

# **2025 Marketing Kits** and Wellbeats-Hosted **Campaigns Calendar**

Marketing kits are self-service toolkits promoting a wellness initiative each month. Each kit includes turnkey resources to aid in internal communication with your members.

#### ♦ Wellbeats-Hosted Quarterly Campaigns (client opt-in)

Once per quarter, clients can opt-in for Wellbeats Wellness to promote the monthly marketing kit theme on their behalf. The campaign includes two co-branded direct-to-member emails from Wellbeats Wellness and a prize raffle across all participating clients' members.

For questions about marketing kits and campaigns in 2025, please contact clientservices@wellbeats.com.

# **JANUARY Starting Fresh**



Motivate members to start the new year with healthy routine. Set a new year resolution focused on wellnesss.

### **FEBRUARY Heart Health**



Spread awareness on the importance of cardiovascular health. This toolkit provides resources for a strong and healthy heart.

### MARCH





Educate members on how to make informed food choices. This toolkit provides resources to learn the basics of healthy eating and nutrition.

#### **APRIL Financial Health**



Give members access to resources that provide guidance on budgeting, saving, reducing financial stress, and building a healthier relationship with money.





#### **Mental Health Awareness**

Raise awareness about the importance of mental health. This toolkit provides resources to prioritize mental health and wellbeing.



# **Physical Wellbeing** & Preventive Health

Encourage regular physical activity with fitness challenges, workout programs, and group exercise classes.

# JULY Mind-Body & **Mindfulness**



Support mental wellbeing through exercise. This toolkit provides resources to promote the impact of physical activity on mental health.

# AUGUST ♦Q3





**Healthy Together** Focus on the importance of working together and building meaningful

connections with others around you. This toolkit provides resources to support team efforts and engagement.

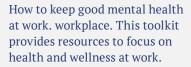
#### **SEPTEMBER**



#### Stress and Resilience

Share strategies to cope with stress and anxiety. This toolkit provides resources to manage stress and improve everyday living.

#### **OCTOBER Mental Health & Wellbeing at Work**



# **NOVEMBER** Selfcare



Share resources that encourage daily habits like movement, mindfulness, and rest, empowering members to prioritize themselves and recharge in a balanced and sustainable way.

# **DECEMBER Healthy Holidays**



Highlighting strategies to navigate the holiday period by making healthy choices. This toolkit will provide resources on finishing the year with wellness in mind.