

Send the Open Enrollment Video Postcard Announcement to Employees 2-3 Times during Enrollment Period

- Never assume one email announcement is enough
 - Due to the high volume of emails received, vacations, business travel and many other factors, one send of a video postcard is not enough
 - Multiple sends also allow for testing of different subject lines
- Ideally, schedule three video postcard sends during open enrollment as follows:
 - At the outset of the benefits open enrollment period
 - Halfway through the enrollment period
 - Within one week of the registration deadline



Send Email “from” a Relevant Name and Email Address Employees Know and Trust

- The sender name is often the first thing people scan when deciding what emails to open
- Use a sender name that is directly relevant to annual employee benefits open enrollment
 - Ideally the initial video postcard announcement should come from a senior executive
 - Reminder announcements should come from the HR Benefits Team or an HR executive

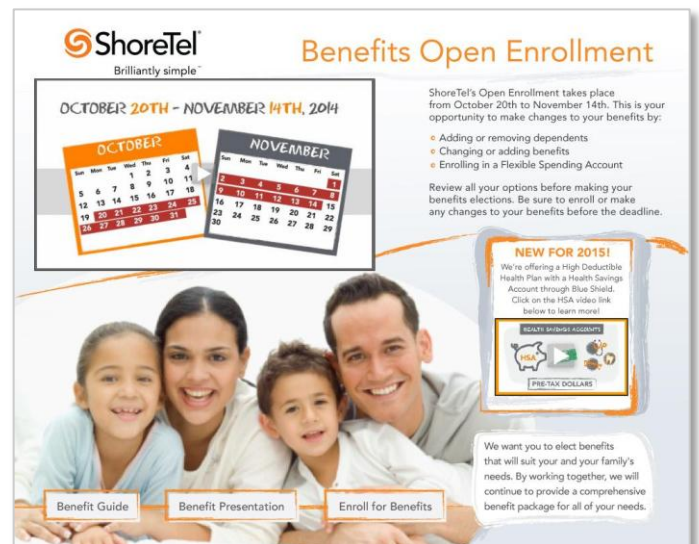
Email Subject Line Needs a Sense of Importance/Urgency and Topic Teaser



- Subject line is the most important factor determining “open” rates
- Solicit enrollment subject line ideas and do some level of testing
- Subject line should communicate a sense of urgency and importance. Do not use a generic subject line like “A message from HR about your benefits”
- Subject lines are meant to entice, as the goal is to get them to open the email
 - Example: “Important health benefits changes – please read” is good, as it does not give everything away and has a sense of urgency
- Note that 32 characters is the maximum allowed on iPhones
- Never exceed 50 characters, as that’s a signal for spam filters

Preview Text Is Important and Is Often Pulled from the First Sentence of Email Body Copy

- Preview text follows the subject line when previewing an email before it’s opened. After subject line and sender, it’s the next most important factor in driving email open rates
- The preview text is generally the first 85-100 characters of the first sentence of your email message
- Ensure that the preview text provides a compelling reason to open the email and read further



[click to view more examples](#)

Format the Video Postcard Email Like a Personalized Email to Improve Open Rates

- The most effective video postcard emails typically have a salutation, followed by some explanation text, followed by text AND graphic thumbnail links to the video postcard, microsite or landing page
 - **Do not use an all-graphic newsletter format. A balance of text and graphics is important for spam filters**
- The video postcard email message should look like you're sending a personal communication to an employee
- Personalize the greeting with the recipient's name, e.g., "Hi Paula,"
- Include 2-4 sentences that summarize the communication purpose, followed by a graphic image and text link
 - While tempting, try not to include too much text in the body of the email—people do not read anymore!
 - The purpose of the text summary is to get the employee to open your video postcard benefits message
- Feature a clear, enticing screenshot of the video postcard with a simple line of linked text above the image
 - **Many email users do not have graphic images automatically enabled—so a text link is critical**
 - The Episend software allows you to choose from a variety of video and video postcard image options
 - Episend provides by default an editable, linked line of text above image
- Contact Flimp Media for help

Example of a Good Enrollment Email

Headline: clear message with urgency under 50 characters

Personalized greeting

Preheader: informative

Body copy: few sentences, short and to the point

Text and image linked to video postcard

Sender: senior executive

Have Questions or Need Advice?

Contact Chip at 508.435.4310
or chip@flimp.net for help

