



LifeBalance Member Engagement Tactics

Here are some of the steps we take to inform, engage, and excite our members:

Using internal resources

The internal steps that we take to ensure member engagement include:

1. Sending two emails per month that highlight relevant discount offers and provide health-focused recipes, articles, and prizes. (Click [here](#) and [here](#) for recent examples.)
2. Developing educational program overviews to share with account managers, clients, and members
3. Posting well-being-related content, discount updates, and more on our [blog](#).
4. Creating website tutorials that educate members on how to make the most of their program membership
5. Encouraging members to sign up for notifications when their favorite seasonal discounts become available, and notifying them accordingly
6. Running contests that encourage members to sign up or sign in to win prizes (Click [here](#) to view details on our March Getaway Contest.)
7. Rewarding members at random with surprise gift certificates for logging in, visiting the site, or redeeming deals
8. Leveraging social media (including our [Facebook](#), [Twitter](#), and [Instagram](#) pages, and [our blog](#)) to encourage sign ups, notify members of discount updates and new vendors, share well-being related educational pieces, and inspirational and motivational content

9. Utilizing member feedback to grow our discount network according to member wants and needs, and notify members when new local discounts are available
10. Consistently providing technical enhancements that increase program accessibility, ease-of-use, and reporting capabilities

Working together with our clients

We work hand-in-hand with clients to increase member engagement. These efforts include:

1. Attending client health and benefit fairs to educate members, distribute instructional materials, and help members create free accounts
2. Meeting regularly with client Well-Being teams, HR/Benefits teams, and/or Wellness Committees to assist with overall well-being and benefits promotion
3. Determining how best to leverage existing, effective communication strategies and outlets for effective program promotion
4. Lining up well-being-related vendors to attend client health fairs and promote well-being.
5. Sending monthly or quarterly emails to account managers and client contacts that highlight discounts and content that are time-sensitive, seasonal, or related to client initiatives
6. Providing discount offers and well-being-themed content to be used in client newsletters, mailers, and on client intranet websites.
7. Delivering monthly client-specific newsletters that inform clients of program happenings and provide tips for fostering a healthy, happy workplace
8. Developing contests for individual clients that encourage their employees or members to sign up, sign in, or take advantage of program savings

