

Wellbeats Engagement Best Practices & Checklist

Clients who leverage most of Wellbeats *Wellness*, a product of LifeSpeak Inc., Engagement Best Practices have **>1.5X¹ more members** who play a class in annual evaluations.

Monthly



PROVIDE UPDATED ELIGIBILITY

Provide a complete eligibility file (with email addresses).

Tip: Upload on a consistent schedule so you can communicate a timeline to newly eligible members for when they will gain access to Wellbeats *Wellness*.



UTILIZE DATA TO DRIVE YOUR STRATEGY

Review your monthly reports to evaluate your program's progress toward objectives and gain insights about what types of classes and activities your members are participating in.

Tip: Use your reports to review the impact that certain initiatives and promotions had on engagement to help determine your ongoing strategy.

Quarterly



INTEGRATE WITH EXISTING PROGRAMS AND/OR PLATFORMS

Develop a comprehensive strategy to align Wellbeats *Wellness* with other company initiatives, programs, or platforms you are utilizing.

Tip: Review the [2023 Wellbeats *Wellness* Monthly Marketing Kit Campaigns Calendar](#) to help plan your overall wellbeing strategy.



PROMOTE A WELLBEATS *WELLNESS* PROGRAM (OR OTHER WELLBEATS *WELLNESS* CONTENT)

Promote one of Wellbeats *Wellness*' standard programs or create your own custom program specific to your population.

Members who participate in programs play **3X more classes²** than those who do not

Tip: Leverage the monthly marketing kits, all of which promote a program. Use the Program Toolkit to help you create and promote a standard or custom program.

Annually or Bi-Annually



UTILIZE THE WELLBEATS WELLNESS RE-WELCOME CAMPAIGN

Trigger a **re-welcome campaign** to anyone who hasn't logged in and/or anyone who hasn't logged in within 60-90 days to remind them of their wellness benefit.

Tip: Trigger a re-welcome campaign in January or the beginning of your program year. Clients that used the Re-welcome campaign in January saw nearly a **1.5X increase³** in engagement compared to those that did not.



HOST A MEMBER WEBINAR

Host a short webinar for all members to join and learn about their Wellbeats *Wellness* benefit. Include a product demonstration and Q&A.

Tip: Leverage the **Web Portal Tour** video tutorial which includes a full step-by-step breakdown of what Wellbeats *Wellness* is, how to navigate and find classes, available features and content, and so much more.

Want Wellbeats *Wellness* to host? Contact clientservices@wellbeats.com for more information.

Ongoing



UTILIZE THE WELLBEATS WELLNESS WELCOME CAMPAIGN

Turn on the **welcome campaign**, sent to newly eligible members only.

Clients who utilize the full Wellbeats *Wellness* Welcome Campaign see **2X higher enrollment⁴** in Wellbeats *Wellness* within their first 3 months of launch.

This campaign can be turned on and/or updated at any time throughout your program.

Tip: Complete **safelisting** and give members a heads up that these emails are coming so they don't assume they are spam. Emails come from support@wellbeats.com.



INCENTIVIZE WELLBEATS WELLNESS ACTIVITY

Reward your members for their Wellbeats *Wellness* activity! Wellbeats *Wellness*' clients who utilize and promote a formal incentive program have seen up to 2X higher engagement in key metrics.

Tip: Carefully design your program with your budget and organizational goals in mind. Check out the **Incentive Toolkit** for guidance on how to create and promote your incentive program.



LEVERAGE A CHAMPION NETWORK

Train your wellness or HR leaders on the Wellbeats *Wellness* benefit and provide them with resources to distribute to their local teams.

Tip: Download the **Champion Toolkit** which includes toolkits, how-to guides, and more.

Looking for more tools and resources?

Client Resources Hub: [Access Here](#)
Password: WellbeatsForAll

REFERENCES

¹ Based upon 2021 Book of Business evaluation of clients who utilized most best practice strategies vs a control group of clients who did not

² Based upon 2020 Book of Business evaluation of members enrolled in programs vs a control group of members who did not

³ Based upon Q1 2021 Book of Business evaluation of clients who utilized a re-welcome campaign vs a control group of clients who did not

⁴ Based upon 2021 Book of Business evaluation enrollment within the first 90 days of a client's program. Evaluated clients who utilized the welcome campaign vs a control group of clients who did not