



Wellness

# Challenge Email Campaign

The Challenge Email Campaign is an automated series of 6-7 emails to promote a challenge to your members. Each email in the campaign includes an unsubscribe link if a member would like to be removed from the campaign.

## How it Works

A Wellbeats team member will advise you on the recommended email cadence based on your challenge setup. As a best practice, we recommend promoting the challenge at least 2 weeks before a challenge begins.

## Here is an example:

**Email 1:** Send 4 weeks before the challenge start date

**Email 2:** Send 2 weeks before the challenge start date

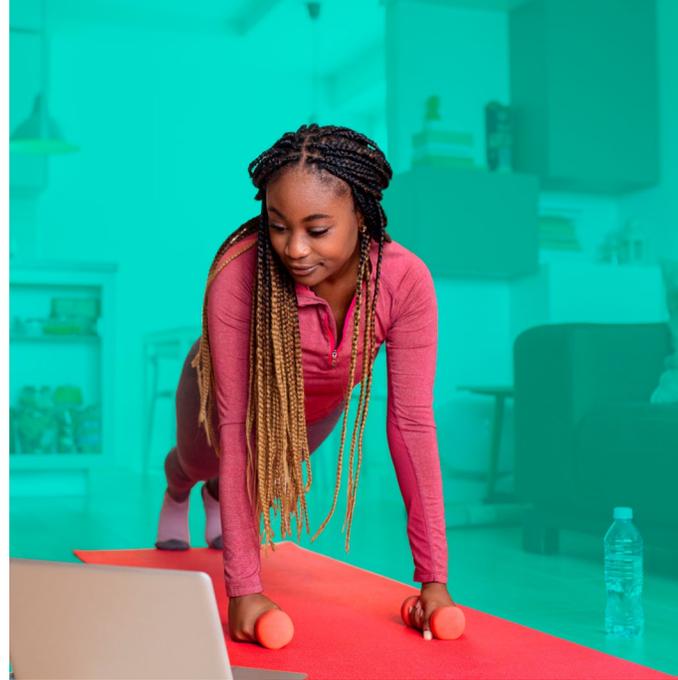
**Email 3:** Send 1 week before the challenge start date

**Email 4:** Send the day the challenge begins

**Email 5:** Send midway through the challenge

**Email 6:** Send one day after the challenge ends

**Note:** (Optional) Email 7 is an automated email that will only send if an administrator edits the end date of a challenge. This email will notify members of this change.



# Sample Schedule for a 4-Week Challenge

MONTH 1

S	M	T	W	T	F	S
	Email 1					
	Email 2					
	Email 3					
	Email 4					

MONTH 2

S	M	T	W	T	F	S
	Email 5					
		Email 6				

# Email Campaign Best Practices

## 1 Send all 6 emails

Sending the entire campaign ensures you are reaching members throughout the duration of the challenge. Email 1-3 of the campaign encourage members to sign up for the challenge. Email 4 of the campaign announces the start of the challenge, and email 5 is a reminder email sent at the halfway point of the challenge. Email 6 is a congratulations email after the challenge is complete.

## 2 Co-brand with your company logo

Personalizing the emails with your logo grabs attention, builds trust, and connects the Wellbeats *Wellness* offering with your organization.

Select “Yes” to include your company’s logo in the [Challenge Email Campaign Form](#).

**Note:** Please ensure your logo is high-resolution, preferably with a transparent background such as a PNG file. If your logo has both a horizontal and vertical version, please use horizontal.

## 3 Customize subject lines

Customize your subject lines to help increase open rates. To do this, select the emails you would like included in the [Challenge Email Campaign Form](#). Under each email subject line, select the drop-down list and choose “Custom Subject Line” to add your information.

### Examples:

- Last chance to receive 100 Wellness Points...
- It’s time, [your company name] employees: the [your challenge name] starts today
- Only 7 days left to complete the [your challenge name]

**4 Confirm safelisting is complete**

Safelisting is critical to ensure email deliverability. Please confirm all email senders, domains, and IP addresses have been added to your safe “allow” list in the [Wellbeats Safelisting Guide](#).

**5 Send an email reminder to your members before the start of the Challenge Email Campaign**

Reminding your members about Wellbeats *Wellness* and letting them know they will be receiving an email from Wellbeats *Wellness* is highly encouraged for optimal engagement. Please copy and paste the template in the Challenge Toolkit and send to your members a day or two before the Challenge Email Campaign begins.

## Email 1

# Challenge Registration Announcement

### DAY SENT:

Send 4 weeks before the challenge start date

### DEFAULT SUBJECT LINE:

{{{company}}} Challenge registration is now open

[View Email Template](#)



You're invited to join a Challenge!

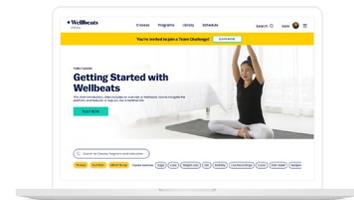
## Join the Challenge



You have complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc. through the {{{company}}} platform with **on-demand fitness, nutrition, and mindfulness classes** to help you live a healthier life.

Hi {{{firstname}}},

Are you ready to jumpstart your health? Whether you like setting goals, working on a team, or engaging in some friendly competition, we invite you to join the {{{company}}} Challenge starting {{{challengestartdate}}}. Go to the {{{company}}} platform to join the challenge today.



When you join the {{{company}}} Challenge, you can:

- Build healthy habits to support your health and wellbeing
- Chat with other participants for encouragement and accountability
- Track your achievements and activity with leaderboards and personal stats
- Explore your exclusive and complimentary Wellbeats Wellness benefit

Are you in, {{{firstname}}}? **Join the challenge today by visiting the {{{company}}} platform.** Challenge ends on {{{challengeenddate}}}.

*Note: Your Wellbeats Wellness account has already been created. If you have any questions or need help joining the challenge, please contact [support@wellbeats.com](mailto:support@wellbeats.com).*

**New to Wellbeats Wellness?** [Watch this short video](#) for a preview of classes.

[Wellbeats Help Center](#)  
[Contact Wellbeats Support](#)

*Some exclusions apply. This challenge is available on the Wellbeats Wellness website portal only.*

**LifeSpeak Inc.**



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## Email 2

# Challenge Registration Reminder

### DAY SENT:

Send 2 weeks before the challenge start date

### DEFAULT SUBJECT LINE:

{{{company}}} Challenge: are you in, {{{firstname}}}?

## [View Email Template](#)



You're invited to join a Challenge!

## Challenge Reminder



You have complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc. through the platform with **on-demand fitness, nutrition, and mindfulness classes** to help you live a healthier life.

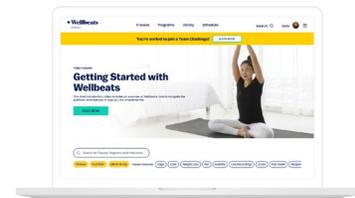
Hi {{{firstname}}},

Small steps can lead to big changes. If you're looking for motivation or ready to kickstart your wellness journey, there is still time to join the {{{company}}} Challenge starting {{{challengestartdate}}}.

Go to the {{{company}}} platform to join the challenge today.

*Note: Your Wellbeats Wellness account has already been created for you by {{{company}}}. If you have any questions or need help joining the challenge, please contact [support@wellbeats.com](mailto:support@wellbeats.com).*

**Already joined the challenge?** Awesome—there is nothing you need to do until the challenge begins on {{{challengestartdate}}}.



**When you join the {{{company}}} Challenge, you can:**

- Build healthy habits to support your health and wellbeing
- Chat with other participants for encouragement and accountability
- Track your achievements and activity with leaderboards and personal stats
- Explore your exclusive and complimentary Wellbeats Wellness benefit

The {{{company}}} Challenge runs {{{challengestartdate}}} through {{{challengeenddate}}}.

Ready to take that first step, {{{firstname}}}? Sign up today by visiting the {{{company}}} platform.

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## Email 3

# Challenge Registration Last Call

### DAY SENT:

Send 1 week before the challenge  
start date

### DEFAULT SUBJECT LINE:

Last chance to register for the  
{{{company}}} Challenge

[View Email Template](#)



You're invited to join a Challenge!

## Challenge Reminder



You have complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc. through the {{{company}}} platform with **on-demand fitness, nutrition, and mindfulness classes** to help you live a healthier life.

Hi {{{firstname}}},

The final countdown has begun! If you haven't already, this is your last chance to register for {{{company}}} Challenge starting {{{challengestartdate}}}.

Go to the {{{company}}} platform to join the challenge today.



When you join the {{{company}}} Challenge, you can:

- Build healthy habits to support your health and wellbeing
- Chat with other participants for encouragement and accountability
- Track your achievements and activity with leaderboards and personal stats
- Explore your exclusive and complimentary Wellbeats Wellness benefit

The {{{company}}} Challenge runs from {{{challengestartdate}}} to {{{challengeenddate}}}.

Sign up today before time runs out by visiting the {{{company}}} platform.

**Already joined the challenge?** Awesome—stay tuned for an official announcement when the challenge goes live 🎉

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## Email 4

# Challenge Starts Now

### DAY SENT:

Send the day the challenge begins

### DEFAULT SUBJECT LINE:

{{{company}}} Challenge starts today 🎉

[View Email Template](#)



Wellbeats Wellness Challenge

The Challenge Starts Now



You have complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc. through the {{{company}}} platform with **on-demand fitness, nutrition, and mindfulness classes** to help you live a healthier life.

Hi {{{firstname}}},

It's official: the {{{company}}} Challenge starts today 🎉

**Go to the {{{company}}} platform to get started.**

*Note: Your Wellbeats Wellness account has already been created for you. If you have any questions or need help joining the challenge, please contact [support@wellbeats.com](mailto:support@wellbeats.com).*



**With the {{{company}}} Challenge, you're on your way to building better habits.** You can chat with other participants for support, track your progress, and see where you rank on the leaderboard.

As a reminder, the {{{company}}} Challenge ends {{{challengeenddate}}}.

**Go to the {{{company}}} platform** and start building momentum today. You've got this!

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## Email 5

# Challenge Check-In (Half-way Point)

### DAY SENT:

Send midway through the challenge

### DEFAULT SUBJECT LINE:

We're halfway through the {{{company}}} Challenge 🎉

[View Email Template](#)



Wellbeats Wellness Challenge

## Challenge Check-In



You have complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc. through the {{{company}}} platform with **on-demand fitness, nutrition, and mindfulness classes** to help you live a healthier life.

Hi {{{firstname}}},

Can you believe we're halfway through the {{{company}}} Challenge? Now is the perfect time to check in with yourself and your progress.

**Go to the {{{company}}} platform to learn more.**

*Note: Your Wellbeats Wellness account has already been created for you. If you have any questions or need help joining the challenge, please contact [support@wellbeats.com](mailto:support@wellbeats.com).*



**Need extra motivation?** Don't forget to chat with other participants for support, track your progress, and see where you rank on the leaderboard.

As a reminder, the {{{company}}} Challenge ends {{{challengeenddate}}}. Let's finish strong!

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## Email 6

# Post-Challenge Congratulations

### DAY SENT:

Send one day after the challenge ends

### DEFAULT SUBJECT LINE:

{{{company}}} Challenge is now  
complete

[View Email Template](#)



Wellbeats *Wellness* Challenge

## Challenge Complete



*You have complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc. through the {{{company}}} platform with **on-demand fitness, nutrition, and mindfulness classes** to help you live a healthier life.*

Hi {{{firstname}}},

Congratulations! We officially made it to the end of the **{{{company}}} Challenge**.

Thank you to everyone who participated and joined the challenge. We hope you take a moment to celebrate your success and reflect on your journey.

**Didn't complete the challenge?** It's okay! There are still plenty of opportunities to stay healthy and build better habits with Wellbeats *Wellness*. Go to the {{{company}}} platform for more information.

*Note: Your Wellbeats *Wellness* account has already been created for you. If you have any questions, please contact [support@wellbeats.com](mailto:support@wellbeats.com).*

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## (Optional) Email 7

# Challenge End Date Change Notification

### NOTE:

This email is only triggered if an administrator changes the end date of the challenge.

### DEFAULT SUBJECT LINE:

Important: Challenge Update

[View Email Template](#)



Wellbeats *Wellness* Challenge

## Challenge Update



You have complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc. through the {{{company}}} platform with **on-demand fitness, nutrition, and mindfulness classes** to help you live a healthier life.

Hi {{{firstname}}},

We wanted to let you know about a recent update to the {{{company}}} Challenge. The last day to participate in the challenge is now {{{challengeenddate}}}.

**Go to the {{{company}}} platform to learn more.**

*Note: Your Wellbeats Wellness account has already been created for you. If you have any questions or need help joining the challenge, please contact [support@wellbeats.com](mailto:support@wellbeats.com).*



**Need extra motivation?** Don't forget to chat with other participants for support, track your progress, and see where you rank on the leaderboard.

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