



# 3 Easy Steps to Marketing a Successful Recognition Program Launch

Even the best-engineered reward, recognition, and incentive programs will be in trouble if employees aren't connected, informed and aware of the benefits and features they bring. With segmented and remote workforces becoming the norm, effectively communicating and marketing employee rewards is increasingly important, especially when launching or relaunching a program for the first time.



# 1. Develop Effective Program Name and Branding

The name you give your program and what that communicates to the workforce matters. Different organizations have different goals to achieve with their programs, so give it some considerable thought – after all, this will be the number one touchstone for employees to connect with company goals!

Here are some different types of program naming conventions to consider, along with examples of each:

## ► Traditional

For companies with already well-established and recognizable brands, a traditional program name is a simple and elegant solution.

- *Company ABC Rewards Program*
- *Company ABC Rewards*

## ► Inspirational

If you'd like to communicate the "why" behind your brand or promote customer service, abstracted inspirational program names can be more psychologically effective.

- *Heart of Service*
- *Above & Beyond Rewards*
- *Sales Superstars*

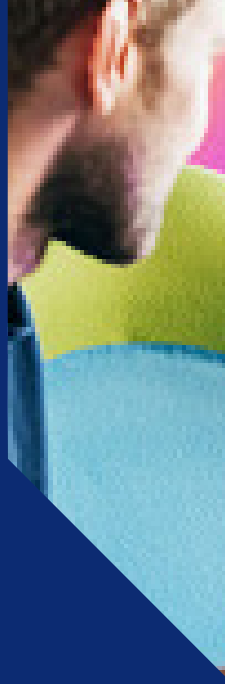
## ► Industry-Centric

Tying program branding to the specific industry you're in is a great way communicate solidarity and purpose.

- *Bright Rewards (Energy)*
- *Top of the Line Rewards (Manufacturing)*
- *Patient Heroes (Healthcare)*

## ► Carry-Over

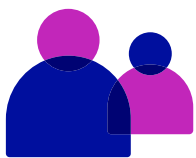
If you already have positive stickiness with an existing reward program brand, you may want to consider carrying it over and simply enhance the look and feel while introducing new initiatives!



**Develop Effective Program  
Name and Branding**

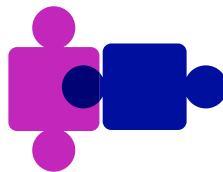
# Take a Meeting!

For productive results, set up a brainstorming session that includes the following:



## **Senior Human Resources Management**

Provides the “big picture/  
strategic message” that needs  
to be incorporated in the launch.



## **Your Recognition Partner**

Provides communications best  
practices and suggestions  
best suited to your unique  
workforce.



## **Marketing and Communications**

Provides the most relevant  
methods to disseminate  
information across the  
company to reach all  
employees.

## 2. Choose Appropriate Channels

There are several ways to reach employees in this day and age, and not all of them may apply to your workforce. Look at your work environment and your employees' access to online resources for an efficient, targeted strategy. Use the list below to check off the communication channels that will most effectively reach everyone. Our Best Practice recommendation is for content to be dually created in partnership with HALO and internally within your organization. We can discuss and guide you to make the best communication plan to fit your needs.

### EMAIL

### COMPANY NEWSLETTERS

### COMPANY INTRANET

### VIDEO

### MOBILE APP

### POSTERS AND FLYERS

### AWARD PRESENTATIONS

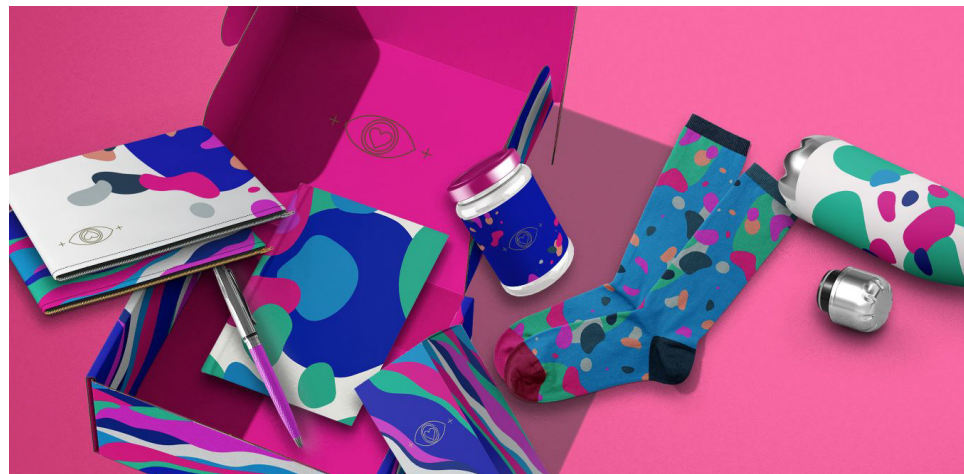
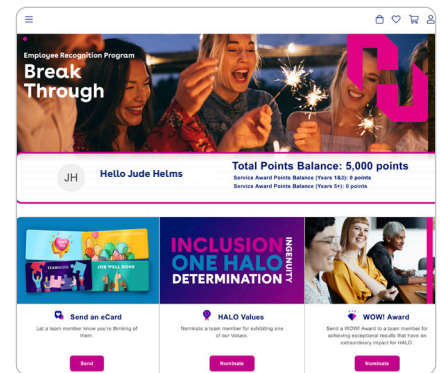
### TOWN HALL MEETINGS

### TRAINING SESSIONS & WEBINARS

### BRANDED MERCHANDISE

### LAUNCH EVENTS

### NEW HIRE ORIENTATION



Choose Appropriate Channels

# Pro-tips For Strong Messaging

**CONNECT** to  
your vision, mission,  
and core values

**DESCRIBE** how  
each employee's  
contributions are  
vital to your  
company's success

**RECOGNIZE**  
and call out  
employees'  
dedication and  
commitment

**BE SUCCINCT**  
when defining  
elements and goals  
of your program

**PROVIDE** clear  
instructions on  
participation/  
eligibility  
for both employees  
and managers

**SET THE TONE**  
by showing your  
excitement

### 3. Create a Launch Plan and GO!

When the program name, branding and channels are established, you're ready to take it to market! Put together a launch plan that breaks down the timing and content of all communications leading up to the launch date.

Here are some simple rules for success:



#### **Prepare Managers**

Maximize Your Reach



#### **Involve Senior Leaders**

Keep Reaching Out



#### **Reach Out Early**

Start communicating the program at least 30 days prior to the launch date.



#### **Maximize Your Reach**

An omni-channel approach is best practice to reach all employees.



#### **Keep Reaching Out**

Extend your marketing plan to keep encouraging program use beyond the launch date.



Create a Launch Plan and GO!

## Check Your Success!

Here are some simple rules for success:

### CONNECT

yourself to listening and acting on the employee feedback received.

### DEVELOP a

realistic action plan based on the committee's recommendations.

### COMMUNICATE

the progress made based on employee feedback.

### STAY FOCUSED

on gathering relevant information and make sure to tailor your questions accordingly.

### SET UP a

committee of employees and managers to review the results and make recommendations to senior leaders.

