we are focused on revamping as part of this project



# Organizer Welcome/Onboarding Canvas Flow

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## Background:

- Combining the 4 versions of the Organizer welcome email into 2 sends:
  - One for if you **haven't scheduled an event yet**
  - One for if you **have scheduled an event already**
  - This allows for easier understanding and streamlining of our onboarding process for organizers and allows for more nimble optimization and testing
- Refreshing design of emails by using our promo template as it has continued to be our best performing template
- Revamping messaging of each send to increase both immediate results (events scheduled), but to also set up the organizer for long term success
- Adding in push notifications into the organizer onboarding flow to utilize a multi-channel approach

# Org Onboarding Series - Ecosystem Impact

The more we enhance these communications, the better we can **guide our organizers towards success** and create an ecosystem for successful events that **bring members together, creating community.**

## Refreshed design = higher engagement opportunity

Unlocks the ability to create a design that better matches our brand, is mobile optimized, and feels more modern

## Multi-channel approach = connecting with more new organizers

For the first time, our organizer onboarding touchpoints now utilize both email and push in unison

## Connected lifecycle flow = faster optimizations

Touchpoints are in sync and part of one lifecycle flow, allowing for quicker optimizations and updates



## You're in! Host your first event.

You've joined a group of leaders and builders, movers and shakers. Now that your Meetup group is live, the next step is to host an event.

### Get started by:

- Writing a clear event title
- Providing a detailed description
- Adding an image to the event
- Communicating any COVID-19 safety measures

Once you schedule an event, Meetup will automatically promote it to people who have an interest in the topic. [It also helps to share it with your network.](#) Don't forget to spread the word on social media! Need more tips for getting started? Check out the [Organizer Guide](#) on Meetup's Community Matters blog or watch a recording of [Meetup 101](#).

Let's go!



# Organizer Flow - New Touchpoints



# Touch 1: If No Event Scheduled

**Test idea:** HL & SL to create warm welcome (Forbes: 17% of churn can be attributed to not being warmly welcome)

meetup



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Let's go!



MEETUP



**It's official. You're an organizer!** 🎉  
Check out tips for building community and growing your group on Meetup's Organizer Guide.

**Test idea:**  
Organizer badge  
("Organizer since 2021")

Surface on other comms

meetup

# Touch 1: If Event Scheduled

Meetup



## Build the community you've been waiting for

As a new organizer, you've joined a group of leaders and builders, movers and shakers.

Now, let's build community! Double-check your first event so that members have the info they need to attend.

### Be sure to :

- ✓ Write a clear event title
- ✓ Provide a detailed description
- ✓ Add an image to the event
- ✓ Communicate any COVID-19 safety measures
- ✓ Share the event with your network—don't forget about social media!

For more tips on getting started on Meetup, check out the [Organizer Guide](#) on Meetup's Community Matters blog or watch a recording of [Meetup 101](#).

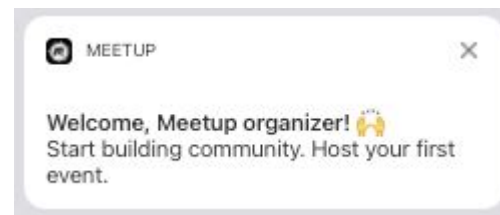
Let's go!



**Test idea:** HL & SL to create warm welcome (Forbes: 17% of churn can be attributed to not being warmly welcome)

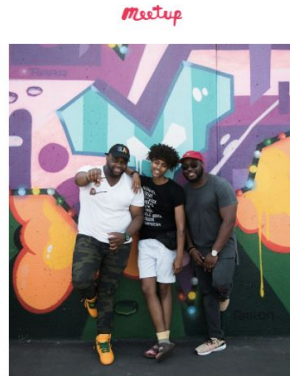
**Test idea:** Organizer app mention in this email

Meetup



**Test idea:** Organizer marketing guide (Ex. Organizers who do this increase RSVPs by X%)

# Touch 2: Reminder 7 Days Later (If no event scheduled)



## It's time. Host an event for Chi Town Runners

People are interested in your group.

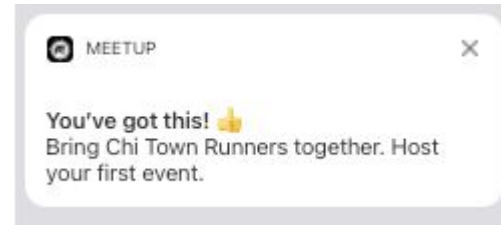
Give your members the opportunity to learn new things, meet new people, and have some fun by hosting an event.

Schedule your event

Getting started is easy. All you have to do is:

- ✓ Choose your activity
- ✓ Write a clear event title
- ✓ Provide a detailed description with the date, time, and location
- ✓ Add an image to the event
- ✓ Communicate any COVID-19 safety measures

...and off you go! Once your new event is scheduled, Meetup will promote it to members of your group.



**Test idea:** Landing page guided adventure?  
Having trouble with X -> links to this meetup blog or live

**Test idea:** Follow up X weeks after becoming organizer - what are you having challenges with? - Dedicated flow for branding, marketing, etc.

**Test idea:** Connect organizer with someone to get help on how to start

**Test idea:** Utilize Meetup live recordings?

# Triggered Touch: 2 Days Pre-First Event

Meetup



## Make your event a hit

Your first event is just around the corner and we couldn't be more excited.

Here are some suggestions from experienced Meetup organizers to help your event go smoothly:

### 🔔 Start a discussion online

Get to know who's coming by asking some questions on the event page. Guests who've already interacted with each other are more likely to show up.

### 📢 Amplify your event

Spread the word about the event you're hosting by sharing it with your network. Don't forget about social media.

### 📍 Share how attendees can find you

Be sure attendees know where to meet. Give clear instructions in the event description.

### 👋 Greet everyone who arrives

Say hello and introduce yourself to instantly make people feel welcome.

Name tags help too.

### 🎉 Have fun with it

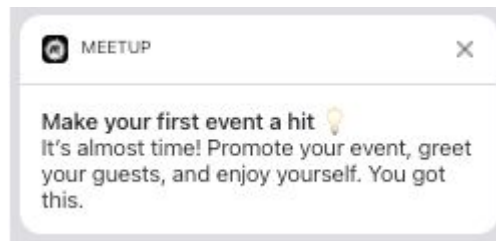
You've put in the work—and it's about to pay off. Enjoy yourself at the event.

Let's Go



**Test idea:** Organizer marketing guide (Ex. Organizers who do this increase RSVPs by X%)

**Test idea:** Organizer app mention in this email



# Triggered Touch: Post-First Event

meetup



## Keep up the momentum

Congratulations on hosting your first event! You're on the way to building a thriving community.

### Keep the momentum going by:

**Sharing photos from the day**

Savor the memories with a pic or two.

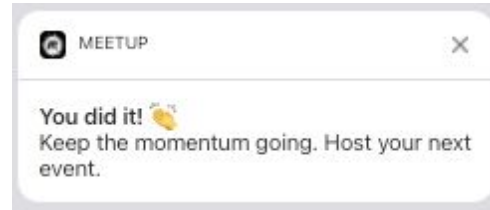
**Thanking those who attended**

Send a note to stay in touch with your members.

**Scheduling your next event**

It's never too early to plan your next gathering.

Plan your next event



**Test idea:** Organizer app mention in this email or follow up after this one

**Test idea:** Organizer badge -> you've hosted your first event, now reach for 5!

meetup

# Triggered Touch: Post-First Event Nift Thank You

Need to add Email/Push  
Creative

# Revamped Organizer Flow - Results

# Results

Results from 11/1/21 - 11/16/21:

- Over the past 14 days, of the organizers that have entered the new flow (compared against organizers that have entered the legacy flow during the same time):
  - **They've created more events:**  
+21% total events scheduled over the past 14 days
  - **Their events drive more total RSVPs for Meetup's ecosystem:**  
+27.6% Total RSVPs from those events
  - **Their events are more successful:**  
+23% avg RSVPs per event