

2024 Marketing Kits and Wellbeats-Hosted Campaigns Calendar

Marketing kits are self-service toolkits promoting a wellness initiative each month. Each kit includes turnkey resources to aid in internal communication with your members.

Wellbeats-Hosted Quarterly Campaigns (client opt-in)

Once per quarter, clients can opt-in for Wellbeats *Wellness* to promote the monthly marketing kit theme on their behalf. The campaign includes two co-branded direct-to-member emails from Wellbeats *Wellness* and a prize raffle across all participating clients' members.

For questions about marketing kits and campaigns in 2024, please contact clientservices@wellbeats.com.

<p>JANUARY</p> <p>Healthy Habits </p> <p>Motivate members to integrate healthy habits into their daily lives. This toolkit provides resources to build a routine and stay on track.</p>	<p>FEBRUARY</p> <p>Heart Health </p> <p>Spread awareness on the importance of cardiovascular health. This toolkit provides resources for a strong and healthy heart.</p>	<p>MARCH ◆ Q1 </p> <p>Nutrition</p> <p>Educate members on how to make informed food choices. This toolkit provides resources to learn the basics of healthy eating and nutrition.</p>
<p>APRIL</p> <p>Stress Management </p> <p>Share strategies to cope with stress and anxiety. This toolkit provides resources to manage stress and improve everyday living.</p>	<p>MAY ◆ Q2 </p> <p>Mental Health</p> <p>Raise awareness about the importance of mental health. This toolkit provides resources to prioritize mental health and wellbeing.</p>	<p>JUNE</p> <p>Wellness at Work </p> <p>Foster a more positive, productive workplace. This toolkit provides resources to focus on health and wellness at work.</p>
<p>JULY</p> <p>Self-Care </p> <p>Encourage members to take care of themselves. This toolkit provides resources to practice self-care for mental and physical health.</p>	<p>AUGUST ◆ Q3 </p> <p>Back to the Basics</p> <p>Get back to the fundamentals of wellness. This toolkit provides resources to support beginners or those looking for a fresh start.</p>	<p>SEPTEMBER</p> <p>Preventive Health </p> <p>Promote preventive care to support long-term health. This toolkit provides resources to improve overall health and prevent chronic disease.</p>
<p>OCTOBER</p> <p>Mind-Body Connection </p> <p>Support mental wellbeing through exercise. This toolkit provides resources to promote the impact of physical activity on mental health.</p>	<p>NOVEMBER ◆ Q4 </p> <p>Sleep</p> <p>Learn tips and strategies for better sleep. This toolkit provides resources to unwind and prepare for a restful night's sleep.</p>	<p>DECEMBER</p> <p>Mindfulness </p> <p>Improve mental clarity through the practice of mindfulness. This toolkit provides resources to reset and create more calm.</p>