FROM ATTENTION TO ACTION: YOUR GUIDE TO EMPLOYEE COMMUNICATION CAMPAIGNS
INTRODUCTION

Chances are your company’s marketing team stopped delivering information to prospective customers in detailed paper documents long ago. Today’s marketing teams engage prospective customers by delivering content via marketing campaigns. These campaigns deliver snackable bites of useful content in a strategic order that guides the prospective customer to a goal—usually filling out a form or buying a product.

These types of campaigns can be equally effective for communicating with your employees. If you want to guide your employees to better engagement with your company, this ebook is for you. Read on to see how HR professionals like you can use campaigns to better educate, engage, and retain employees.

As you read this, keep in mind that marketers have evolved best practices over a period of years. They’ve also taken advantage of new systems that help make effective campaigns a reality. At the end of this ebook, we describe tools that can help you get started.
WHAT IS A CAMPAIGN?

Simply put, a campaign is a method of delivering information to people over time. The goal of a campaign is for the recipient to take action. A consumer electronics company, for example, might have a fairly simple goal of getting the recipient to buy a product. A company that sells to businesses may want the recipient to provide their contact information or to sign up for a demo of their product. And non-profits sometimes use campaigns to get recipients to donate to their organizations.

Marketing campaigns are composed of a series of messages that are delivered to consumers over a period of time. The best campaigns use multiple vehicles, or “channels,” to get information to their audience. E-mail, web advertisements, and social media are the most common digital channels. The information is delivered in multimedia formats, from video to infographics and simple text-based documents.

A campaign, however, is more than just a hodgepodge of messages strung together or the same exact message sent over and over again in different formats. To be effective, campaigns need to strike a balance between repetition and variation, working together to achieve three key goals:

- Inspire the audience
- Inform them of what they need to do
- Reinforce (over time) the value of taking the desired action

A strong marketing campaign creates a cohesive experience that puts the consumer at the center, establishes continuity between messages, and provides relevant information at all times.
WHAT DO CAMPAIGNS HAVE TO DO WITH HR?

So how and why should HR utilize campaigns for communication when there’s nothing to sell? What’s the ROI?

In reality, there is something valuable to sell—your company. Your product is all the reasons that your company is an appealing place to work. Great benefits. Competitive compensation. Fun events. Continuing growth and education. A caring culture—the list goes on and on. The ROI from making this “sale” (through engaging employees and keeping their attention) is better retention, higher productivity, and increasing your ability to attract top talent.

In order to realize this valuable ROI, you have sustain employee attention and get them to take action. This is where campaigns come in.

Your employees experience digital campaigns in their personal lives as consumers, and they’ve grown to expect the always-relevant, easy-to-access, and engaging experience that these campaigns deliver. These expectations have crossed over into the workplace, and employees expect a similar experience from their employers. They want their employers to provide information to them in small pieces, over time, using the digital channels that are part of their everyday lives. If employers fail to deliver on these expectations, employees are likely to ignore—or simply miss—their messages.

The old self-service approach to employee communications—with intranet portals and lengthy emails sent out once or twice a year—is no longer connecting employees to your programs. Recent research by IDG has revealed that roughly 60% of employees find their employer’s communications difficult to access and understand. Building marketing-minded digital campaigns into your communication strategy can change that.
HOW TO BUILD A CAMPAIGN

To start building digital campaigns into your employee communication strategy, use this helpful guide:

- **Establish Your Goal (Business Result)**
  - Nailing down a specific goal is key to creating a focused and cohesive campaign. Examples of goals include: increasing enrollment in a particular benefit plan, achieving 100% participation in a program, or improving employee perception of a program, like compensation.

- **Define and Segment Your Audience**
  - Defining and segmenting your audience ensures you are reaching the right people—and only the right people. For example, this could include sending announcements for pre-retirement planning events only to employees that are nearing retirement age. Trust is a key piece of effective employee communication, and if you send information to employees that is not pertinent to them, you will quickly erode that trust.

- **Engage Using a Variety of Content Formats**
  - Effective content is bite-sized and focused. Think of the extreme popularity of short-form cooking videos, memes, and listicles that dominate social media feeds these days. To reach different types of learners, you need multiple formats of content that are essential to employee communication.

- **Deliver Using Multiple Communication Channels**
  - Communication channels are the vehicles that connect employees to your content. Without the right mix, your message might not be heard. Common channels include e-mail, posters and postcard, and people, like your managers. To reach different audience segments, you need multiple communication channels that are essential to employee communication.

- **Analyze Results and Iterate**
  - Communication is continually evolving so it’s important to track the success of your efforts. For example, how many employees you’re reaching, how they’re interacting with your content, and are they taking the actions you’re looking for. Analyzing what worked or could be improved to help you adapt to changing employee expectations and continually refine your approach.

**Examples**

- Increasing Enrollment
- 100% Participation
- Improving Employee Perception
- Retirement Age
- New Hires
- Satellite Locations
- Short-Form Videos
- Memes
- Listicles
- Posters
- Postcards
- Email
- Reach
- Interaction
- Actions
SUMMARY

Employee expectations for workplace communication are shaped by their experiences as consumers outside the workplace. By adopting tactics from marketing like digital multi-channel campaigns, HR leaders can greatly improve the effectiveness of their communication efforts and drive more ROI from their programs.

GuideSpark Communicate Cloud empowers companies to engage employees with consumer-grade content experiences and communication campaigns that match the effectiveness of marketing initiatives. GuideSpark Communicate Cloud SaaS solutions give HR teams everything they need to implement effective communication campaigns and measure the results, including:

- Dynamic landing pages fully built-out with interactive content, including short form videos, infographics, downloadable charts, and more
- Pre-configured multi-channel campaign calendars with multi-format messages easily tailored to specific employee segments
- Engagement analytics to guide optimization
- Customer success management, including guidance from a communication strategist

With GuideSpark, HR can effectively capture employee attention, simplify complex information, convey program value, and drive participation.
ABOUT GUIDESPARK

GuideSpark is the leader in employee communication software, with over 600 customers who use its solutions to effectively engage over 10 million employees and achieve HR program adoption goals. GuideSpark is the only company that blends SaaS technology and innovative, consumer-grade content that inspires, informs, and reinforces the employer value proposition. To learn more about how you can transform your employee communication, visit http://www.GuideSpark.com