



Wellness

Welcome Email Campaign

The Welcome Email Campaign is an automated series of 6 emails to introduce your virtual wellness offering to your members and encourage them to log in to their account. After logging in, a member exits from the campaign. Each email in the campaign includes an unsubscribe link if a member would like to be removed from the campaign.

How it Works

You choose which day you would like to start the campaign. This is the day an eligibility file will upload in the system and trigger Email 1 to send. By default, emails 2-4 are scheduled to send at 11am CST on a weekly cadence, and emails 5-6 are scheduled to send at 11am CST on a monthly cadence (see a sample schedule on p. 2). You can customize when you would like each email in the campaign to send to align with your own wellness strategy and initiatives.



Welcome Email Schedule (Default)

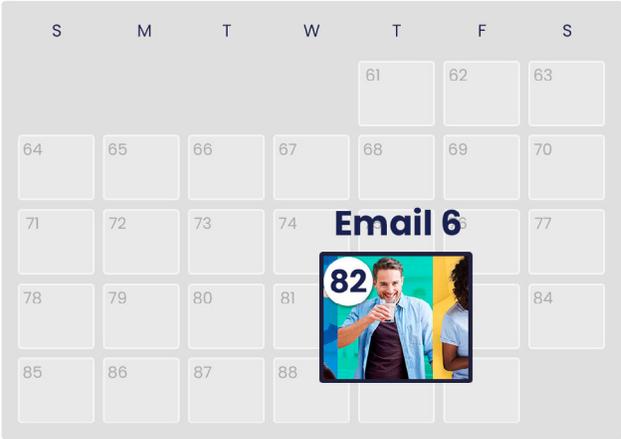
MONTH 1



MONTH 2



MONTH 3



Welcome Email Campaign Best Practices

1 Send all 6 emails

Each of the emails within the 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. To include your logo in the email campaign, please check the box “I would like to include my company logo” in the [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 and email send dates

Customize your subject lines to help increase open rates. Customize by filling in the box titled “Custom Subject Line” under each email in the Welcome Email Campaign Form.

Examples of custom subject lines:

“(Your Company Name) employees now have exclusive access to Wellbeats on-demand fitness!”

“New employee benefit for (Your Company Name) employees: Wellbeats!”

You can also customize when you would like each email to send to align with your own wellness strategy and initiatives. Customize by selecting your requested date under each email in the Welcome Email Campaign Form.

Email 1

Introduction to Wellbeats

TIME SENT:

Sent on Week 1 (by default)

GENERAL MESSAGE:

Overview of new Wellbeats virtual wellness offering and how to access their account

DEFAULT SUBJECT LINE:

Welcome to Wellbeats,
{{First Name}}

[Click to view full email](#)

Custom login credentials displayed here in every email.



Welcome to Wellbeats *Wellness*, {{firstname}}!

Wellbeats is your virtual wellness offering to help you live a healthier life.

This includes:

- 1,200+ high-quality workouts including yoga, HIIT, strength training, walking and running, barre, Pilates, and cycling
- 60+ programs to help you reach your goals
- Nutrition education and healthy recipes
- Mindfulness and meditations
- Stretching and recovery
- 1-5 minute work breaks
- *and more!*

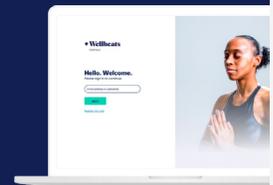
Play classes for all ages, levels, abilities, and interests right at your fingertips anytime, anywhere.



Your Login Credentials

Username: {{username}}

Password: {{auth}}



Here's how to get started:

On a Computer

Visit the Wellbeats website portal: portal.wellbeats.com

On a Phone or Tablet

Download the Wellbeats app on [iOS](#) or [Android](#)

On a TV

Download the Wellbeats app on [AppleTV](#)



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

Email 2

Wellbeats Programs

TIME SENT:

Sent on Week 2 (by default)

GENERAL MESSAGE:

Stay motivated with a variety of health and wellness programs

DEFAULT SUBJECT LINE:

Reaching Your Health Goals Just Got Easier

[Click to view full email](#)



Looking for an extra burst of motivation?

Whether you're seeking weight management, improved fitness, stress release, better nutrition, or more energy, the Wellbeats *Wellness* programs can help you reach your goals easier and faster than ever.

Wellbeats programs include a schedule of classes to keep you on track and guide you to the results you're looking for.

Examples include:



Get Started Program – 4-week plan of beginner-friendly classes with minimal equipment



Get Fit 1 Program - 4-week plan to increase cardio fitness, muscle strength and endurance



Relieve Stress Program – 4-week plan to release tension and stress in both mind and body



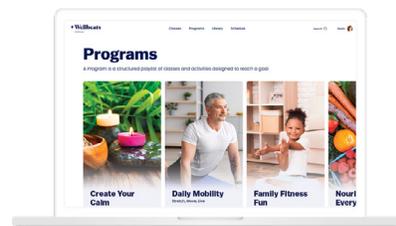
Nourish Your Everyday Program – 2-week plan to learn the basics of healthy eating and recipe ideas



Yoga at Home Program – 4-week plan for more balance and restoration through the practice of yoga



Train for a 10K Program – 8-week plan to build endurance and progress into running a 10K



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Email 3

Variety of Classes

TIME SENT:

Sent on Week 3 (by default)

GENERAL MESSAGE:

Discover a variety of fitness, nutrition, and mindfulness classes to live a healthier life

DEFAULT SUBJECT LINE:

Ready for a change, {{First Name}}?

[Click to view full email](#)



Ready for a change?

Find new ways to feel your best with Wellbeats *Wellness*.

Sweat the Stress Away



Find mood-boosting workouts including HIIT (high intensity interval training), strength training, barre, cycling, kickboxing, dancing, and more!

Fuel Your Body



Discover more energy and focus with healthy eating tips and recipes from top nutrition education experts and chefs!

Clear Your Mind



Take a breather and reset with everything from mindfulness and meditation classes to restorative yoga and quick office stretch breaks.

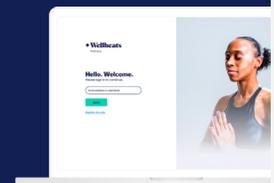
Explore 1,200+ fitness, nutrition, and mindfulness classes to find what's right for you!



Your Login Credentials

Username: {{username}}

Password: {{auth}}



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Email 4

Personalized Experience

TIME SENT:

Sent on Week 4 (by default)

GENERAL MESSAGE:

Discover recommended fitness, nutrition, and mindfulness classes based on your personal goals, interests, and abilities

DEFAULT SUBJECT LINE:

Discover recommended workouts picked just for you, {{First Name}}

[Click to view full email](#)



We want to learn more about you, {{{firstname}}}

Feeling stuck or not sure where to start? You can receive recommended fitness, nutrition, and mindfulness classes with Wellbeats *Wellness*. All classes are picked just for you based on your personal goals, interests, and abilities.



Here's how it works:

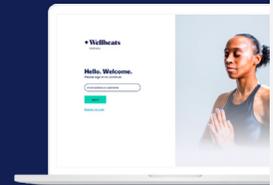
1. Log in to your Wellbeats account
2. Select **Profile** in the dropdown menu, then select **About Me** and complete the survey
3. Once complete, you will receive recommended classes picked just for you!



Your Login Credentials

Username: {{{username}}}

Password: {{{auth}}}



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Email 5

Family Health and Wellness

TIME SENT:

Sent in Month 2 (by default)

GENERAL MESSAGE:

Find Health and Wellness classes for all members of the family and seasons of life

DEFAULT SUBJECT LINE:

Let's get moving - together!

[Click to view full email](#)



Stay healthy together with your Wellbeats Wellness virtual wellness offering!

From kids to seniors, all members of the family can stay healthy together at home or on-the-go.



Kids Classes: Move, play, and have fun with classes for all kids including those with disabilities. Includes a unique blend of structured and unstructured play to help kids feel comfortable, confident, and grow healthy and strong.

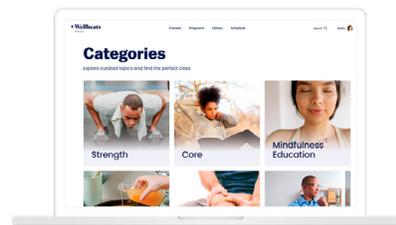


Pre and Postnatal Classes: Build stamina, improve posture, and feel your best with safe exercises and nourishing recipes.



Classes for Seniors: Discover options for low impact, mind-body connection, injury prevention, balance, and mobility.

Explore 1,200+ fitness, nutrition, and mindfulness classes for all ages, levels, abilities, and interests.



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Your Login Credentials

Username: {{{username}}}

Password: {{{auth}}}



Email 6

New Virtual Wellness Offering Reminder

TIME SENT:

Sent in Month 3 (by default)

GENERAL MESSAGE:

Final reminder of new available virtual wellness offering and what's included

DEFAULT SUBJECT LINE:

[Pending] Your Fitness and Wellbeing Benefit from {{Customer Name}}

[Click to view full email](#)



Did you know?

Your Wellbeats *Wellness* account is still active—and waiting for you! Wellbeats is your virtual wellness offering to help you live a healthier life.

This includes:

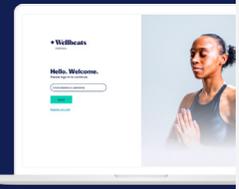
- 1,200+ high-quality workouts including yoga, HIIT, strength training, walking and running, barre, Pilates, and cycling
- 60+ programs to help you reach your goals
- Nutrition education and healthy recipes
- Mindfulness and meditations
- Stretching and recovery
- 1-5 minute work breaks
- *and much more!*



Your Login Credentials

Username: {{{username}}}

Password: {{{auth}}}



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Actual design and navigation may vary depending on your device.

LifeSpeak Inc.