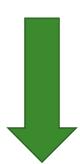Any **Time**     Any **Where**     Any **Device**

# Evolution of Collective Learning

Events and Publications

Online Interactions

# Keeping Up with Change

- **Real time** situations need real time responses

- **Mobile** connectedness – business never sleeps

- **Need answers** from one another

- **Universal applications** of operational knowledge

- **Collaboration** is imperative to grow

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ALL TOGETHER

# "The whole is greater than the sum of its parts"

- Leveraging expertise

- Instant answers

- Searchable knowledge

- Streamline operations

- Increase bottom line

- Industry specific



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## 1. A/B testing email templates with automation rules

Posted Feb 19, 2016 08:15 PM

**REPLY TO DISCUSSION** ▾

**Hillary Boucher**

**ACTIONS** ▾

I'm about to set up a rule to prompt members without profile pictures to add one. I want this to be an ongoing rule as part of new member onboarding. I want to test out two different approaches to messaging and find out which one is effective using A/B testing, but I'm not sure of the best way to do this.

I could run the rule manually for one set of members and then try another one let's say -- one month later, but is there a more automated way to do it?

I did search in HUG a bit, but couldn't find anything referencing how others have approached A/B testing with automation rules and email templates.

Thanks!

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Hillary Boucher
Director of Networks
The Community Roundtable
Ithaca NY

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Message

Delete | Reply | Reply All | Forward | Attachment | Meeting | Move | Junk ▾ | Rules ▾ | Read/Unread | Categorize | Follow Up

# HUG Daily Consolidated Digest for Tuesday, October 11, 2016 (ET)

**HL**

**Higher Logic Users Group**
Wednesday, October 12, 2016 at 2:15 AM
To: Neil Moynahan

Unsubscribe    Action Items        Manage Add-ins...

## Automation Rules Q&A

### Discussions

**Re: A win for automation rules!**

Jake Cashman started thread

1    **Jake Cashman** replied on Oct 11 04:06 PM ET

Hey there, I'm glad your rules went well. I think, on our board, the same rules perform very well too. "Log-in and browse" is very effective. We have 12 to 15 moderately effective automation rules running, and I just added our first two "nonstandard" ones-- that aim to get people to check out our **... more**

## Microsite Best Practices

### Discussions

**Re: Sindicate "static" content between microsites?**

Noel Peña started thread

2    **Noel Peña** replied on Oct 11 04:18 PM ET

I believe the title that is showing on the original page is the page title itself and not the title from the content item. Can you make the page title show? Such as: This

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**Message**

Delete | Reply | Reply All | Forward | Meeting | Attachment | Move | Junk ▾ | Rules ▾ | Read/Unread | Categorize | Follow Up

## Demo Community : Four trends impacting agriculture and produce

**GM**  George Miller via Higher Logic Users Group
Thursday, October 20, 2016 at 11:14 AM
To: Neil Moynahan

Manage Add-ins...

**Four trends impacting agriculture and produce**

Reply to Group    Reply to Sender

Oct 20, 2016 11:14 AM  |  view attached
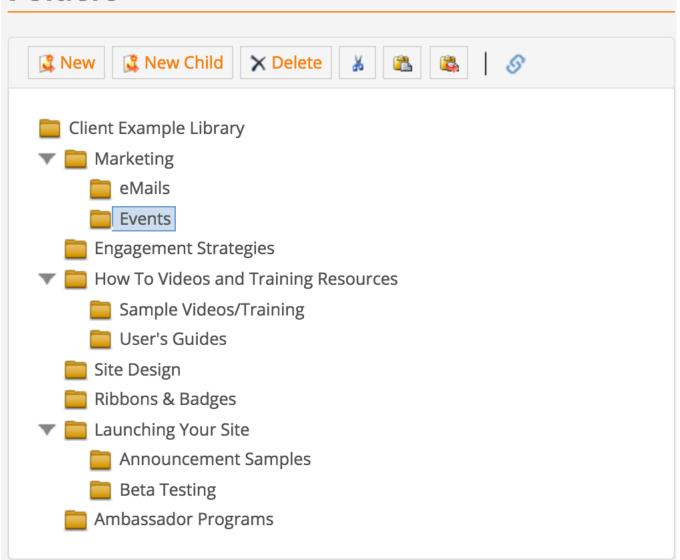
George Miller

Hi Paula,

Demographic shifts and data-driven personalization are among the top four trends expected to impact the agriculture and food industries this year, according to panelists at the Produce Marketing Association's Fresh Summit. Addressing the "Food Foresight: What's Next in Food and Agriculture" seminar at the PMA conference in Orlando, Fla.



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# Folders

| New | New Child | ✕ Delete | ✂ | 📋 | 📋 | \| | 🔗 |

📁 Client Example Library
- ▼ 📁 Marketing
  - 📁 eMails
  - 📁 Events
- 📁 Engagement Strategies
- ▼ 📁 How To Videos and Training Resources
  - 📁 Sample Videos/Training
  - 📁 User's Guides
- 📁 Site Design
- 📁 Ribbons & Badges
- ▼ 📁 Launching Your Site
  - 📁 Announcement Samples
  - 📁 Beta Testing
- 📁 Ambassador Programs

# Folder Contents

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📘 ACE Blog Guidelines - Template

📄 ARN Member User Guide on Navigating the Community

📕 ENTConnect's How To

📄 FPA's Quick Start Guide, FAQ, and Overview for Members

📕 Getting Started Guide for Members

📄 How-to Word Documents

📕 Instruction on Logging in & Completing Profile

📕 MGMA Quick Start Guide

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# Any Time – Any Where – Any Device