

Prelaunch Promotion Checklist

Timing	Action Items	Materials
8 weeks before launch	<ul style="list-style-type: none"> <input type="checkbox"/> Choose Teaser campaign, add logo and dates. <input type="checkbox"/> Recruit champions/promoters & invite to a kickoff meeting. <input type="checkbox"/> Submit content for internal newsletter and email. <input type="checkbox"/> Record video with your Leader(s) or record an interview via Zoom. <input type="checkbox"/> Download the enrollment guide from the Client Resource Center or discuss custom options with your Project Manager. <input type="checkbox"/> Discuss sending enrollment postcard to arrive week of launch. 	<ul style="list-style-type: none"> • Teaser campaigns • Digital display content & announcement card photo • Leadership Messaging video script and tips • Communications workstream during implementation
6 weeks before launch	<ul style="list-style-type: none"> <input type="checkbox"/> Hold kickoff meeting with internal promoters, highlight key points of new program and steps leading up to launch. <input type="checkbox"/> Invite promoters to determine their “why” for wellness and create short quotes to use on internal social channels. <input type="checkbox"/> Invite leaders to speak in person or show their video. <input type="checkbox"/> Recruit promoters to help manage the internal social channel. 	<ul style="list-style-type: none"> • Teaser campaign materials • Leader video (if applicable)
4 weeks before launch	<ul style="list-style-type: none"> <input type="checkbox"/> Post Teaser digital signs, flyers. <input type="checkbox"/> Announce on intranet, email, newsletter, social channels. <input type="checkbox"/> Send first email from Leadership with personal invitation to join on [launch date]. 	<ul style="list-style-type: none"> • Teaser campaign digital sign, flyer • Social Media Content • Leadership Messaging email script
3 weeks before launch	<ul style="list-style-type: none"> <input type="checkbox"/> Launch internal wellness social channel. <input type="checkbox"/> Post “how to get started” instructions on intranet and internal social channel. <input type="checkbox"/> Post Engage (or Ignite video). <input type="checkbox"/> Post internal Leadership video (if applicable). <input type="checkbox"/> Promote platform features. 	<ul style="list-style-type: none"> • Yammer, Teams, Slack, etc. • Engage User Guide • Engage (or Ignite) video • Leadership video • Mobile app, Compatible Devices, Journeys, Coaching, Sleep Guide, Nutrition Guide
2 weeks before launch	<ul style="list-style-type: none"> <input type="checkbox"/> Post description of enrollment email, when it will arrive, subject line, who it will come from, it’s not spam! <input type="checkbox"/> Promote that postcard will be arrive launch week. Will include QR code to enroll. 	<ul style="list-style-type: none"> • Enrollment email image (from Project Manager) • Postcard image (from Project Manager)
1 week before launch	<ul style="list-style-type: none"> <input type="checkbox"/> Add daily social posts for the countdown. Make it fun! <input type="checkbox"/> Post custom program materials on intranet (if applicable). <input type="checkbox"/> Mail postcard. 	<ul style="list-style-type: none"> • Social cards in Client Resource Center • Custom: Post Program Overview, Rewards guide • Promoter “why” quotes, what you’re looking forward to most



Program Launch!

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| <ul style="list-style-type: none"> <input type="checkbox"/> Announce on intranet, email, newsletter, social channels. | <ul style="list-style-type: none"> • Social Media Content • Enrollment flyer/digital sign |
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