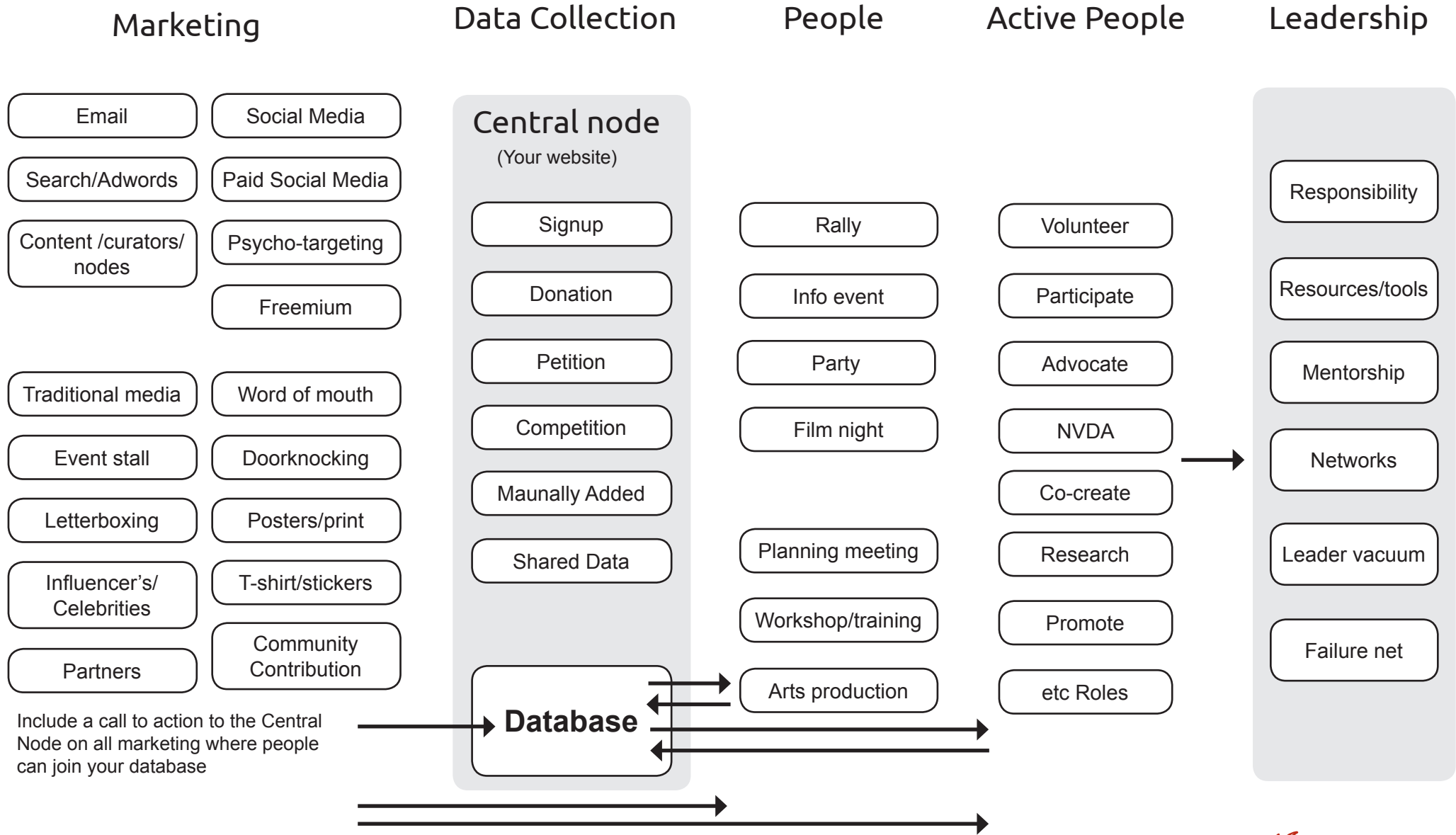


Pathways (User journey)



Include a call to action to the Central Node on all marketing where people can join your database

Some people will skip your central node and may go straight to an event from your marketing. Ensure you have a pathway at your events into your database.

Central Node Concept

