



Wellbeing Gateway 

Welcome to
Wellbeing Gateway

How to drive engagement within
your organisation

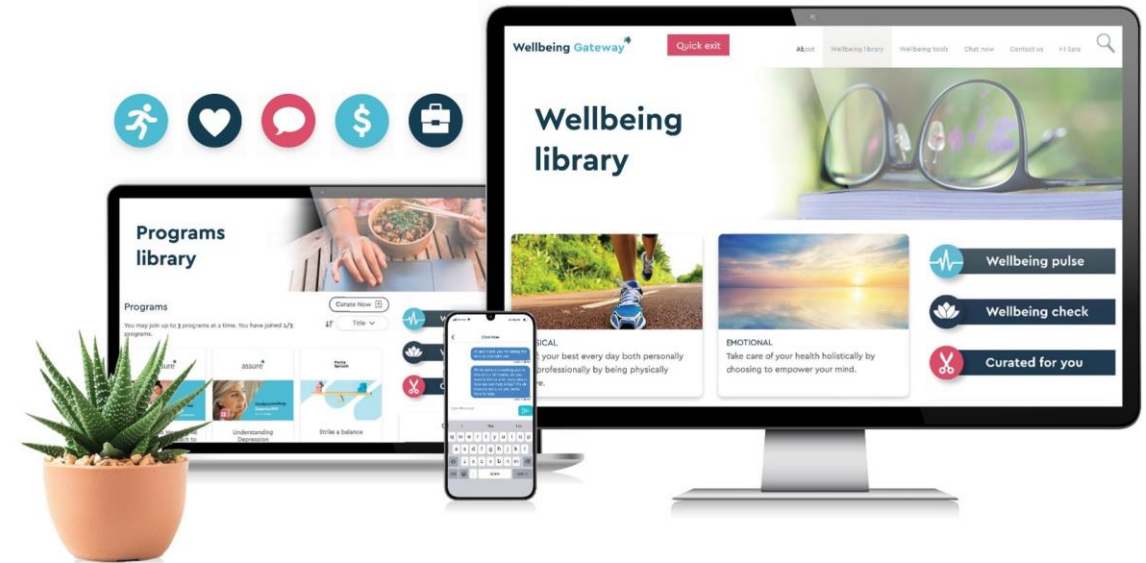
Welcome to Wellbeing Gateway

Welcome to the Wellbeing Gateway Awareness and Engagement Manual.

This guide is designed to help you promote the Wellbeing Gateway platform and mobile app, increase user engagement, and generate awareness within your organisation.

Wellbeing Gateway offers a wealth of content, including articles, podcasts, videos, guided meditations and workouts and monthly masterclasses, covering five key wellbeing pillars: Financial, Emotional, Social, Career, and Physical.

Our dedicated team of professionals, experts in their respective fields, curates and tailors every facet of our platform to empower you on your wellbeing journey. As part dedication to your wellbeing, we offer a live chat to a clinician, providing immediate and confidential assistance when you need it most.



Key Objectives



Increasing awareness and engagement with the Wellbeing Gateway platform and mobile app within your organisation.



Promoting the compelling content, leveraging leadership, and utilising the resources and marketing packs through various channels.



Regularly measure your efforts to refine your wellbeing strategy and ensure the platform effectively addresses the mental health and wellbeing needs of your staff.



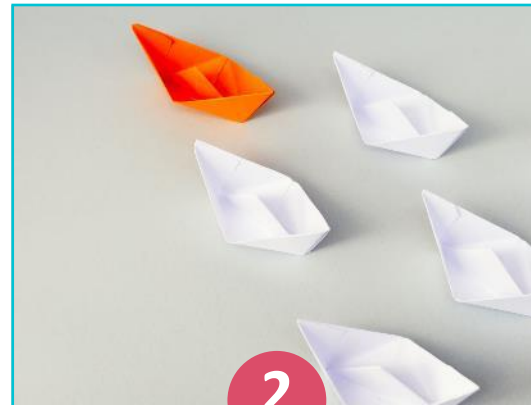
Improve the health and wellbeing of your staff and achieve your organisation's goals.

4 Simple Steps to Success



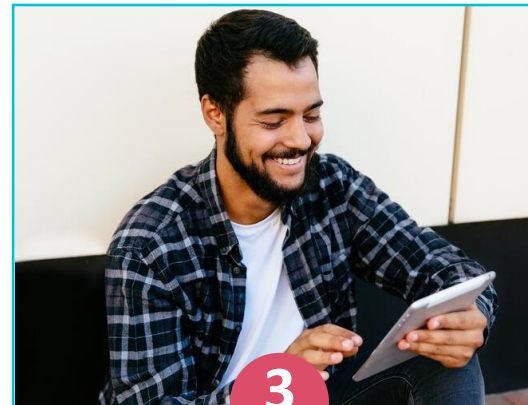
1

Understanding Your Audience



2

Leveraging Organisational Leadership



3

Promoting Through Multiple Channels



4

Measuring Success

1 Understanding Your Audience

Before you begin promoting Wellbeing Gateway, it's essential to understand your target audience.

In this case, your primary users are staff within your organisation. Consider their needs, preferences, and pain points related to wellbeing and mental health. Tailor your comms and marketing collateral approach to address their specific concerns.



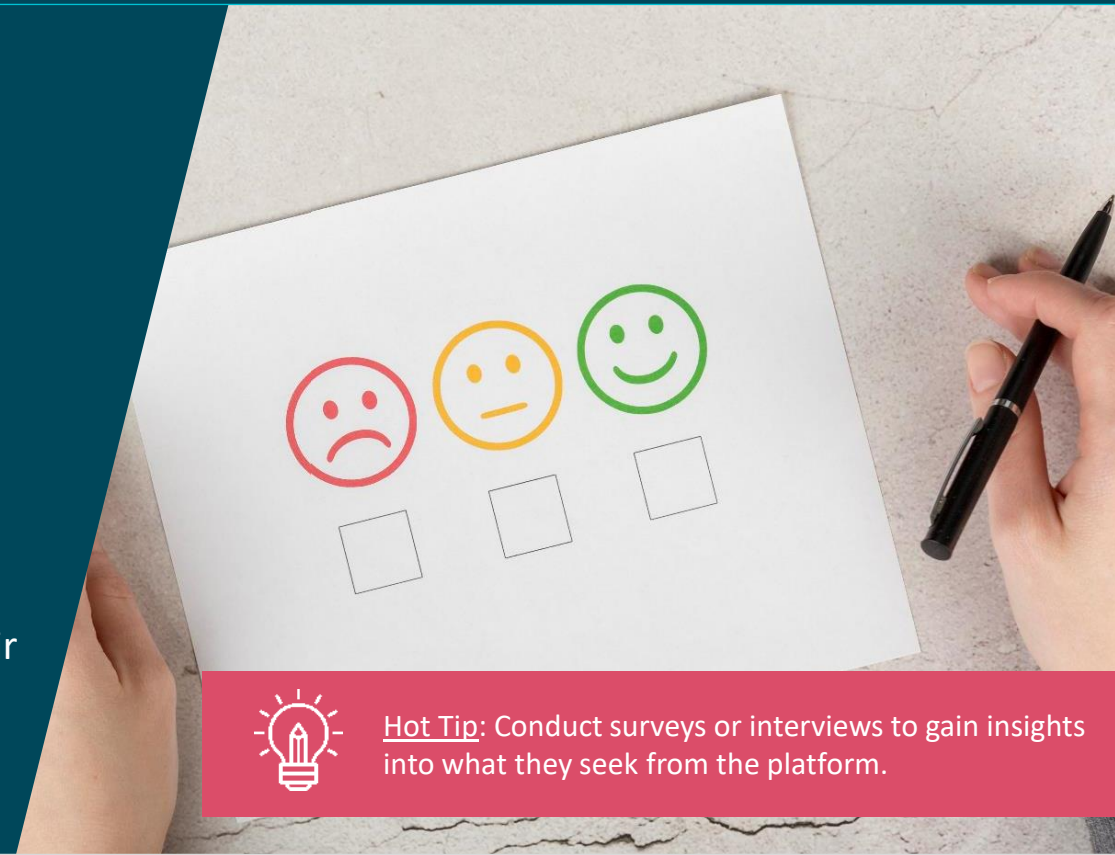
Hot Tip: Conduct surveys or interviews to gain insights into what they seek from the platform.

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How we can help



Hot Tip: Conduct surveys or interviews to gain insights into what they seek from the platform.

1 Understanding Your Audience

How we can help

We can discuss with you who your organization is made up of. Whether it be white collar, blue collar, remote workers, desktop workers or staff working on the road or in transit. We will help tailor the marketing to target each segment in an impactful way.



2 Leveraging Organisational Leadership

Getting leaders within the organisation on board is crucial for increasing platform usage and generating awareness.

Here's how to do it:

Executive Endorsement

Encourage top-level executives to publicly support Wellbeing Gateway. Their endorsement will carry significant weight.

Leadership Workshops

Organise workshops or lunch and learns for leaders to demonstrate the platform's value and how it can benefit their teams.



Hot Tip: Start a team's meeting with one of the 5 mins stretch exercises to promote the importance of ergonomics.

Personal Stories

Encourage leaders to share their personal experiences with the platform to humanise its importance.



Hot Tip: Share a recipe that you may have found in the libraries selection and encourage others to experiment by choosing their own one to try.

Incentives

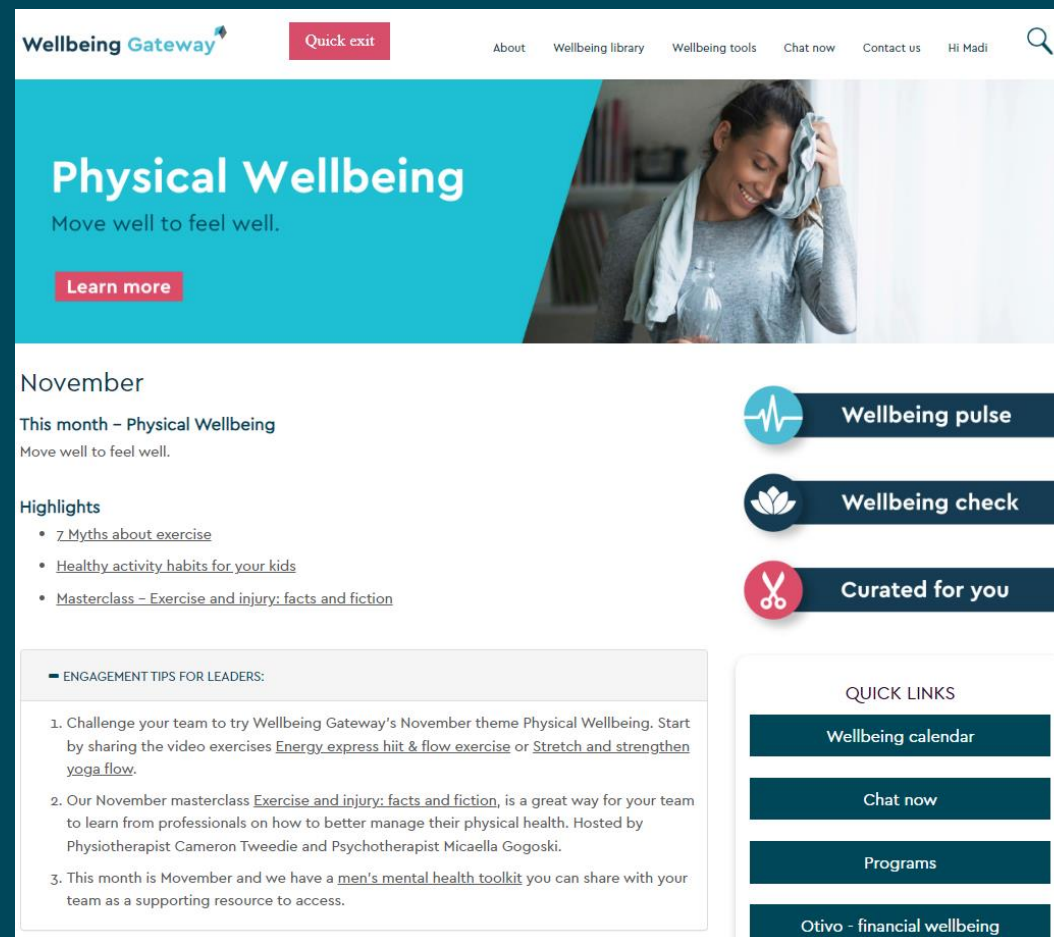
Create incentives for leaders to actively promote the platform, such as recognition or rewards for their teams' engagement.



2 Leveraging Organisational Leadership

How we can help

You can access the free monthly marketing pack [here](#). Simply copy and paste the url and share it with your leadership teams. Here they will have access to monthly tips on how to drive engagement within their teams.



The screenshot displays the Wellbeing Gateway website interface. At the top, there is a navigation bar with the logo, a 'Quick exit' button, and links for 'About', 'Wellbeing library', 'Wellbeing tools', 'Chat now', 'Contact us', and 'Hi Madi'. A search icon is also present. The main header features a large blue banner with the text 'Physical Wellbeing' and the tagline 'Move well to feel well.', accompanied by a 'Learn more' button and an image of a woman with a towel on her head. Below the banner, the 'November' section is titled 'This month - Physical Wellbeing' with the tagline 'Move well to feel well.'. A 'Highlights' section lists three items: '7 Myths about exercise', 'Healthy activity habits for your kids', and 'Masterclass - Exercise and injury: facts and fiction'. A section titled 'ENGAGEMENT TIPS FOR LEADERS:' contains three numbered tips. On the right side, there are three dark blue buttons with icons: 'Wellbeing pulse' (heart rate), 'Wellbeing check' (lotus flower), and 'Curated for you' (scissors). At the bottom right, a 'QUICK LINKS' section includes buttons for 'Wellbeing calendar', 'Chat now', 'Programs', and 'Otivo - financial wellbeing'.

3 Promoting Through Multiple Channels

To reach a broader audience and create awareness, utilise a variety of promotional channels.

Here's how to do it:



Internal Communication

Use email newsletters, intranet, and company-wide announcements such as townhalls to inform staff about Wellbeing Gateway and latest campaign contents.

Social Media

Share content, success stories, and updates on your organisation's social media accounts.

In-App Notifications

Utilise the platform's notification feature to inform users of the new content and resources.

Employee Ambassadors

Recruit employees to become advocates / wellbeing champions for the platform, sharing their experiences and encouraging their peers to use it.

Webinars & Workshops

Host live webinars or workshops to showcase the platform's features and benefits.

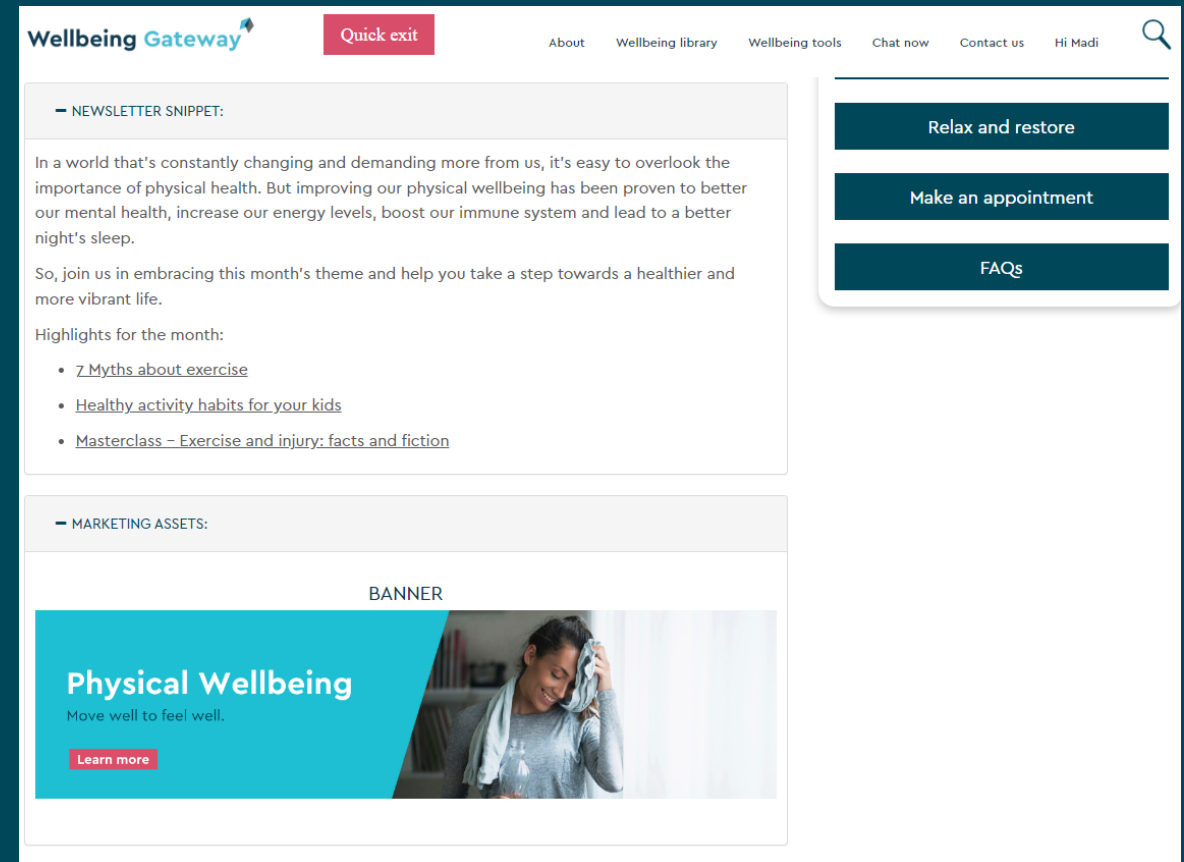


Hot Tip: We do the heavy lifting for you - Use WBGs monthly marketing packs to continue to drive awareness and engagement

3 Promoting Through Multiple Channels

How we can help

Every month we will provide you with Assets to help promote WBG and the upcoming content that will be featured for the month.



4 Measuring Success

To ensure your efforts are effective, regularly monitor and measure the platform's usage and awareness.

Here's how to do it!

User Engagement

Track the number of users, utilisation of Assure's services, and content consumption.

Feedback

Share content, success stories, and updates on your organisation's social media accounts.

Content Performance

Recruit employees to become advocates / wellbeing champions for the platform, sharing their experiences and encouraging their peers to use it.

Growth Awareness

Host live webinars or workshops to showcase the platform's features and benefits.



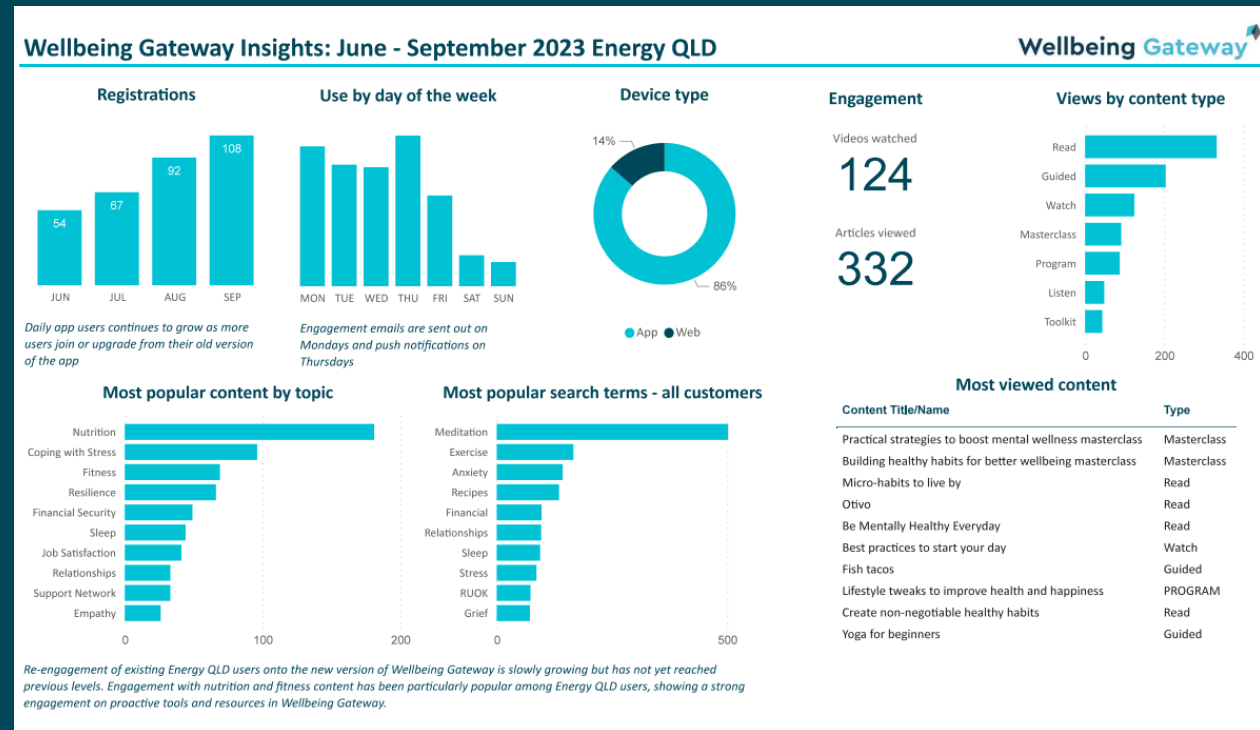
Hot Tip: Reach out to your CCM to get your latest WBG metrics



4 Measuring Success

How we can help

We provide you with reports that will outline the user activity and engagement. These will include insights such as most popular content and resources that have been viewed and accessed.



Marketing Pack Assets

Let us do the heavy lifting!

We will provide you with a monthly marketing pack including everything you need to help promote wellbeing gateway to drive awareness and promote the featured content and resources available to your staff to improve their wellbeing. This includes soft/hard collateral assets and engagement tips such a newsletter snippets and conversation starters for leaders.





Hot Tip: Ask your CCM to run an online awareness session

Soft Collateral



Email Campaigns

Send out email newsletters to all staff introducing Wellbeing Gateway, featuring highlights, benefits and inviting them to explore the platform. Include visually appealing graphics and links for easy access.



Intranet Banner

Place an eye-catching banner on the company's intranet or internal website. The banner can include a call-to-action visit the Wellbeing Gateway and a direct link to the platform.



JPG File



JPG File



Social Media Posts

Share engaging posts on your organisation's social media platforms, showcasing platform features, events/registrations, and upcoming content. Use the relevant hashtags and encourage employees to share the posts.



Hot Tip: Ask your CCM to run a online awareness session

Soft Collateral



Webinars & Video Conference

Host virtual webinars to present Wellbeing Gateway. These can be accessible to all employees and recorded for future reference.



Interactive Demos

Create interactive digital demos or tutorials that guide users through platform's features and benefits. Share these on your company's website or via email. This can be done by using the existing 'About Wellbeing Gateway' video.



E-Newsletters

Regularly send out e-newsletters highlighting new content and resource available on Wellbeing Gateway. Include the newsletter snippets that are provided in your monthly marketing packs.

Marketing Pack Assets

Hard Collateral



Brochures & Flyers

Design visually appealing brochures or flyers with key information about Wellbeing Gateway. Distribute them in common areas like break rooms, reception desks, conference rooms, or toilet cubicles.

Posters

Hang up posters featuring eye-catching graphics and QR codes that link directly to the platform. Place these in high-traffic areas within the office.

Desk or Cubicle Drops

Consider leaving small cards or brochures on employees' desks or cubicles. Include a personal note encouraging them to explore the platform.

Lunch-and-Learn Materials

If you organise lunch-and-learn sessions, provide physical materials like pamphlets and handouts during the sessions. Use these sessions to demonstrate the platform's benefits.

Onboarding Kits

Include information about Wellbeing Gateway in the onboarding kits for new employees. This ensures that new staff are aware of the platform from day one.

Key Takeaways

Remember that the key to an effective promotion strategy is consistency and creativity. Ensure that both soft and hard collateral maintain a consistent message and branding.

Encourage feedback from employees to understand what materials resonate with them the most and be open to refining your collateral based on their responses.



Thank you.

Wellbeing Gateway 