

Marketing Best Practices for Successful Programs



Get the most out of your Restore Program offering

Restore's parent company, HealthFleet, researched and implemented marketing efforts for several health and wellness programs since its conception. With thousands of members across various programs, HealthFleet knows the best practices to create an impactful and successful marketing campaign. In our research and analysis, we have developed four main actions that are absolutely essential to enrolling your employees in a Restore Program. Successful marketing means more member sign ups, and therefore, many healthier lives.

Executive buy-in

Marketing efforts should be driven from the top down. This is the most important part of marketing the Restore Programs. Your employees want to hear from Company Executives and are more likely to open, read, and respond to communication from them. Hearing from the employer shows internal value in the program.

EASY WAYS TO SHOW EXECUTIVE BUY-IN:

- Email coming from CEO
- Video testimonial from Executive(s)
- Introduce program at company-wide Town Hall
- Executives share their personal story and results on the program via email

Member testimonials

Testimonials show efficacy of the program. By seeing others' success, it makes it easy for an employee to see how they can personally benefit from being on the program, too. Testimonials are located on the enrollment website, but we recommend sharing testimonials in emails, presentations, or intranet sites as well.

- Share member testimonials from past Restore members
- Share member testimonials from Restore members within your company
- Share personal Executive testimonials

Varied marketing

Don't settle for one means of communication; rather, use a variety of modes to encourage enrollment. Different parts of your population may respond better to certain modes than others. Use a variety.

- Intranet
- Newsletter
- Email
- Flyer
- Poster
- Video
- Postcard
- HR, Town Hall, or Benefits presentations

Marketing Cadence:

A one and done marketing cadence will simply not work. Expect to market the programs at least twice within two weeks of launching with Restore. We recommend marketing at least once per month thereafter.