



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

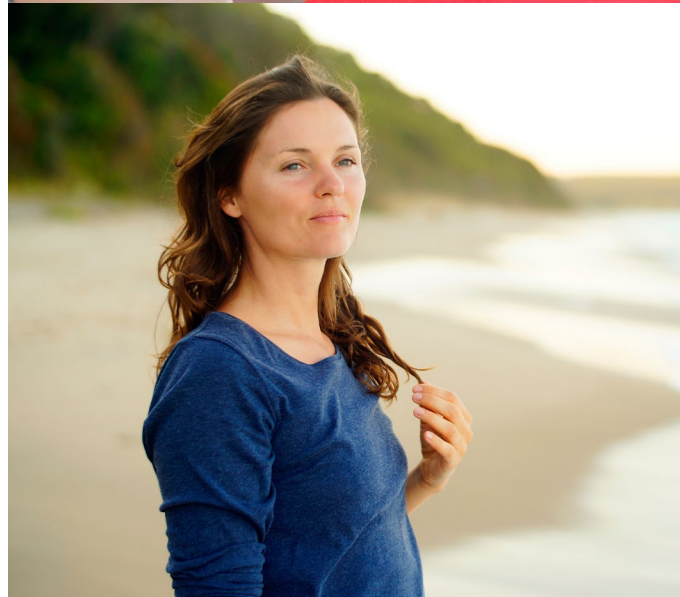
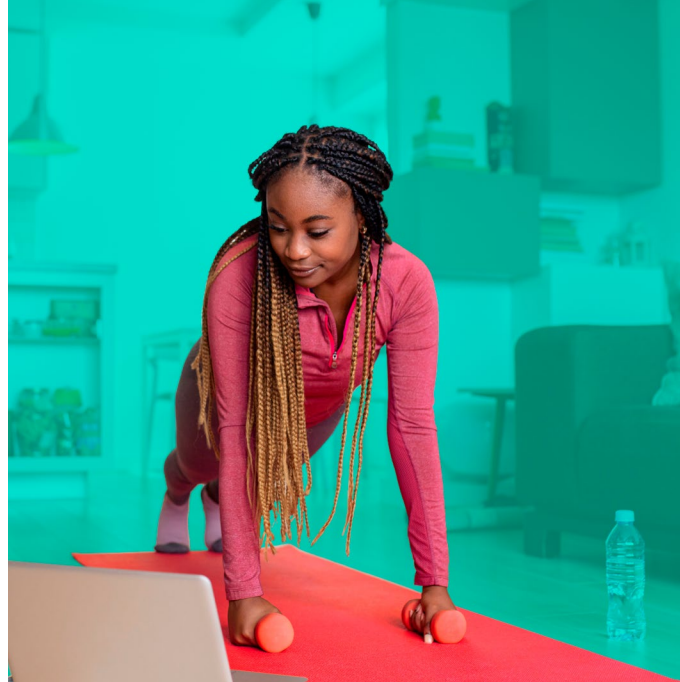
Email 3: Send 1 week before the challenge start date

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](#)

Wellbeats username and reset password information included in every email



You're invited to join a Challenge!

Join the Challenge



{{{company}}} has provided you with complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc.: a video streaming 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}}}.

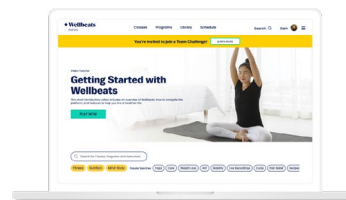
[Join Now](#)

Important: The {{{company}}} Challenge is available on the Wellbeats website portal only.

Your Username: {{{username}}}

New to Wellbeats Wellness or forgot your password? [Follow these steps](#) to reset your password.

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.



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 {{{company}}} Challenge today](#). Challenge ends on {{{challengeenddate}}}.

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 website portal](#) only.

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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



{{{company}}} has provided you with complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc.: a video streaming 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}}}.

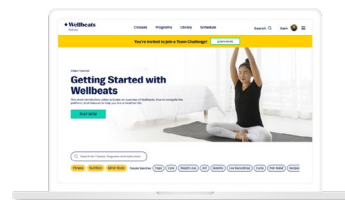
[Join Now](#)

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

Your Username: {{{username}}}

New to Wellbeats Wellness or forgot your password? [Follow these steps](#) to reset your password.

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.



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}}}? [Join the {{{company}}} Challenge today.](#)

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

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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



{{{company}}} has provided you with complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc.: a video streaming 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}}}.

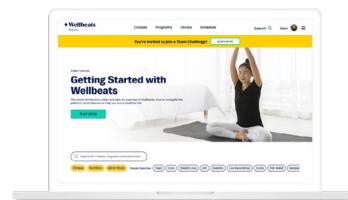
[Join Now](#)

Important: The {{{company}}} Challenge is available on the Wellbeats website portal only.

Your Username: {{{username}}}

New to Wellbeats Wellness or forgot your password? [Follow these steps](#) to reset your password.

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.



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.

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

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

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

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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



{{{company}}} has provided you with complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc.: a video streaming 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 🎉

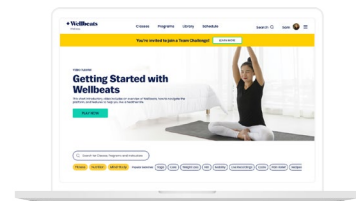
[Start Now](#)

Important: The {{{company}}} Challenge is available on the Wellbeats website portal only.

Your Username: {{{username}}}

New to Wellbeats Wellness or forgot your password? [Follow these steps](#) to reset your password.

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.



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}}}.

[Start building momentum today](#). You've got this!

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

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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



{{{company}}} has provided you with complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc.: a video streaming 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.

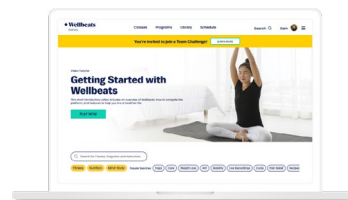
[Learn More](#)

Important: The {{{company}}} Challenge is available on the Wellbeats website portal only.

Your Username: {{{username}}}

New to Wellbeats Wellness or forgot your password? [Follow these steps](#) to reset your password.

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.



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

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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



{{{company}}} has provided you with complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc.: a video streaming 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.

[Learn More](#)

Your Username: {{{username}}}

New to Wellbeats Wellness or forgot your password? [Follow these steps](#) to reset your password.

Note: Your Wellbeats Wellness account has already been created for you by {{{company}}}. If you have any questions, please contact support@wellbeats.com.

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[Wellbeats Help Center](#)
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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



{{{company}}} has provided you with complimentary access to Wellbeats Wellness, a product of LifeSpeak Inc.: a video streaming 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}}}.

If you have any questions about this change, please reach out to your sponsoring organization.

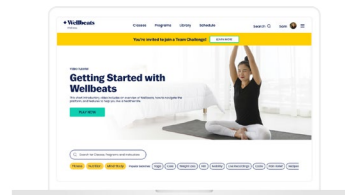
[Learn More](#)

Important: The {{{company}}} Challenge is available on the Wellbeats website portal only.

Your Username: {{{username}}}

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

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