

Give employees easy, on-demand access to everything benefits

Educating employees about healthcare and benefits throughout the year is **essential to help them understand, use, and appreciate their benefits—and to maximize your organization's investment**. Establishing a microsite that's easily accessible to employees and their families is a powerful first step. More than a digital benefits guide, a well-designed microsite serves as a centralized hub for HR, benefits and financial-wellness resources. You can also **embed our AI-powered chatbot** to answer common questions and guide employees to the right information, anytime.

Make your microsite the **anchor of your year-round communications** by using topical Digital Postcards or newsletters that link back to it for continued learning. This approach reinforces where employees should go for trusted information while **helping reduce repetitive questions and the need for time-consuming, in-person meetings**.

When leveraged effectively, a benefits microsite can **enhance benefits literacy, boost employee engagement and support informed decision-making**—contributing to a healthier, more confident 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



More on AI Chatbot



- 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.) and embed our secure, closed-system AI chatbot to answer using only your materials as reference
- 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.



Give Employees One-Tap Access on Their Phones

- Use the QR code to share a ready-to-use Digital Postcard with employees.
- The Digital Postcard includes simple, step-by-step instructions for saving your microsite as a home-screen icon on their phone.
- This makes it easy for employees to return to important benefits and HR content anytime—without searching emails or bookmarks.
- These instructions are also built directly into Flimp microsite templates for an even more seamless employee experience.

Driving Traffic to Your Microsite

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



- 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 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.