



Wellness

# Re-Welcome Email Campaign

The Re-Welcome Email Campaign is an automated series of 6 emails to remind both new and existing members about Wellbeats and how to log in to their account. Each email in the campaign includes an unsubscribe link if a member would like to be removed from the campaign.

## How it Works

You select the date you would like email 1 to send\*. Emails 2-4 will send at 11am CST on a weekly cadence, and emails 5-6 will send at 11am CST on a monthly cadence (see a sample schedule on p. 2).

\*Based on research and best practices, we recommend sending email 1 on Tuesdays, Wednesdays, or Thursdays.



# Re-Welcome Email Schedule

## MONTH 1

S	M	T	W	T	F	S
		<b>1</b> Email 1 	2	3	4	5
6	7 Email 2 	<b>8</b>	9	10	11	12
13	14 Email 3 	<b>15</b>	16	17	18	19
20	21 Email 4 	<b>22</b>	23	24	25	26
27	28	29	30			

## MONTH 2

S	M	T	W	T	F	S
				31	32	33
34	35	36	37	38	39	40
41	42	43	44	<b>52</b> Email 5 	46	47
48	49	50	51			54
55	56	57	58			

## MONTH 3

S	M	T	W	T	F	S
				61	62	63
64	65	66	67	68	69	70
71	72	73	74	<b>82</b> Email 6 	76	77
78	79	80	81			84
85	86	87	88			

# Re-Welcome Email Campaign Best Practices

## 1 Send all 6 emails

Each of the emails within the Re-Welcome Campaign has a unique theme and highlights different features and benefits to using Wellbeats. Sending the entire campaign will ensure you are reaching members with different interests, ages, and abilities.

## 2 Co-brand with your company logo

Including your logo in the body of the email shows your buy-in and our overall partnership in helping your members live a healthier lifestyle. Select “Yes” to include your company’s logo in the [Re-Welcome 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 Re-Welcome Email Campaign Form. Under each email subject line, select the drop-down list and choose “Custom Subject Line” to add your information. [Re-Welcome Email Campaign Form](#).

### Examples of custom subject lines:

“Did you know? (Your Company Name) employees have access to Wellbeats on-demand fitness”

“(Your Company Name) Benefit Reminder: play on-demand fitness classes with Wellbeats”

**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 a direct email reminder to your members prior to the Re-Welcome Email Campaign**

Reminding your members about Wellbeats and letting them know they will be receiving an email from Wellbeats is highly encouraged for optimal engagement. Please copy and paste the email reminder template in the Re-Welcome Toolkit and send to your members prior to the launch of your Re-Welcome Email Campaign.

## Email 1

# Introduction to Wellbeats

### DAY SENT:

On day 1

### GENERAL MESSAGE:

Learn about Wellbeats and how to get started.

### DEFAULT SUBJECT LINE:

You're invited, {{firstname}}: support for your wellbeing

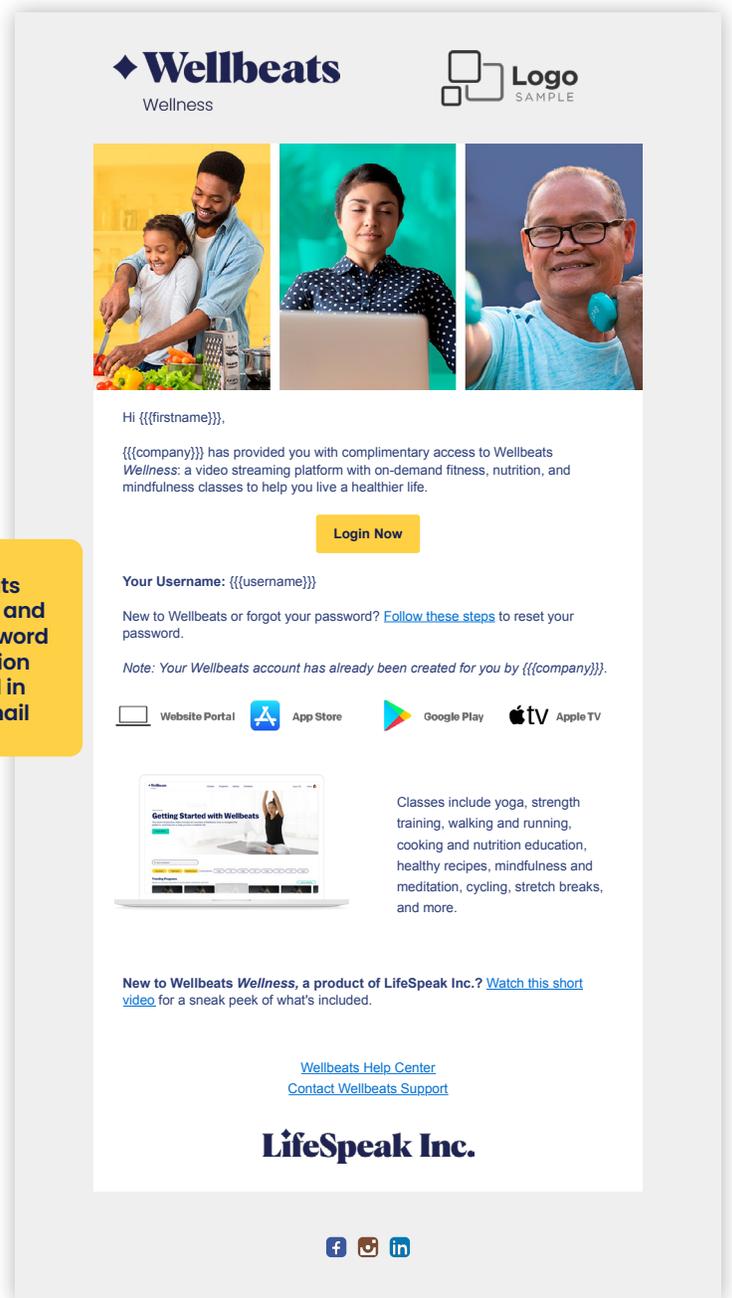
### PREHEADER TEXT:

Hi {{FirstName}},  
{{Company}} has provided you with access to on-demand fitness, nutrition, and mindfulness classes – at no cost to you.

(Not Customizable)

[View Email Template](#)

Wellbeats username and reset password information included in every email



## Email 2

# Wellbeing is for All

### DAY SENT:

On day 8

### GENERAL MESSAGE:

Everyone deserves the chance to live a healthier life. Explore a variety of class categories for all ages, abilities, and interests.

### DEFAULT SUBJECT LINE:

Your exclusive access to on-demand health and wellness

### PREHEADER TEXT:

Hi {{FirstName}}, {{Company}} has provided you with access to on-demand fitness, nutrition, and mindfulness classes for all ages, abilities, and interests.

(Not Customizable)

[View Email Template](#)



Hi {{{firstname}}},

Everyone deserves the chance to live a healthier life. That is why {{{company}}} has provided you with complimentary access to Wellbeats *Wellness*: a video streaming platform with on-demand fitness, nutrition, and mindfulness classes for all ages, abilities, and interests.

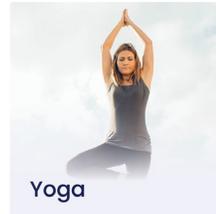
[Login Now](#)

Your Username: {{{username}}}

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

*Note: Your Wellbeats account has already been created for you by {{{company}}}.*

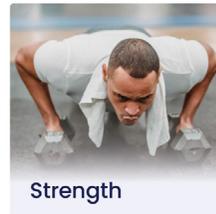
[Website Portal](#) [App Store](#) [Google Play](#) [Apple TV](#)



Relax your mind and body with yoga for all abilities from beginner to enthusiast. Classes include yoga sculpt, therapeutic yoga, ashtanga, hatha, vinyasa, and yin.

*"Great way to start the day."  
—Shelly, Wellbeats member*

[Play a Class](#)



Follow along to safe, expert-led exercises to build strength and improve balance and coordination.

*"Just what I needed to get the muscles going again."  
—Amanda, Wellbeats member*

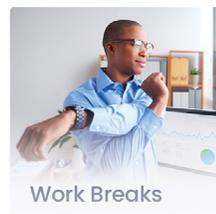
[Play a Class](#)



Explore delicious recipes and cooking demonstrations to nourish your body.

*"I'm always searching for great-tasting, nutritious, and easy recipes with simple ingredients. This fits the bill."  
—Michele, Wellbeats member*

[Play a Class](#)



Take a quick break during the work day with short exercises, stretches, and meditations to boost energy and relieve stress.

*"Great exercises to do between meetings."  
—Helena, Wellbeats member*

[Play a Class](#)

## Email 3

# Expert-Led Programs for Guidance and Support

### DAY SENT:

On day 15

### GENERAL MESSAGE:

Short on time or not sure where to start? Find expert-led programs to help you stay on track and reach your goals.

### DEFAULT SUBJECT LINE:

Need help starting a healthy routine, {{FirstName}}?

### PREHEADER TEXT:

Reach your goals with Wellbeats: free, on-demand health and wellness classes provided by {{Company}}.

(Not Customizable)

[View Email Template](#)



Hi {{{firstname}}}.

When you're short on time or not sure where to start, the Wellbeats *Wellness* on-demand health and wellness programs provided by {{{company}}} make it easy to stay on track.

[Join a Program](#)

Your Username: {{{username}}}

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

Note: Your Wellbeats account has already been created for you by {{{company}}}.

[Website Portal](#) [App Store](#) [Google Play](#) [Apple TV](#) [Apple TV](#)

Join a program today for guidance and support from top health and wellness experts:



**Create Your Calm**

**Create Your Calm Program**  
Two Weeks

Follow a schedule of short mindfulness, meditation, and breathing exercises to help you reset and de-stress.

*"Great way to recenter myself before a busy day."*  
—Debbie, Wellbeats member

[Join Program](#)



**Find Your Fit**

**Find Your Fit Program**  
Four Weeks

New to exercising or in a rut? Instructor Katie teaches you movements to kickstart your fitness journey and set you on a path to real results.

*"I enjoyed it and like the fact [that it shows] me how to work my body in ways that I can handle."*  
—Sarah, Wellbeats member

[Join Program](#)



**Nourish Your Everyday**

**Nourish Your Everyday Program**  
Two Weeks

Learn the basics of cooking and nutrition education, plus get a taste of delicious and healthy recipes.

*"Learning more new ways to get the nutrition I need."*  
—TJ, Wellbeats member

[Join Program](#)

## Email 4

# A Variety of Classes to Help You Stay Well

### DAY SENT:

On day 22

### GENERAL MESSAGE:

Get a sneak peek of classes to help you stay well.

### DEFAULT SUBJECT LINE:

For {{FirstName}}: health and wellness for a strong body and mind

### PREHEADER TEXT:

Explore on-demand fitness, nutrition, and mindfulness classes with your complimentary Wellbeats account provided by {{Company}}.

(Not Customizable)

[View Email Template](#)



Hi {{{firstname}}},

{{{company}}} wants to remind you about your complimentary access to Wellbeats *Wellness*: a video streaming platform with on-demand workouts, nutrition, and mindfulness classes to help you feel your best.

[Login Now](#)

Your Username: {{{username}}}

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

*Note: Your Wellbeats account has already been created for you by {{{company}}}.*

[Website Portal](#) [App Store](#) [Google Play](#) [Apple TV](#) [Apple TV](#)

### For when you hit that afternoon slump:



Brain Games  
5 mins | ★ 4.6 (224)

This quick break challenges your coordination, balance, and focus.

*"Love this quick class! It stimulates the mind and body during a busy day at the office."*  
—Breanna, Wellbeats member

[Play Now](#)



Ocean Breath  
5 mins | ★ 4.7 (373)

Learn the practice of ocean breath to bring more calm and energy wherever you are.

*"I really like the comparison of ocean waves. It makes the breaths seem more relaxing."*  
—Connie, Wellbeats member

[Play Now](#)



Break Time  
2 mins | ★ 4.6 (1208)

Boost energy between meetings or whenever you need a quick break.

*"Definitely helpful in the afternoon when you've been sitting for awhile."*  
—Lauren, Wellbeats member

[Play Now](#)

### For when you need to recover after a workout:



Post-Workout Stretch  
10 mins | ★ 4.6 (695)

This post-workout stretch opens up tight muscles after high-impact or resistance workouts.

*"Very helpful and relaxing."*  
—Eric, Wellbeats member

[Play Now](#)



Learn how to replenish energy stores in your body to help reduce inflammation with this healthy citrus

## Email 5

# How to Stay Motivated and Inspired on Your Wellness Journey

**DAY SENT:**

On day 52

**GENERAL MESSAGE:**

Explore features to help you celebrate your progress and stay on track.

**DEFAULT SUBJECT LINE:**

Struggling to stay motivated, {{FirstName}}?

**PREHEADER TEXT:**

Get expert-led fitness and wellness support with your free Wellbeats account provided by {{Company}}.

(Not Customizable)

[View Email Template](#)



Hi {{firstname}},  
Celebrate your progress no matter where you are in your journey. {{company}} has provided you with free, unlimited access to Wellbeats *Wellness*: a video streaming platform for health and wellness to help you live a healthier life.

[Login Now](#)

Your Username: {{username}}  
New to Wellbeats or forgot your password? [Follow these steps](#) to reset your password.  
*Note: Your Wellbeats account has already been created for you by {{company}}.*

[Website Portal](#) [App Store](#) [Google Play](#) [Apple TV](#)



Classes include yoga, HIIT, walking and running, cooking and nutrition education, healthy recipes, mindfulness and meditation, cycling, stretch breaks, and more.



### Stay Motivated

[Join programs](#) for expert-led guidance and support to reach your goals.



### Get Inspired

[Add classes to your calendar](#) and invite others to join.



### Celebrate Progress

[Track your results](#) and activity.

Interested in learning more about Wellbeats *Wellness*, a product of LifeSpeak Inc.? [Watch this short video](#) from Instructor Mark to help you get started.

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

**LifeSpeak Inc.**

## Email 6

# The Importance of Taking Care of Yourself

### DAY SENT:

On day 82

### GENERAL MESSAGE:

Reduce stress and take care of your mind and body through health and wellness.

### DEFAULT SUBJECT LINE:

Don't forget to take time for you today, {{FirstName}}

### PREHEADER TEXT:

{{Company}} has provided you with complimentary access to Wellbeats: a video streaming platform with fitness, nutrition, and mindfulness classes to help you take care of yourself.

(Not Customizable)

[View Email Template](#)



Hi {{firstname}},

It's not easy dealing with stress and overwhelm. That is why {{company}} has provided you with complimentary access to Wellbeats *Wellness*: a video streaming platform with fitness, nutrition, and mindfulness classes to help you take care of yourself.

[Login Now](#)

Your Username: {{username}}

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

*Note: Your Wellbeats account has already been created for you by {{company}}.*

[Website Portal](#) [App Store](#) [Google Play](#) [Apple TV](#)



Classes include yoga, strength training, walking and running, cooking and nutrition education, healthy recipes, mindfulness and meditation, cycling, stretch breaks, and more.

New to Wellbeats *Wellness*, a product of LifeSpeak Inc.? [Watch this short video](#) from Instructor Mark to help you get started.

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

**LifeSpeak Inc.**

