

# Welcome to the HD8 Network!

**There's a lot to discover as a #HD8member, and we're excited to guide you through it all.**

This member booklet is packed with valuable information about your membership and serves as a handy reference guide, but you can access this and more information in our Members Area.

**Visit Members Area here –**

<https://www.hd8network.co.uk/members-area/>

## **Onboarding**

To ensure you make the most of your membership, we invite you to join us for an exclusive onboarding session. During this meeting, we will ensure your listing is optimized, update it if needed, and provide a comprehensive tour of everything the HD8 Network has to offer.

You can book your onboarding session here

**Book your onboarding session here –**

<https://hd8network.zohobookings.eu/#/onboarding>

Thank you once again for choosing to be a member of the HD8 Network. We're thrilled to have you on board!



## Silver and Gold Membership

As a member of the HD8 Network you're already part of our vibrant community, and as Silver and Gold members you enjoy exclusive perks, including enhanced visibility on our Virtual High Street and Product pages, giving your business greater exposure to our audience.

We're excited to help showcase you through our online news section and social media channels.

We believe your organization has a unique story to tell, and we are here to amplify your voice! Whether it's an interesting anecdote, a milestone celebration, helpful tips, upcoming events or promotions, we're eager to share it with our community.

Don't worry if you're not sure where to start – simply send us an email with your ideas, or use the attached Member Content Sharing form to brainstorm and discover new opportunities for promotion.

Check out the Members Area for additional tips and resources to help you make the most of your membership.

If you'd like a more personalized touch, you can schedule an Account Management Meeting with us. We'd love to discuss your membership further and explore how we can maximize your exposure within our network.



## **Here are some of the ways that you can maximize your membership:**

- Complete and return the Member Content Form
- Add your events to our online calendar
- Explore the Member Area for additional resources
- Review the Members Pledge
- Print your member poster
- Utilize our Virtual High Street
- Engage with us on social media

**We're looking forward to hearing from you and collaborating on ways to elevate your organisation's presence within our network.**



## Member Poster

To help you showcase your membership, we've prepared a colourful poster that you can download and display proudly:



**Download it here –**

<https://www.hd8network.co.uk/member-poster/>

If you encounter any issues printing a high-quality version, please don't hesitate to let us know, and we'll arrange to have one sent to you.



# Member Pledge

In return for HD8 Network Membership,  
all we ask of you is -

- **For your directory listing provide**
  - Correct and current contact details at all times.
  - A clear, high quality, professional logo or image.
  - A description and introduction of your business.

**To openly acknowledge and mention on social media,  
your website and in general conversations -**

- that you have a directory listing on our website
  - when you have events listed on our events calendar
  - when you have news article on our website
  - when you are mentioned on our social media
  - the benefits you receive by being a member
  - why you like being associated with the HD8 Network
- **Acknowledge and mention your fellow members on social media and in the wider community.**
  - **Encourage others to sign up to our mailing list, join our groups and become fellow members.**

[www.HD8network.co.uk](http://www.HD8network.co.uk)

#HD8 #SupportHD8 #SupportLocal #SupportRural #SupportSmallBusinesses



## **Member Pledge**

At HD8 Network, our mission is to empower a vibrant community within the HD8 area.

We believe in the power of collaboration and mutual support to create a thriving environment for everyone.

As a member, you play a crucial role in shaping the reputation and credibility of our network. When each member upholds high standards, we collectively contribute to the success and reputation of the entire community.

**Remember, we are stronger together!**

To ensure that we maintain a positive and supportive environment for all, we encourage you to familiarize yourself with our Member Pledge. It outlines our shared values and commitments to one another.

**Read the Member Pledge here –**

<https://www.hd8network.co.uk/member-pledge/>

We trust that you'll find our Member Pledge to be a fair reflection of the principles you already uphold. However, if there is anything we can do to support you in becoming an even better member, please don't hesitate to reach out. Your success is our priority!



## **Social Media**

**<https://www.hd8network.co.uk/social-media/>**

We're excited to share with you how we utilize the power of social media to amplify our message, showcasing the offerings of our members and stakeholders, and fostering meaningful connections within our community.

## **WhatsApp**

**<https://www.hd8network.co.uk/whatsapp/>**

As a valued member of our community, we believe in the power of connection and collaboration. That's why we're excited to invite you to join our exclusive Member WhatsApp group.

## **Meetups**

**<https://www.hd8network.co.uk/meetups/>**

We're thrilled to invite you to our upcoming Member Online Meeting, where we'll delve into various aspects of our membership and provide valuable insights to help you maximize it's benefits.



## Your Listing

We want to ensure that your experience with us is as seamless and beneficial as possible. **Right now, the most crucial step is to review and update your directory listing.** This is your opportunity to showcase your business or services to our community.

Please take a moment to check your listing and send us any updates or corrections. You can do this via email, messenger, or schedule a Zoom or telephone call with us for assistance.

Remember, clear and up-to-date information in your listing is essential, not only for your credibility but also for the benefit of our community and network. We have put together some top tips to help you get the most out of your membership.

Once you have reviewed your listing, please let us know. Your prompt response will help us ensure that your membership remains active and valuable to you.





## Did you know that your directory listing on the HD8 Network can include a Call-to-Action button?

Check if you have a CTA button active on your listing –  
<https://www.hd8network.co.uk/directory/>

It's a powerful tool to guide visitors towards taking specific actions when they find your details on our website.

Think about the journey you want your potential customers to take. Would you like them to visit your website, sign up for your mailing list, or connect with you on social media?

To maximize the effectiveness of your CTA, we recommend creating a dedicated landing page tailored to your desired action, rather than directing visitors to your homepage.

This allows you to measure and manage the traffic received from your listing more effectively.

### **So, what is your Call-to-Action?**

Let us know your preferences by using the attached form to send us your member promotion information and Call-to-Action details. You can also check out the Members Area for more tips and help.

If you'd like to discuss your CTA strategy further, have you booked a chat with us yet? **You can schedule an Account Management Meeting at your convenience, or simply let us know the best number to reach you on and when.**



## Virtual High Street

We're excited to introduce you to our Virtual High Street, a dynamic platform on our website where local businesses like yours can showcase their products and services to the community.

**Visit the Virtual High Street here –**

<https://www.hd8network.co.uk/virtual-high-street/>

The Virtual High Street is designed to highlight the diverse range of offerings available right here in our local area, providing a convenient and accessible way for residents to discover and support local businesses.

We invite you to add your products and services to the Virtual High Street and shine a spotlight on what you have to offer. Whether you specialize in handmade crafts, delicious baked goods, unique gifts, or any other category, we want to feature your products and help you reach a wider audience.

Adding a product is easy – simply complete the attached form or send us the details by email, and we will create the product listings for you. Stay tuned – we're working on a form that will allow you to upload your details directly to streamline the process even further.



## Virtual High Street - But why stop there?

Let's work together to optimize your presence on the Virtual High Street and truly showcase the best of what your business has to offer.

Why not book an Account Manager Meeting with us? We will provide personalized guidance and support to help you make the most out of your presence on the Virtual High Street and enhance your visibility in the local community.

We're committed to supporting local businesses like yours, and we're here to help you succeed on our Virtual High Street and beyond. Let's make your products stand out and attract more customers together!

Looking forward to hearing from you and helping you get started on the Virtual High Street.



## **Promotion**

**What exciting promotions or events would you like to share with the HD8 Network community?**

Whether you're running special promotions, hosting events, or have other exciting updates to share, we're here to help you amplify your message!

## **Member Content Sharing**

Don't forget to fill out and return the attached Member Content form\*. This will ensure that we can schedule space in our content calendar to showcase your events and contributions effectively.

To make the most out of your membership, don't hesitate to book your consultation sessions with your dedicated account manager\*. They are here to provide personalized support and guidance to help you maximize the benefits of your membership.

**Book your Account Management Meeting –**  
<https://hd8network.zohobookings.eu/#/accountmanager>



## Events Calendar

Do you have any upcoming events or activities that you would like to share with our community?

Adding them to our online Events Calendar not only gives them visibility, but also offers opportunities for promotion across our social media platforms, news section, and subscriber emails.

**Add your events –**

<https://www.hd8network.co.uk/add-your-event/>



## Analytics

As a member of the HD8 Network, you have access to analytics reports that track pageviews for your directory listing and other pages associated with your membership.

These reports will offer valuable data on how many visitors are viewing your pages, which can help you gauge the effectiveness of your online presence and make informed decisions to optimize your visibility.

The frequency and depth of the analytics reports you receive will vary depending on your membership level, with Silver and Gold members enjoying more comprehensive insights.

We understand that interpreting analytics data can be overwhelming, but don't worry – we're here to help! During your Account Manager Meetings, we will delve into your analytics reports together, discuss key findings, and explore strategies to improve your visibility and engagement on our platform.

Whether it's identifying trends, refining your content strategy, or exploring new opportunities, we'll work collaboratively to ensure you're getting the most out of your membership and maximizing your online presence.



## **Analytics**

We're committed to empowering you with the tools and knowledge you need to succeed, and analytics is just one more way we're supporting your growth as a member of the HD8 Network.

If you're eager to learn more about analytics and how they can benefit your business, don't hesitate to book an Account Manager Meeting with us. We're here to help you unlock the insights that will drive your success!

Looking forward to exploring analytics with you and helping you achieve your goals on the HD8 Network.



## Account Manager Meeting

When would be a good time for us to chat about your membership? Let's schedule your Account Management Meeting!

You can simply click on the button above and select a time that works for you – it will create a Zoom meeting for us. Alternatively, feel free to let us know your availability, or even give us a call or send us your number, and we'll reach out to coordinate a time.

During your Account Management Meeting, we will dive into various aspects to ensure you're getting the most out of your membership.

This may include updating your profile, optimizing your Call-to-Action Button and Product Pages (available for Silver & Gold members), and analysing the analytics of your Directory Page Views and outbound traffic.

Most importantly, we'll discuss strategies to help you reach more people through the HD8 Network and effectively showcase your organisation.

After our session, you'll be equipped with the knowledge to fully utilize your member benefits and enhance the results you see from your membership.





**To Complete your Onboarding**

**please visit –**

**<https://www.hd8network.co.uk/>**

**onboarding-concluded/**



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