

Give employees easy, on-demand access to **everything benefits**

Educating your employees about healthcare and benefits throughout the year is **crucial to ensure they understand and make the most of their benefits—and to maximize your organization's investment in benefits**. Establishing a microsite that's easily accessible to employees and their families is an important first step. The microsite acts as a central hub for so much more than your benefits guide—with all your relevant HR, benefits, and financial-wellness materials and information.

Make your microsite the **anchor of your year-round communications** by using topical Digital Postcards or newsletters that link back to the microsite for additional learning—this helps employees remember where to go for all their benefits questions and can also **help to free up time-strapped HR teams by reducing repetitive questions** and decreasing the need for in-person benefits meetings.

By leveraging a benefits microsite effectively, employers can **enhance benefits literacy, improve employee engagement, and facilitate informed decision-making**, ultimately contributing to a healthier, more educated and financially secure workforce.



Leverage Digital Postcards Year-Round to Drive Traffic Back to Your Microsite

Complement Your Microsite
with Digital Postcards and
Educational Videos

For year-round HR and benefits
comms, check out Flimp's Digital
Postcard Library with 60+
templates on a wide variety
of topics.

[View Digital Postcard Library](#)

Sprinkle videos from our HR
Benefits Video Library with 90+
titles throughout your microsite
and in your Digital Postcards to
improve engagement,
understanding and benefits
satisfaction.

[View Video Library](#)

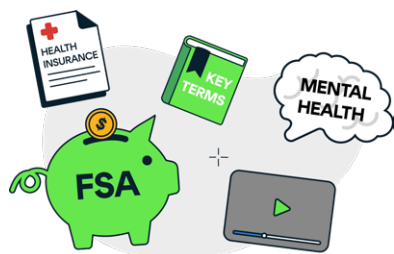




Types of Microsites

- **Onboarding:** Create a separate site or add a page/section to your benefits microsite for new hires. In addition to benefits and company information, include helpful non-work guidance like company culture, popular local hotspots and restaurants, after-work activities, fantasy-football leagues, etc.
- **Recruiting:** Showcase all your benefit offerings to help candidates distinguish you from other potential employers they may be considering.
- **Offboarding:** Give exiting employees a place to go for all their questions leading up to their departure and after they leave your organization.
- **Wellness:** If your company has a wellness program, consider creating a microsite for all the resources and information employees need to participate.
- **Retirement:** Another popular topic is retirement since there are so many resources available to those approaching and planning for retirement.
- **Departmental:** The need to organize resources isn't limited to HR. Other departments like sales, marketing, product, etc. could benefit from their own microsites for commonly used educational or reference materials.

Considerations When Building Your Microsite



- Organize all your content by topic to make it easily navigable for employees and their families. Your benefits guide is a good reference.
- Anticipate employee questions and provide all the resources needed to answer them including documents, videos, forms, SBCs, carrier literature, etc.
- Incorporate eye-catching visuals and interactive elements such as infographics, charts, calculators, videos, and photos to simplify complex information and enhance employee engagement and understanding.
- Design your microsite with intuitive navigation, a user-friendly interface, and a mobile-responsive layout to provide a seamless experience on any device.
- Ensure that your microsite is regularly updated with the latest information on your benefits programs and policies.
- Consider creating microsites in other languages if you have a dispersed workforce and/or offices in other countries.
- Enable social-sharing features and feedback mechanisms and distribute your microsite through multiple channels, encouraging employees to share their experiences, ask questions, and provide suggestions.
- There will always be more questions, so make it easy to find your HR/benefits team contact information.
- Consider adding a page with all your carrier details, account numbers, passwords, and other info employees need when contacting these vendors.
- Ensure compliance by including a page or section for required legal notices.

Susan Jones

HR and Benefits Manager

Phone: 555-555-5555

Email: susan.jones@abccompany.com

Have questions? Visit our [Benefits Showcase!](#)



ABC COMPANY

Driving Traffic to Your Microsite

- HR teams should feature the link to the microsite in their email signatures to help with repetitive employee questions – see an example to the left.
- QR codes are a popular way to integrate online and offline communications. By printing posters, table tents, postcards, flyers, etc. with a QR code linked to your microsite, you encourage employees to find answers to their own questions.
- Make learning fun by creating interactive quizzes based on the microsite's content and offering prizes to reinforce employees' understanding, enhance engagement, and evaluate their knowledge of the topics covered.

Why Flimp for Your Microsite?

Flimp offers single- and multi-page mobile-responsive microsites (we call them Resource Centers, Showcases, Onboarding Hubs, Mobile Wallets, and Virtual Benefits Fairs) for HR, benefits, or any topic/department.

With **Flimp Campaigns**, our skilled project managers design and build engaging microsites with the content you provide. You can also license Flimp Canvas, our design and communications platform to build your own microsites and Digital Postcards.

Either way, you get hosting, multichannel distribution, and real-time engagement tracking. We also offer translation services so you can roll out microsites in just about any language.

Contact your account manager for more information or to schedule a consultation to discuss your year-round communication strategy.

