

# Build excitement for launch!



Looking for ways to reach employees and eligible family members before your program launches?



Review this list of tactics and choose the combination that works best for your team.



Take advantage of the resources available to you and don't forget to include any additional tactics you have at your company!

Category	Emails	Intranet & social channels	Workplace signs & displays	Home mailings	Leaders	Wellness champions	Events
Tactics	Weekly roundups Announcements Newsletters HR/benefits updates Add upcoming launch date to email signature	Intranet benefits page Blog Teams, Yammer, Slack Video YouTube Facebook	Digital displays Screensavers Video screens Flyers Table tents Rollup screens Mirror stickers	Postcard Open enrollment guide	Leadership videos All-hands meetings Town halls Team meetings	Webinars Team meetings Workplace posts, emails Wellness table at events New hire welcome meetings	Health fair Kickoff events HR/Benefits roadshow Other onsite activities or events
<b>Audience</b>							
Employee, company email	Y	Y	Y	Y	Y	Y	Y
Employee, no company email	N	Y	Y	Y	Y	Y	Y
Employee, international	Y	Y	Y	N	Y	Y	Y
Spouse	N	N	N	Y	N	N	N
Dependent	N	N	N	Y	N	N	N