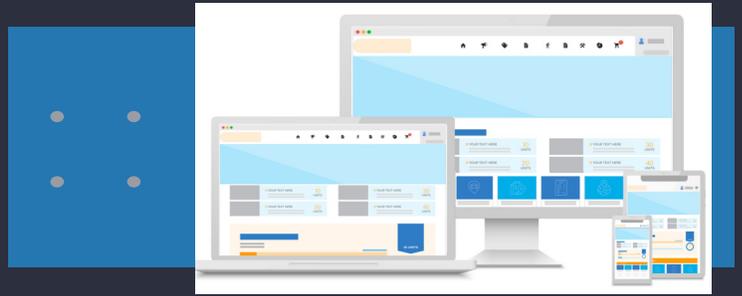# WorkStride

Blueprint: Finding Your Way Through a Successful Incentive Program Launch

A successful incentive program launch goes beyond simple implementation. In addition to developing logic and complexities, success also hinges on effectively communicating the program to stakeholders. This means promoting the program and training potential users, Admins, and others. This communication can begin adjacent to program development for optimal efficiency.

You can leverage this "How-To" resource to help ensure you're checking all the boxes for successful internal launch communications.

4-6 Weeks to Launch- Enroll And Educate Phase

Your new incentive program is passing the development stage and beginning internal testing and QA. This is an optimal time to start creating informational content for use in launch, especially for new program audiences. Ideally, this is a "How To" piece, where participants are urged and excited to register. Now is the time to start training program Administrators.

Recommended Collateral: How to Register

WorkStride provides support in creating such collateral. Early screenshots of the main elements of the program available at this stage are collected. Aesthetics may change slightly upon official rollout, but they will at this point be illustrative of how to get signed up for the program and familiar with the user experience.

Screenshots, along with how and where to access, and functions pertinent to your participants to include are:
- Log in Page   - Home page   - Registration Page

Once your collateral is created, it should be actively utilized to promote your program. ***Other means of effective communication are:***

1. Email   2. Partner portal (if applicable)
3. LMS (if applicable)   4. Physical distribution via Partner Managers (TAMs, RSMs, etc)

2-4 Weeks to Launch- Prep and Train Phase

Now is the optimal time to create a "Program Overview," which trains users about program components they will interact with most. With only a few weeks until the program launches, it will provide a valuable buffer to prepare to hit the ground running upon launch.

Recommended Collateral: Program Overview

WorkStride works with your Admins and internal teams to provide content examples to guide your users. We work with you to create a robust piece for your network, hosted within our Toolkit, always visible and handy to participants.

Key screens to grab include:

1) Registration Page   2) Home Page   3) Log-in Page
4) Rewards Mall   5) Reporting   6) Highlight Sliders

One Week to Launch- Final Touches Phase

WorkStride works with Admins and other internal teams to ensure all launch deliverables are met and that the program is being continuously marketed. Development and QA check ins and Admin training is finalized, and your Engagement Manager is available as your go-to Subject Matter Expert. This is also the ideal time to roll out and schedule events or contests related to the program.

At this point in program development, the site is fully functional, tested, and approved. Areas that host content can be filled with collateral, graphics, and other resources. Once these content gaps are filled, the program is ready to go live. In preparation for launch, be sure the program:

1) Has been effectively communicated with relevant partners

2) Has initial participants enrolled and conditioned

3) Admins are prepped and trained

Launch and Post Launch- Continued Engagement and Momentum

An email is used to announce the official launch. WorkStride arms clients with the necessary expertise to assist, or fully support the creation and sending of launch day emails. Communication is an ongoing endeavor, and after initial launch, post launch communication planning takes place, designing a strategy on keeping program participants active and informed. Examples include interesting highlight sliders, homepage widgets, relevant promotions, and communication emails.

Ongoing Communication

Ongoing communication is necessary. Creativity is key in how you Intertwining the program with facetscompany events and activities helps to ensure the recognition program is getting consistent engagement at initial launch, and *beyond*.

Some great tactics to communicate beyond launch is:

1. Use *System Generated Messages* to relay important promotion reminders and keep partners up to speed.

2. Leverage *Message Creator* to communicate with specific individuals or other segmented audiences.

3. Utilize *Highlight Sliders* to keep important updates top of mind, and transparent upon log-in.

4. Incorporate promotional content, videos, and other resources via *Toolkit* to enable your partners.

For other tips, or to learn more about launching your next incentive program, let's have a conversation today!