Employee benefits and its terminology can be confusing

That's why our clients communicate using **Digital Postcards, microsites, and customized explainer videos to better engage and educate employees** about open enrollment or other topics, and ensure they enroll or respond on time.

Clients often supplement customized videos with our **HR Benefits Video Library** with 90+ titles that explain common topics and healthcare jargon in **easy-to-understand language with engaging visuals**. Digital Postcards and microsites allow you to link to benefits guides and enrollment portals, along with other relevant materials, creating interactive, on-demand communications that employees can view and share with their families.

To get the word out about open enrollment and other HR initiatives, we've compiled these recommendations and templates for you.

Anatomy of an Email Featuring a Digital Postcard or Microsite

1 Important message about your benefits! Act before 10/25

Hi Charlie,
It's open enrollment time again! Don't miss out on the valuable benefits available to you as a member of the ABC Company team. We appreciate our employees and take pride in the benefit packages we offer.

Please take a moment to view this Digital Postcard for more information. **Be sure to enroll or update your elections before the October 25th deadline or you will not have benefits next year.**

View this Digital Postcard to Learn More About Your Benefits

Don't miss out! Sign up today!

Diana Prince
SVP, Human Resources
ABC Company

1 Headline
Clear with urgency, fewer than 50 characters

2 Personalized Greeting

3 Preview Text/Preheader
Informative copy to compliment subject line

4 Body Copy
Few sentences, short and to the point, include call to action

5 Text and Screenshot
Linked to Digital Postcard or microsite

6 Sender
Senior executive

Send the Digital Postcard 2-3 Times During Enrollment

Between the high volume of emails, time off, business travel, and other factors, it's easy for a single email to get lost in the shuffle. Sending the postcard multiple times keeps it at to the top of employees' inboxes.

Message employees three times during open enrollment:

- At the outset of the benefits open enrollment period
- Halfway through the enrollment period
- Within one week of the registration deadline

1 Convey Importance and Tease Topics in Email Subject Line

The subject line is the most important factor impacting email open rates. Subject lines for open enrollment should **communicate a sense of urgency and importance** without revealing too much about the message's content. You want them to open the email and Digital Postcard to get all the information.

Keep in mind:

- Don't use a generic subject line like "A message from HR about your benefits"
- Using words such as "you," "new," and "now" can help
- 32 is the maximum number of characters allowed in subject lines on iPhones
- Exceeding 50 characters can be a signal that triggers spam filters

Effective email subject lines:

- Time to Enroll for Your Family's Benefits — Open Enrollment Starts Today
- Open Enrollment Is Here for You — Enroll Now!
- Annual Enrollment Happening Now — Please Read
- Important Message About Your New Benefits — Deadline MM/DD/YYYY
- Important Health Benefit Changes for Open Enrollment — Please Read

2 Personalize to Improve Open Rates

These emails should look and feel like personal communications with employees.

Personalize the greeting with the recipient's name and a salutation.

3 Use Compelling Preview Text

Preview text follows the subject line and is generally the first 85-100 characters of the first sentence of your email. Open with a few sentences summarizing the communication's purpose.

Ensure the preview text works with the subject line and provides a compelling reason to open the email.

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4   ## Keep Copy Concise

While tempting, **try not to include too much text** in the body of the email. You want them to click through to the Digital Postcard or microsite.

5   ## Avoid All-Graphic Formats

A **balance of text and graphics** is important to prevent your message from getting caught in spam filters.

Feature a **clear, enticing screenshot of the Digital Postcard or microsite** with a simple line of linked text above the image. Many people don't have images automatically enabled on their email apps—especially on smartphones and tablets—so a **text link is critical**.

Our software allows you to choose from a variety of video and digital postcard image options. It also generates editable, linked text above a linked thumbnail of the postcard to encourage opening.

6   ## Send from a Relevant and Trustworthy Name and Email Address

The sender's name is the first thing people scan when deciding which emails to open, so **use a name they'll recognize as directly relevant to benefits enrollment**. The initial Digital Postcard or microsite announcement can come from a senior executive but remember that when employees see messages from senior managers, they usually open them immediately. Reminders should come from the HR benefits team or an HR executive.

Email Templates

Template #1

Hi Name,

Benefits open enrollment is here and you probably have questions about important healthcare choices for you and your family. Or you may need to refresh your memory on what certain medical insurance terms mean.

Your HR team is here to help lower premiums and increase coverage. Simply click the Digital Postcard [or microsite] below to access our benefits resources and see plan changes. You can view it at any time from your computer, smartphone, or tablet and share it with your family.

[INSERT DIGITAL POSTCARD OR MICROSITE linked text and image here provided by Flimp in your Distribution Toolkit email]

Our team looks forward to helping you with your benefit elections for the coming year.

<Head of HR>

Template #2

Hi Name,

Benefits open enrollment is here and you probably have questions about important healthcare choices for you and your family. Or you may need to refresh your memory on what certain medical insurance terms mean. Not to worry, your HR team is here to help.

Please click the Digital Postcard [or microsite name] below to learn what you need to know regarding health insurance and medical plans for you and your dependents, where to enroll to make changes, contribution options for health savings accounts, and more. You can view it at any time from your computer, smartphone or tablet and share it with your family.

The Digital Postcard [or microsite] also provides access to helpful, short videos that explain open enrollment and the benefits we're offering including **[INSERT TOPICS HERE]** and more. You'll also find links to detailed benefit guides and plan information in an on-demand resource you can view anytime, anywhere.

[INSERT DIGITAL POSTCARD OR MICROSITE linked text and image here provided by Flimp in your Distribution Toolkit email]

We hope these resources help you make informed choices for you and your family and make your enrollment experience more enjoyable. Our team looks forward to helping you with your benefit elections for the coming year.

<Head of HR>

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