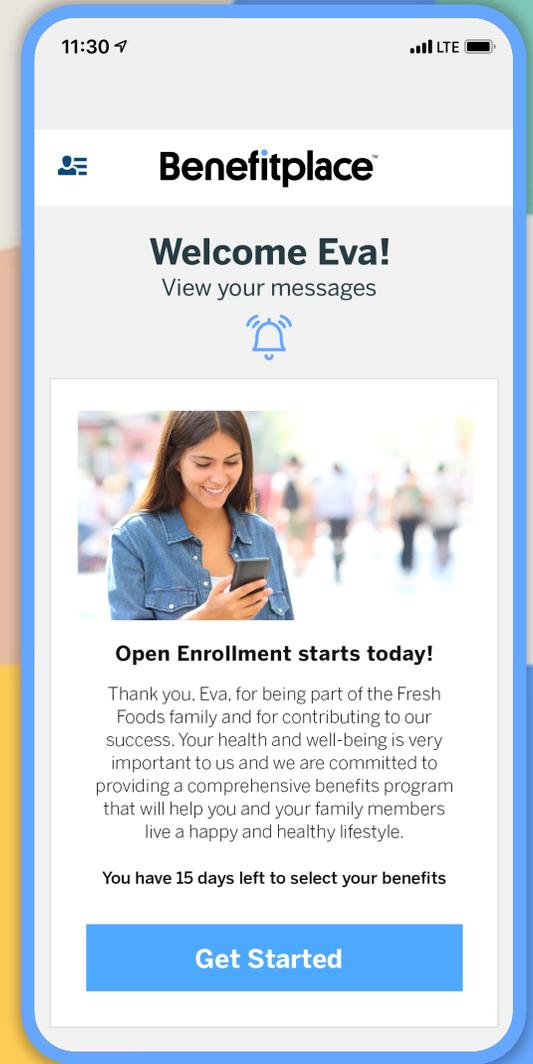


# Open Enrollment Success Kit

Tactics & Timeline

**Benefitfocus** for *life*<sup>™</sup>



# Determining the Right Approach

How do you determine the best communication tactics to use for your audience(s)?

Take an insightful approach with an **Impact vs. Effort Matrix**, an exercise that helps you compare tactics based on the level of effort or cost to its impact.

Use the template on the next slide to familiarize yourself with the matrix. Then, it's your turn to build your own.

## Example Communication Tactics:



Video



Posters &  
Flyers



Webpage



Social  
Media



SMS  
Text



Email



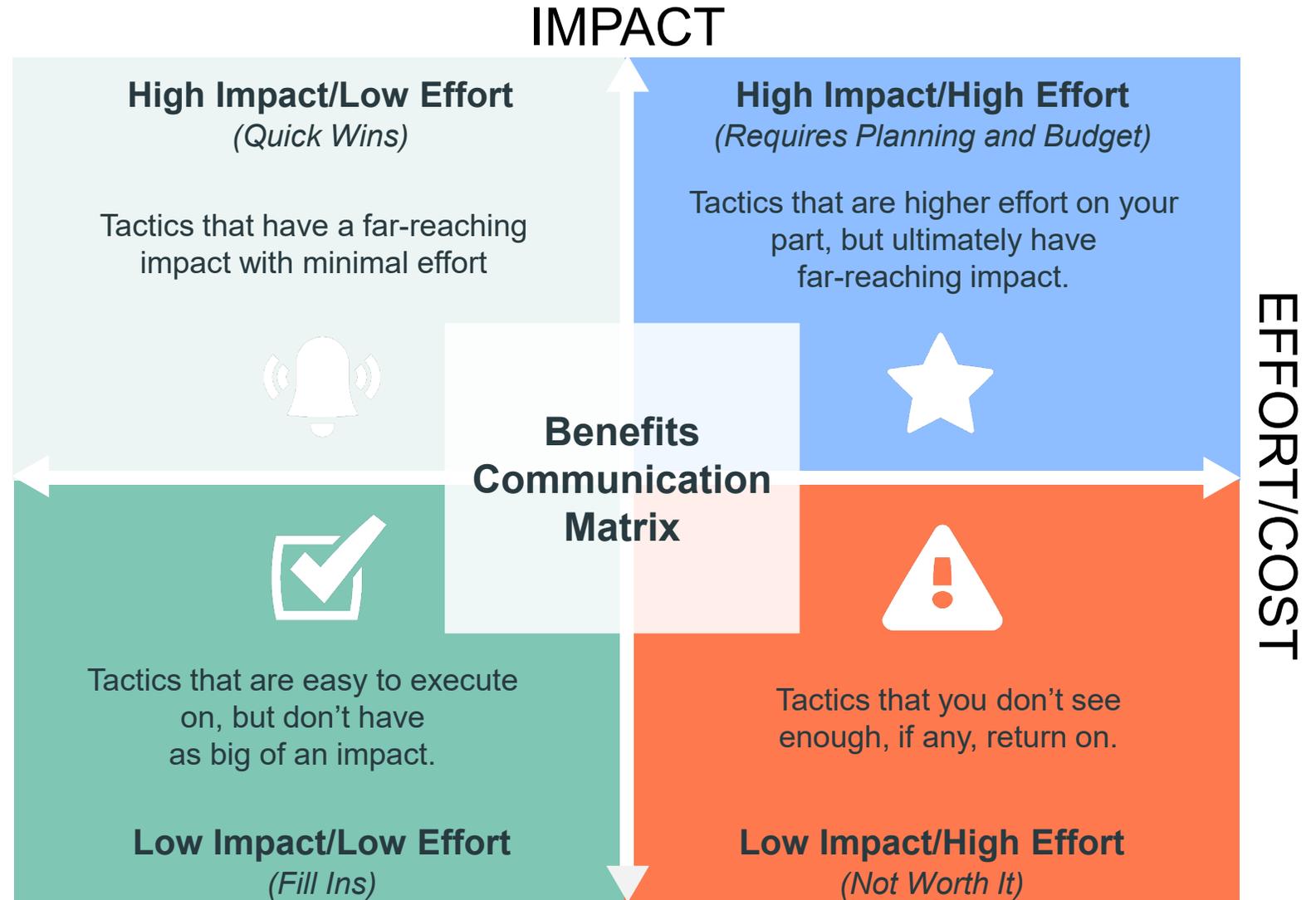
Benefit Fairs/  
Other Events



Webinars

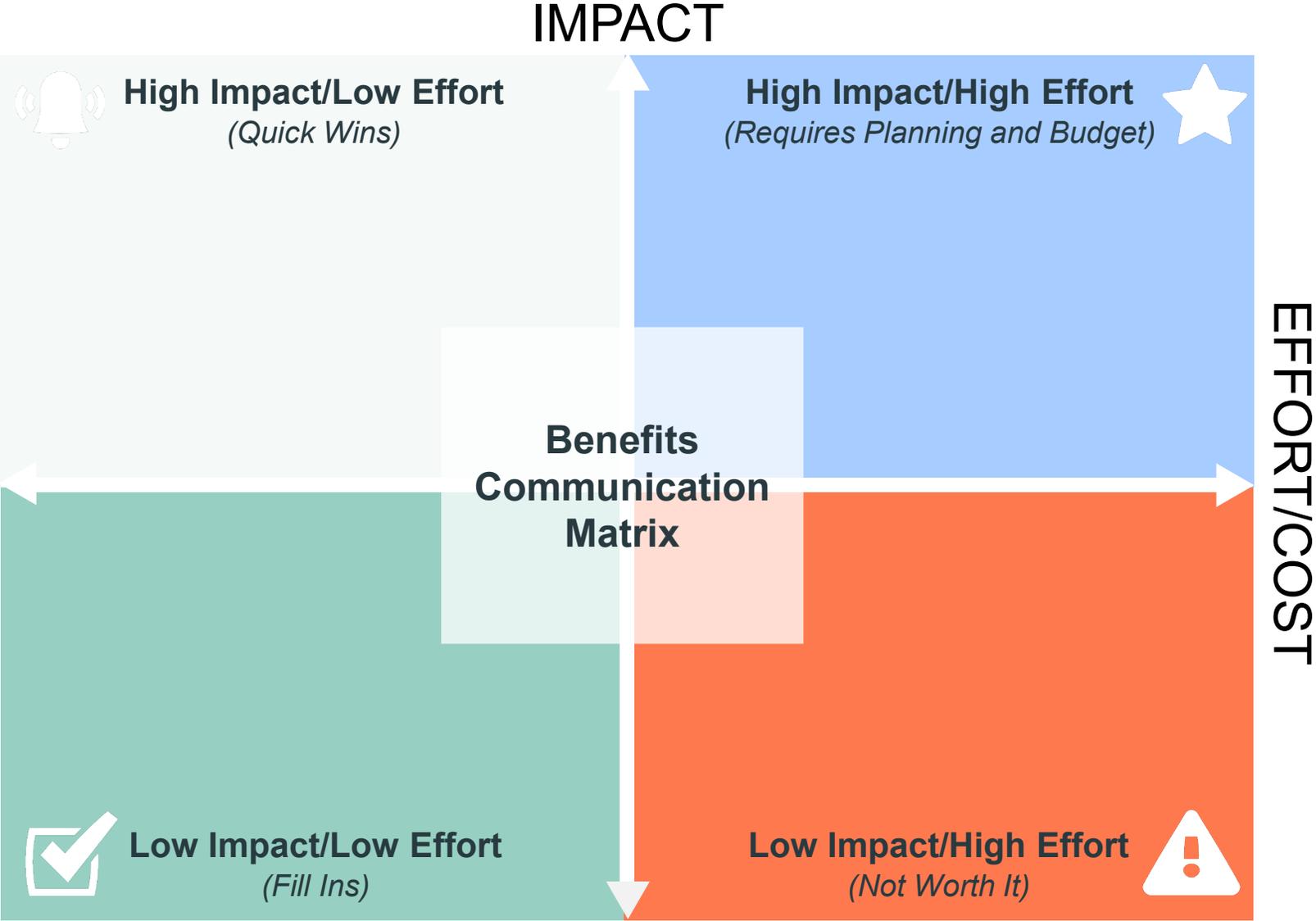
# Impact vs. Effort Matrix

Here is how you should approach each quadrant of the matrix:



# Now, it's your turn!

Map out the tactics you currently use on the matrix:



# Open Enrollment Communication Timeline

*Set deadlines for executing tactics by mapping them out in a timeline.*

Depending on the size or variation of your audience and objectives, you could have multiple messages across your communications campaign. By outlining your communication tactics in a timeline, you have an organized set of deadlines with a plan of action for each message.

Find an example of an open enrollment communications campaign plan mapped out by three different audience segments on the next slide. Then, it's your turn!

## **Instructions:**

**Think about your top three workforce segments. Then, based on the matrix you designed earlier, map out your communication tactics in the timeline for each audience by week leading up to, during and post-open enrollment.**

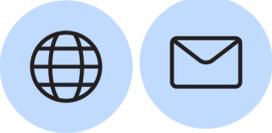
# Example: Open Enrollment Communication Timeline

|  | 4 Weeks Before OE | 3 Weeks Before OE | 2 Weeks Before OE | 1 Week Before OE | OE: Week 1 | OE: Week 2 | 1 Week Post-OE |
|--|-------------------|-------------------|-------------------|------------------|------------|------------|----------------|
|--|-------------------|-------------------|-------------------|------------------|------------|------------|----------------|

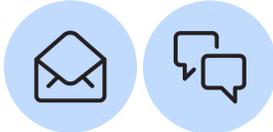
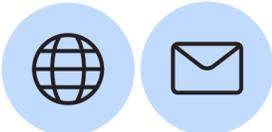
**Segment 1**  
Millennials



**Segment 2**  
Baby Boomers



**Segment 3**  
Retail Associates



# Open Enrollment Communication Timeline

| Top 3 Workforce Segments | 4 Weeks Before OE | 3 Weeks Before OE | 2 Weeks Before OE | 1 Week Before OE | OE: Week 1 | OE: Week 2 | 1 Week Post-OE |
|--------------------------|-------------------|-------------------|-------------------|------------------|------------|------------|----------------|
| Segment 1                |                   |                   |                   |                  |            |            |                |
| Segment 2                |                   |                   |                   |                  |            |            |                |
| Segment 3                |                   |                   |                   |                  |            |            |                |