

Community Hub Guide

52 Questions + Activation Playbook

Give members a reason to stay. Make money doing it.

First 7 Days

Setup

Partners

Hub

Analytics

Pro

Billing

Suggestions

NEW

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WHAT SUCCESS LOOKS LIKE IN 7 DAYS

1-3
live offers

50+
hub visits

First
redemption

Pre-launch
suggestions

First 7 Days: Your Activation Game Plan

Your one goal: get 1-3 live offers and your first members visiting — and collect pre-launch demand data before you guess what your community wants. Follow these steps in order.

DAY 1

Set up your hub — 15 minutes

Add your community name and logo URL in Community Settings

Complete your community profile: photo, description, member count

Copy your partner submit link — you'll use it today

Copy your Demand Survey link from the Suggestions tab — send it to members today

DO THIS NOW

Before you move on: copy both your partner submit link (Overview tab) AND your Demand Survey link (Suggestions tab). You'll use both today. Do not skip either.

DAYS 2-3

Get 3 businesses to submit an offer — AND collect member demand

Text your partner submit link to 3 businesses you already know

Use the script below — word for word

Send your Demand Survey link to members via email, text, or your community app

Follow up with businesses in person if you don't hear back within 24 hours

◆ NEW FEATURE

The Demand Survey lets members tell you which businesses they want BEFORE you launch. Each submission goes directly to your Suggestions tab. Use the results when pitching businesses — "15 residents specifically asked for you" converts far better than cold outreach.

DAYS 4-5**Approve and feature your first offer**

Review your Suggestions tab — reach out to businesses your members actually requested

Approve the first offer that comes in — do it same day

Star it immediately so it's featured at the top of your hub

Share your hub link with 5-10 members to get your first visits

DAYS 6-7**Get your hub in front of members**

Print your QR code and post it in your lobby or elevator

Drop your hub link into your next member email or newsletter

Check the Overview tab — you should see hub visits rolling in

Continue sending your Demand Survey — more suggestions = better pitch data

DO THIS NOW

Right now: copy your partner submit link and text it to the first business that comes to mind. Then send your Demand Survey link to members. Both actions take 2 minutes each.

How to Get Businesses to Say Yes

No sales pitch needed. Just a direct ask. Copy this exactly:

COPY THIS WORD FOR WORD

"Hey [Name] — we're launching a perks hub for our community." "We'd love to feature [Business] on it — completely free to start." "Members tap your offer on their phone and redeem it in person:" "[paste your partner submit link]" "Takes 5 minutes. Any questions just let me know."

PRO TIP

If you've already collected suggestions from your members, mention it: "We already have residents asking for a spot like yours." That changes the conversation completely — you're not asking for a favor, you're delivering demand they already have.

MISTAKE TO AVOID

Don't post your link and wait. Businesses won't find you. Reach out directly — every time. One personal message beats 50 passive shares.

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SECTION 01

Getting Set Up

Get your hub live in under 30 minutes

Q1

What is CommPerk and what does it do?

CommPerk gives your community a branded local perks hub. Local businesses post exclusive offers, members redeem them from their phone. No apps, no accounts — just a link or QR code.

Q2

How do I set up my hub for the first time?

Go to Community Settings. Add your name, logo URL, contact info, and social links. Complete your community profile — photo, 2-3 sentence description, member term, member count. Hit save. Your hub is live.

PRO TIP

Don't wait for perfect branding. Get your name and logo in and move to partners immediately. One live offer beats a perfect empty hub every time.

Q3

What is a logo URL and how do I get one?

A direct web link to your logo image — ending in .png or .jpg. Upload to your website or a free host like Imgur, copy the direct image link, paste it into the Logo URL field in Community Settings.

Q4

What is the community profile and why does it matter?

It's what businesses see when they open your partner form — your photo, description, member term, and count. It tells them exactly who they'd be reaching. A complete profile converts far better than a blank one.

PRO TIP

Always include your member count — even an estimate. "850 Residents" is far more convincing than an empty field. Specificity builds trust instantly.

Q5

What is my hub link and how do I share it?

The public URL members use to access your perks hub. Find it in Community Settings. Share it everywhere — welcome emails, your community app, common area signage, your newsletter. This link is your product. Treat it that way.

Q6

What is the QR code and how do I use it?

Scanned with any phone camera, it opens your hub instantly. Download from the Overview tab, print it, and post it where members see it daily — lobby, elevator, front desk, welcome packet.

PRO TIP

Post QR codes in multiple locations. Elevators are ideal — members are idle with their phone in hand. More placements means more passive traffic with zero extra effort.

Q7

Can I update my community info after setup?

Yes — everything in Community Settings can be changed anytime. Name, logo, contact info, social links, community photo, description, member count, access settings. Update it once, then move on.

Q8

Does my hub work on mobile?

Yes — built mobile-first. Members open it in their phone browser, no app download or signup required. They tap a link and they're in. Zero friction is the whole point.

PRO TIP

Speed matters more than perfection. A live, imperfect hub beats a perfect empty one every time. Get it up, get your first offer live, then improve.

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SECTION 02

Managing Partners & Offers

Build your lineup and keep partners active

Q9

What is a partner business?

Any local business with an active offer on your hub — coffee shop, restaurant, gym, salon, retailer. You invite them, they submit an offer, you approve it, it goes live immediately.

Q10

What's the difference between the submit link and the request link?

The submit link lets any business post an offer directly. The request link makes them apply first so you can vet them. Use submit for businesses you already know. Use request when you want to screen first.

PRO TIP

For your first 5 partners, use the submit link and reach out directly. Screening upfront slows momentum. Vet for quality once your hub has traction.

Q11

How do I invite a business to my hub?

Send a direct email from the Overview tab, or copy your submit link and send it yourself via text. Sending it personally is always more effective — a message from you beats a platform email every time.

MISTAKE TO AVOID

Don't just drop the link and wait. Every business needs a direct ask from you. One personal message is worth 50 passive shares.

Q12

What happens after a business submits an offer?

It lands in your Offer Submissions queue on the Active Offers tab. Review it, then approve or reject. Approved offers go live instantly. Approve within 24 hours — partners lose enthusiasm fast.

DO THIS NOW

Check your submissions queue daily. A same-day approval sets a strong first impression and keeps partners engaged.

Q13**How do I approve or reject an offer?**

Active Offers tab → Offer Submissions → Preview → Approve or Reject with a reason. The business gets an email notification either way.

Q14**Can I edit an offer after approval?**

The business edits their own offer through their Business Portal. Share their portal link and ask them to update it. You can pause or remove any offer from your dashboard at any time.

Q15**What does pausing an offer do?**

Temporarily hides the offer from your hub. Members can't see or redeem it. Business gets notified. Everything stays intact — reactivate anytime. Pause for temporary holds, remove when a partner is done for good.

Q16**What does removing an offer do?**

Permanently removes the offer from your hub. The business is notified. Cannot be reactivated — they'd need to submit a new one. Only remove when the relationship is completely finished.

Q17**What is a featured offer and why does it matter?**

The featured offer sits at the top of your hub — the first thing every member sees. One featured offer at a time. It consistently out-performs everything else on your hub. Always have one set.

PRO TIP

Feature your most universally appealing offer. "10% off coffee" beats "Free consultation" every time. Think about what your average member would use on a random Tuesday.

Q18**How do I set a featured offer?**

Active Offers tab → click the star on any offer → it moves to the top of your hub instantly. Click again to unfeature. Do this the moment your first offer is approved.

Q19**How do I control the order offers appear?**

Use the up/down arrows on each offer card in Active Offers. Featured offer always appears first. In Pro communities, paid placements appear above free offers automatically.

Q20**What is the Business Portal?**

A private dashboard each partner gets after approval. They update their info, edit their offer, track their metrics, and manage placement. Copy their portal link from the offer card and send it to every partner after approval.

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SECTION 03

Your Hub & Members

What members see and how redemptions work

Q21

What do members see when they visit my hub?

Your community name and logo, category filter chips, and an offer card for each active partner. Tapping a card opens the full offer — description, instructions, contact info, and a Redeem button.

Q22

How does a member redeem an offer?

Tap an offer card → tap Redeem Offer → show the 2-minute countdown timer to the business staff. Staff confirms. Done. No accounts, no barcodes, no friction.

Q23

What is the countdown timer?

A 2-minute timer starts when a member taps Redeem. They show the active screen to the business as proof. Expires after 2 minutes to prevent back-to-back redemptions of the same offer.

Q24

Can I password protect my hub?

Yes. Community Settings → toggle on "Require password" → set your password. Members enter it once before seeing any offers. Share it in welcome materials. Change it anytime.

Q25

Do members need an account to use the hub?

No. Tap the link or scan the QR code and they're in. No login, no signup, no download. Zero friction is intentional — it's why members actually use it.

Q26

What does "Curated local offers" mean on my hub?

The default tagline under your community name. It signals to members that these are handpicked offers — not ads. Frames your hub as an amenity, not a coupon site.

Q27

Can members see all offers or just some?

All approved, active offers are visible. Members can filter by category. If your hub is password protected, only members with the password can access anything.

Q28

What if I have no active offers yet?

Members see an empty state. Normal at the start — but don't promote an empty hub. First impressions stick. Get one offer live, feature it, then share. That's the sequence. Don't break it.

MISTAKE TO AVOID

Don't send your hub link to members before you have at least one offer live. Get one offer approved and featured first, then share. You only get one first impression.

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SECTION 04

Analytics & Performance

Read your numbers — then act on them

**3-10
Active Offers**

**10%+
CTR Goal**

**50+/mo
Hub Visits**

**Weekly
Redemptions**

WHAT GOOD LOOKS LIKE

3-5 active offers is a strong hub. A featured offer above 10% CTR and 50+ hub visits per month in your first 60 days means it's working. Even 1-2 redemptions per week proves members are using it.

Q29

What does "Views" mean?

A view is logged when a member's device loads an offer card. It's your reach metric — how many times your offer was seen.

Q30

What does "Clicks" mean?

A click happens when a member taps a card to open the full offer. High views, low clicks = your offer title or category isn't compelling. Fix the copy, not the distribution.

Q31

What is CTR and what's a good number?

Click-Through Rate — clicks divided by views. 10-20% is solid. Below 5% means improve the offer, usually the title or description.

Q32

What counts as a redemption?

A redemption logs when a member taps Redeem Offer and starts the countdown. Your strongest signal — it means a member valued the offer enough to use it face to face.

Q33

What are Hub Visits?

How many times your hub page loaded — last 7 days, this month, all time. Your top-level traffic number, independent of any individual offer.

Q34

What does "Last Active" mean on a business?

The last time a partner saved anything in their Business Portal. Spot who's engaged and who needs a nudge. "Not yet active" means they haven't logged in since approval — reach out.

DO THIS NOW

Check Last Active weekly. Partners inactive for 30+ days need a direct text or email. Fresh offers get more clicks. Re-engagement is faster than finding a new partner.

Q35

How do I know if my hub is performing well?

Three signals: hub visits trending up, CTR above 10% on your featured offer, redemptions happening regularly. All three moving? Your hub is healthy. One lagging? That's where to focus.

Q36

Can I see performance per offer?

Yes. Each offer card in Active Offers shows its own views, clicks, CTR, and redemptions. Businesses see their own metrics in their Business Portal. The History tab shows everything across all statuses.

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SECTION 05

Pro Features

Turn your hub into a revenue stream

Q37

What is Community Hub Pro?

Pro (\$34.99/month) adds the ability to charge businesses for placement. You set prices, businesses pay you directly via Stripe, CommPerk takes 7%. Your hub becomes a revenue stream alongside being a member amenity.

Q38

How does charging businesses for placement work?

Once Pro is active and Stripe Connect is set up, businesses pay for Standard or Featured placement on their timeline. You set the prices. Payments hit your Stripe account automatically. No invoicing, no chasing.

PRO TIP

Start at \$25-50/month to sign your first paying partners quickly. Once you have traffic data and redemption numbers, raise your rates. Let the data do the selling.

Q39

What is Stripe Connect and why do I need it?

Stripe Connect routes business payments directly to you. Activate Pro → create a Stripe Express account → done. Takes 5 minutes. Set this up before you start selling paid placements.

Q40

What is the trial system?

Give non-paying businesses a free trial before they need to pay. You set the number of days. Their offer goes live with a "Trial Offer" badge during the trial. When it expires, the offer auto-pauses and they get an email to upgrade.

PRO TIP

14-30 days gives partners enough time to see real results. Views, clicks, and redemptions sell the upgrade better than any conversation you'll have.

Q41

What does the "Trial Offer" badge look like?

A small black rectangle with white text on the offer card — subtle but visible to members. Disappears permanently once the business pays for placement.

Q42

What happens when a trial expires?

Offer auto-pauses. Business gets an email: trial over, offer paused, here's how to upgrade. All their data stays intact. They go live again the moment they pay.

Q43

Can I extend a trial for a specific business?

Yes. On any active trial offer card, type a number of days into the Extend Trial field and submit. Extends from the current end date. Use it to reward strong partners or buy more time before asking for payment.

Q44

What is Paid Only mode?

No trials — every business pays before their offer goes live. A hub of 100% committed, paying partners. Toggle between Trial Allowed and Paid Only anytime in Community Settings.

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SECTION 06

Account & Billing

Subscription, payments, and support

Q45

What plan am I on and what does it cost?

Community Hub: \$19.99/month. Community Hub Pro: \$34.99/month + 7% on placement transactions. Check your current plan in Community Settings. Billed monthly through Stripe.

Q46

How do I manage or cancel my subscription?

Click Billing in the top nav. Your Stripe customer portal opens — view invoices, update payment method, or cancel. If you cancel, your hub stays active through the end of your billing period.

Q47

What happens if my payment fails?

Your account enters a grace period — your hub stays live. Stripe emails you to update your payment method. Resolve it before the grace period ends or your hub pauses. Updating your card fixes it immediately.

Q48

Can I upgrade from Community Hub to Pro?

Yes. Community Settings → Set Up Pro → connect Stripe → done. Your existing hub, offers, and partner data all carry over. Nothing is lost.

Q49

What happens to my hub if I cancel?

Active through the end of your billing period. After that, your dashboard and hub go offline until you resubscribe. Your data is retained — reactivating picks up exactly where you left off.

Q50

How do I get help with something not covered here?

Reply to any CommPerk email — goes directly to Preston. Or visit commperk.com/contact. Every message is read and responded to personally. No bots, no queues.

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Member Suggestions & Pre-Launch Demand

Know what your community wants before you guess

◆ NEW FEATURE

The Suggestions system is one of the most powerful tools in CommPerk. Instead of guessing which businesses your members want, you let members tell you directly — before you launch, before you pitch a single business, before you spend one minute on outreach you're not sure will convert.

Q51**What is the "Suggest a Business" feature?**

A form that appears on your public hub, letting any member nominate a local business they'd love to see featured. They provide the business name, category, contact info, and why they think your community would love it. Every submission goes directly to your Suggestions tab in the dashboard.

Q52**What is the Pre-Launch Demand Survey?**

A standalone page — separate from your hub — that you can share with members before your hub even has any offers. The URL is unique to your community and found in your Suggestions tab. Send it via email, text, your community app, or social media. Members fill it out, their suggestions land in your Suggestions tab, and you see exactly what they want. Then you go get it.

PRO TIP

Send your Demand Survey in your very first member communication — before you have a single partner. You'll walk into business outreach knowing exactly what your community is asking for. "We already have 20 residents asking for a place like yours" is the most powerful opening line you have.

Q53**Where do I find my Demand Survey link?**

Dashboard → Suggestions tab → Pre-Launch Demand Survey card at the top. Your unique link is displayed there with a Copy button and quick-share options for email, text, Facebook, and LinkedIn. Share it everywhere your members already are.

Q54

What information do members submit in the survey?

Their name (for accountability), the business name, category, and optionally: the business phone, email, address, website, what type of deal they'd love, and why they think the community would love it.

Members can submit as many suggestions as they want in a single session. The form resets after each submission so there's no friction stopping them from recommending multiple businesses.

Q55

How do I use member suggestions to pitch businesses?

Go to your Suggestions tab and review what came in. Look for patterns — if 12 people suggested the same coffee shop, that's your first call. If 8 people asked for a gym discount, that's your second.

When you reach out to those businesses, lead with the demand: "We've already had residents specifically request your business for our perks hub." That's not a cold pitch — that's delivering proof of demand. Most businesses say yes on the spot.

PRO TIP

The businesses with the most suggestions aren't just the ones most likely to say yes — they're the ones most likely to perform well on your hub once they're live. Member demand predicts engagement. Start with what your community is already asking for.

Q56

How do I manage suggestions in my dashboard?

Every new suggestion shows up as a card in your Suggestions tab with the business details, the member's name, and any notes they left.

"Reach Out" generates a pre-written email to the business with your community context already filled in. "Dismiss" archives the suggestion if it's not a fit. Dismissed suggestions won't appear again.

Q57

Can I turn the Suggest a Business button off on my hub?

Yes. Community Settings → Member Suggestions → toggle off "Show Suggest a Business on hub." The button disappears from your public hub. The Demand Survey link still works independently regardless of this setting.

Q58

Why does this matter more than just guessing?

Most community managers launch a perks hub by thinking about what businesses are nearby and hoping members will care. Some will. Many won't.

The Suggestions system flips that. Your members tell you what they want. You go get exactly that. The result is a hub that feels personal and relevant from day one — because it was built on actual demand, not assumptions.

Communities that collect member suggestions before launching consistently see higher hub engagement, faster partner sign-ups, and more redemptions in the first 30 days. Because the offers match what people already wanted.

DO THIS NOW

Send your Demand Survey link today — even if your hub isn't live yet. The earlier you collect suggestions, the better positioned you are when you start partner outreach. You don't need a live hub to start building demand.

YOU'RE READY.

You know what to do next.

Send your Demand Survey to members.
Open your dashboard. Invite one business.
Approve their offer. Share your hub.

That's the whole game.

commperk.com · Questions? Reply to any CommPerk email — Preston reads every one.