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Enrollment Marketing Toolkit:

Boosting awareness and engagement
for your employees and their families



You already have
Cleo—let's make
sure they know.



- Cleo is available at no cost to employees
- It's a global benefit supporting diverse needs across life stages
- But awareness ≠ enrollment—here's how we help

Why enrollment matters

- Higher enrollment = more families supported + stronger ROI
- When employees know about Cleo, they use it
- Cleo usage = increased satisfaction, retention, and wellbeing



Monthly Content Kits

What's included each month:

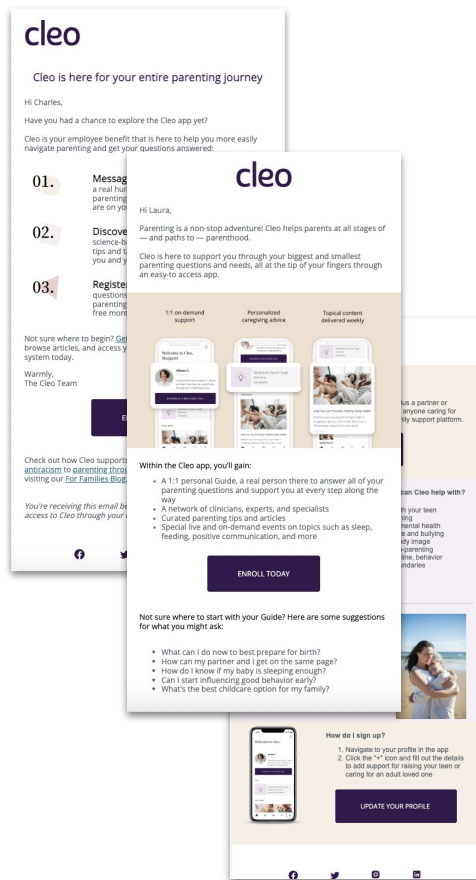
- ➔ Timely webinar + registration assets
- ➔ Parenting & caregiving quick tips
- ➔ Messaging for Slack, intranet, and more
- ➔ One-pagers and value-add guides

 hicleo.com/webinars



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Enrollment Marketing: eMail Messaging from Cleo



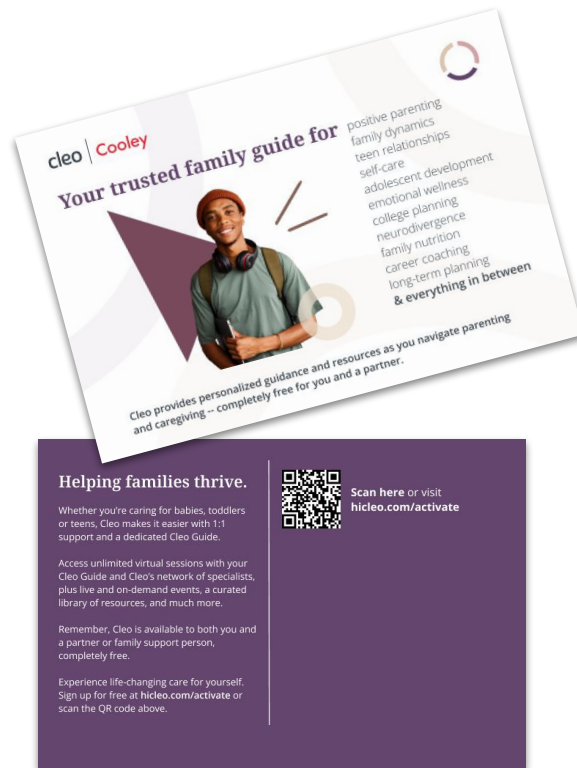
When clients provide **e-files** in combination with targeted leave administration files, Cleo can create and send engaging emails to help **drive enrollment** and awareness.

Results:

- **80%** e-mail open rate
- **+30%** enrollments
- **44%** average conversion

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Enrollment Marketing: Direct Home Mailers

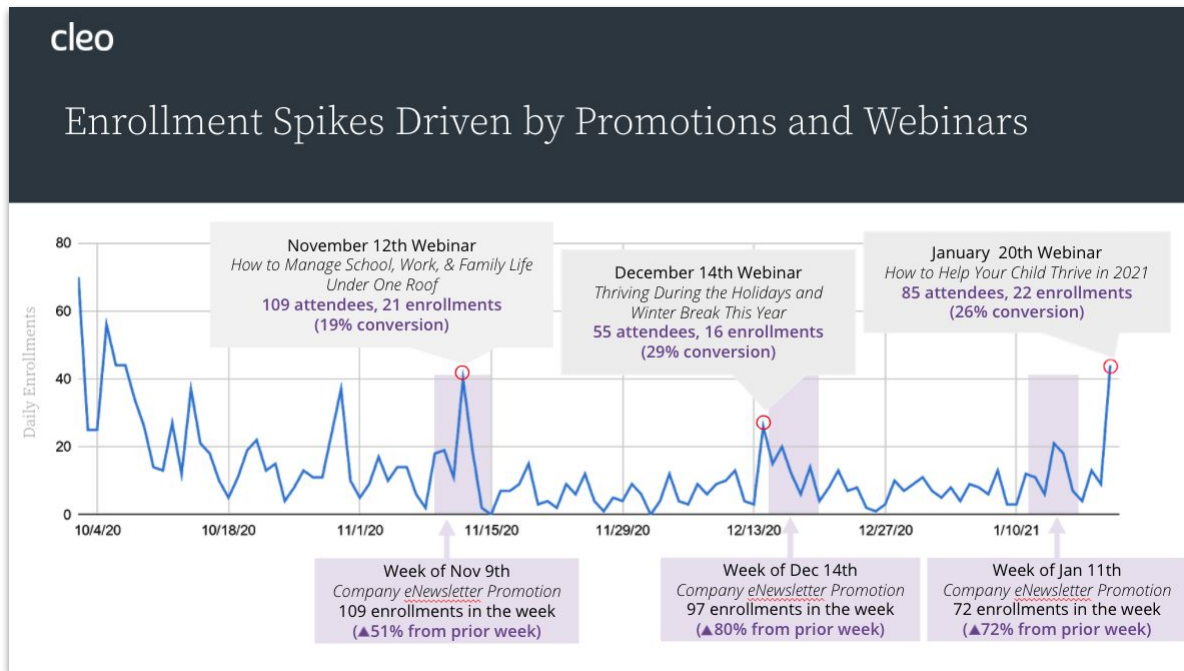


When employers leverage home mailers with digital outreach, it increases awareness with employees, as well as increasing visibility of the benefit to partners and family members at home who are eligible for Cleo.

Results:

When used to communicate Cleo at launch, an average of **42% of total enrollments were attributed to home mailers.**

Enrollment Marketing: Company- driven email newsletters



Employers who feature webinar promotions within their all-company newsletter the week prior have seen up to an **80% increase in enrollments** week-over-week.

What Communication Channels Work Best?

Let's meet your people where they are:

- Email (yours or Cleo's)
- Internal messaging (Slack/Yammer)
- Intranet:
 - Cleo page
 - Banners
 - Cross-links with related benefits
- Leave of absence touchpoints
- Home mailers and posters
- Benefit fairs or ERG events
- Lactation room signage
- Cross-vendor campaigns

Communications Templates

Communications can be customized to a target audience using existing communications templates:

- eMail Copy
- Internal Messaging Copy - Long Version (Slack, Yammer, etc.)
- Internal Messaging Copy - Short Version (Slack, Yammer, etc.)
- Employee Handbook - Full Description
- Employee Handbook - Short Summary



Get the text document today: [Click here!](#)

Fresh Messaging That Works



Key messages to help employees take action:

- “You already have access—sign up now.”
- “Cleo is global and available to all employees and their families.”
- “FREE, unlimited support, already paid for by your employer.”
- “Personalized guidance for self-care, parenting, caregiving, and more.”

Real Copy + Creative Preview

Direct Mail

Helping working families thrive.

Announcing a new employee benefit to support working families! Cleo makes caring for your loved ones easier through one-to-one guidance from a dedicated Cleo Guide, unlimited virtual sessions with Cleo's network of caregiving experts, live and on-demand events, a curated library of resources, and so much more. For questions big and small, you can turn to Cleo.

Available to both employees and a partner or family support person, all services through Cleo are fully paid for by your employer. **Sign up for free today.**

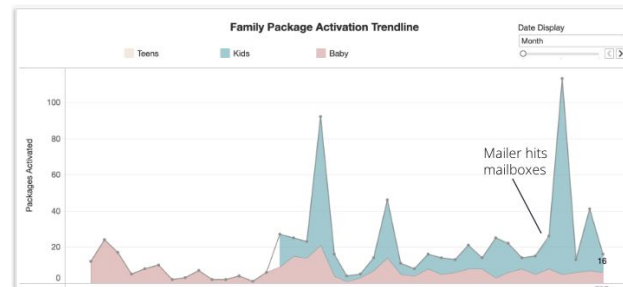


Scan here or visit hicleo.com/activate to get started.

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For every question, for every moment,
for every family, **Cleo is there.**

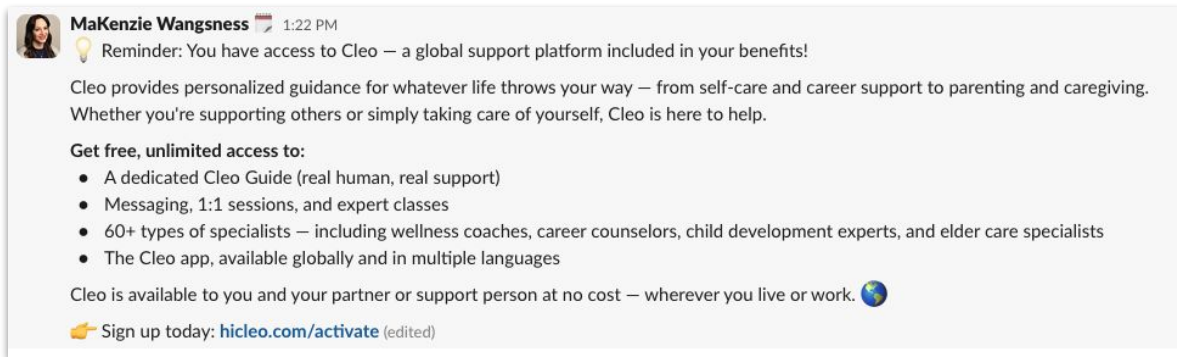
From family planning and pregnancy through raising infants, toddlers and teens and even caring for adult loved ones, you can turn to Cleo for personalized support for everyday moments, pivotal family decisions, and everything in between. Cleo is fully covered by your employer as part of your employee benefits package.



Cleo's Enrollment Marketing team will create mailers, execute direct mail campaigns, and track metrics to understand campaign success. Our team can also provide you the creative assets for your team to send directly.

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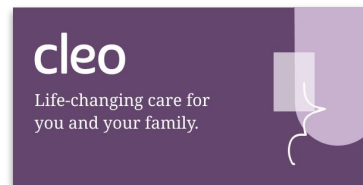
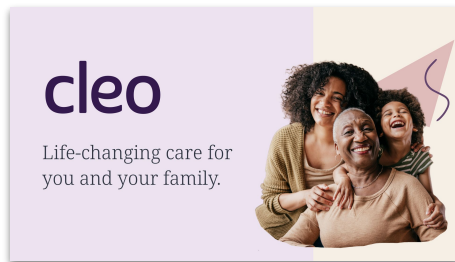
Instant Messaging



Cleo's Enrollment Marketing team has created communications for every channel, including shorter versions designed specifically for your internal instant messaging such as Slack, or Teams.

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Digital Signage





**1:1 PERSONAL SUPPORT
FROM YOUR CLEO GUIDE**

From the moment you sign up, you're paired with your very own dedicated Cleo Guide. They are there to answer all your questions - big and small - and provide support to you at every step of your caregiving journey. Communicate via message, phone, or video when it's convenient for you, and invite a partner to get answers to your questions as a family.



**EVIDENCE-BASED
RESOURCE LIBRARY**

Cleo's extensive digital library, personalized tips, classes, and more provide you access with what you need when you need it. Get answers to your questions, find resources, or learn more about topics like fertility, positive parenting, family dynamics, college planning, senior living, and more.



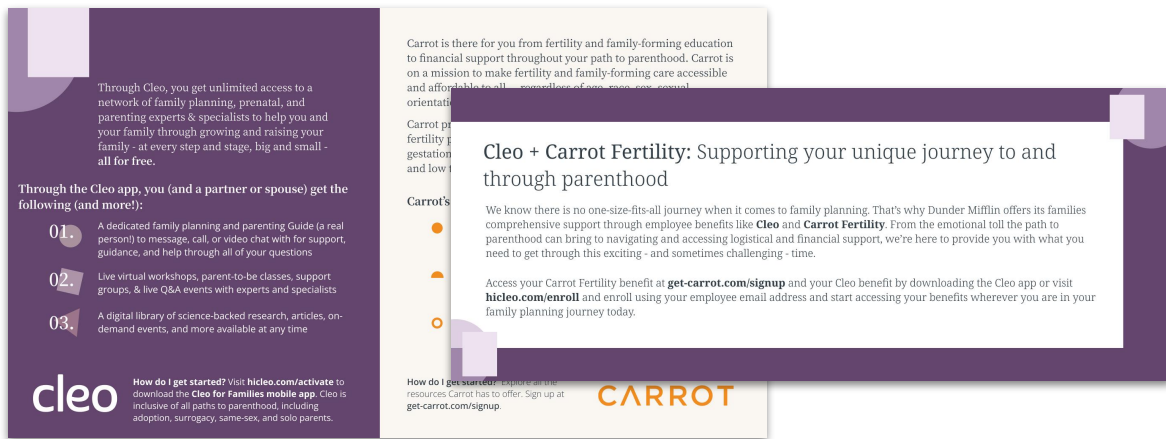
**A NETWORK OF
SPECIALISTS AND EXPERTS**

Cleo provides free unlimited access to 60+ types of professionals from doulas and lactation consultants to sleep coaches, developmental experts, emotional wellness practitioners, and resources for healthy aging, menopause and cancer. Get personal support, consultations, and action plans customized for you and your family's unique path.



Cleo has ready-to-use digital content, images, and banners for your newsletters, intranet pages, in-office displays, and more.

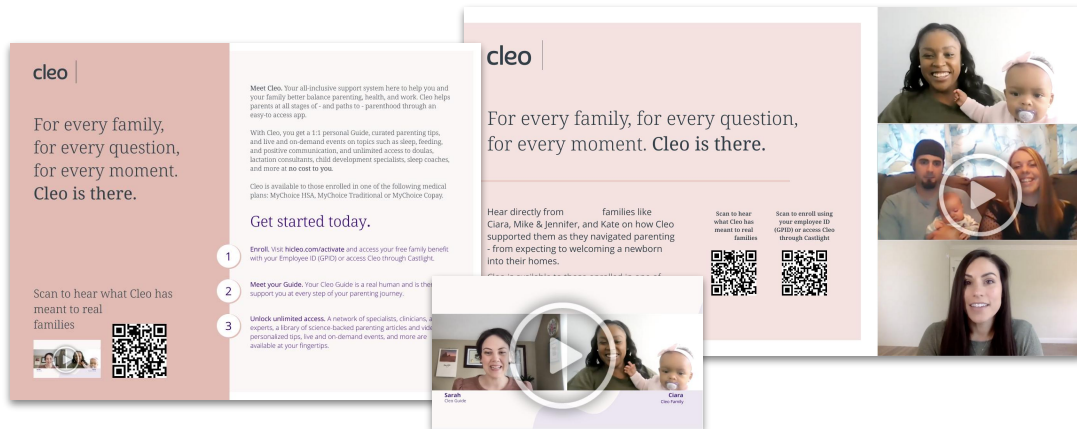
Enrollment Marketing: Cross vendor promotions



Cleo can partner directly with complementary benefits vendors to showcase how we can work together to best support your employee populations. We'll partner to create:

- Digital signage and physical posters
- Webpage and email header banners
- Co-led webinars that inform and educate while being value-added
- Supportive and informational one-pagers
- And MORE!

Enrollment Marketing: Video testimonials



Cleo can use employee videos in integrated marketing campaigns to showcase across employee communications channels, including the following:

- Dedicated email showcasing the video to employee population
- Newsletter, open enrollment communications, new employee orientations, and more
- Distribution to ERG and HR leaders across the organization
- Use in external talent acquisition strategy

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Incentive Campaigns



Cleo can help you implement an incentive program, offering a gift(s) for employees who enroll in Cleo during a specific timeframe.

Cleo's Enrollment Marketing team creates and designs items for these events and giveaways based on the needs of your benefits communications.

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Lactation Rooms



For parents who require pumping at the office, Lactation Rooms are a great opportunity to inform and educate about their Cleo benefits and showcase how extensive the support for your working parents is.

From fridge magnets, posters, and affirmation cards to lumbar pillows and artificial plants, we can partner with you to create an inviting space!



Let's get started!

Contact your Customer Success team or email marketing@hicleo.com to:

- Request next month's content kit
- Start a new campaign
- Co-create with Cleo

