



Building Buzz

10 ideas for marketing your wellness program

The importance of building buzz before launch day

If your company is launching a new wellness initiative next year, what will you do to ensure the program's success? The best program and participation rates require planning, pre-engagement and much more.

Here are some strategies and ideas that we've seen work--all of which can be big buzz- and sign-up-boosters! Consider putting these into action before kickoff day to set your wellness program up for success.

Turn the page for 10 tips



1 LIVE ONSITE SIGN UP EVENT

A wellness team member spends some time in a lounge or common area to discuss the new offering with employees as they stop by and sign them up on the spot. This could also be accomplished with a brand representative from your wellness partner, or even an actor, costumed on-theme. Few things can drive program enthusiasm and sign-ups like a good old-fashioned event.

2 UNATTENDED ONSITE SIGNUP KIOSK

A laptop or iPad can be set up with instructions for signing up, allowing people to sign up as they walk by, right when they are reminded of the offering. (For LifeDojo partners, we offer to assist with setting up a metal, lockable stand/case for an iPad, to prevent damage or theft.)

3 LARGER THAN LIFE POSTER

Place a big graphic poster or sign in the right context and it's sure to be noticed. Try the kitchen, lunch room or break room and use the content to start conversations about healthy choices, where most socializing takes place. For example, a poster about healthy eating in the lunch room or a poster about stress reduction and relaxation tips in the employee lounge can have a great impact.

4 SCAVENGER HUNT

An office scavenger hunt with a wellness-related prize, branded with the challenge, nutrition program, or other offering, can be a fun way to create office buzz, not to mention inject some fun and excitement into the week. This could have a prize and could take the form of physical items to collect, questions to answer, with the answers being wellness-related, or photos to snap around the office on smartphones. Get creative with this one.

5 FREE SAMPLES

Everyone loves freebies. Partner with a healthy brand or popular local store or restaurant to give away some samples or snacks at a special sign-up event in the lounge or break room, or in the office just after hours. At LifeDojo, we're happy to work with clients to facilitate or advise on partnerships.

6 DESK OR WORKSPACE DECORATING CONTEST OR SPECIAL WEEK

Allow and encourage employees to decorate their desks or break room around a wellness theme. Suggest employees form teams if they want to and let everyone vote on the best decorated desk or team area. Voting and the announcement of the winners can take place at a wellness-themed lunch event where signups are also mentioned and encouraged.

7 CAPTION CONTEST

Post some funny cartoons or images and let employees enter their captions. Employees can vote on the best or wellness team can choose. These can generate some off-color entries (so be careful with how they are presented) but also some good laughs and office fun.

8 COUNTDOWN INSTALLATION

A countdown calendar or clock that changes daily: "X days until launch!" and indicates how to sign up. This can be combined with a larger art installation so it's really interesting to look at. Are there artists in the office? Maybe one of them would even like to help create it.

9 VOLUNTARY HEALTH SCREENINGS

Bring a health practitioner to offer body fat, weight, blood pressure, cholesterol, etc. screenings. A member of the wellness team can simultaneously discuss and promote current and upcoming wellness initiatives.

10 CORPORATE NUTRITION POLICY

Consider creating an official nutrition policy. This can include guidelines about what will be sold in vending machines, when food will be served in meetings or events, and what types of food should be ordered for meetings where food will be served. Solicit employee input for the guide if possible, and publicize the new guide along with information about wellness initiatives.