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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



Self-serve Content Kits

A collection of themed content kits able to be used throughout the year, including resources on:

- ➔ Child care
- ➔ Burnout
- ➔ Caregiving
- ➔ Preparing for parenthood
- ➔ Grief & loss
- ➔ And much more!

 Content kits



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
- Webinars

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



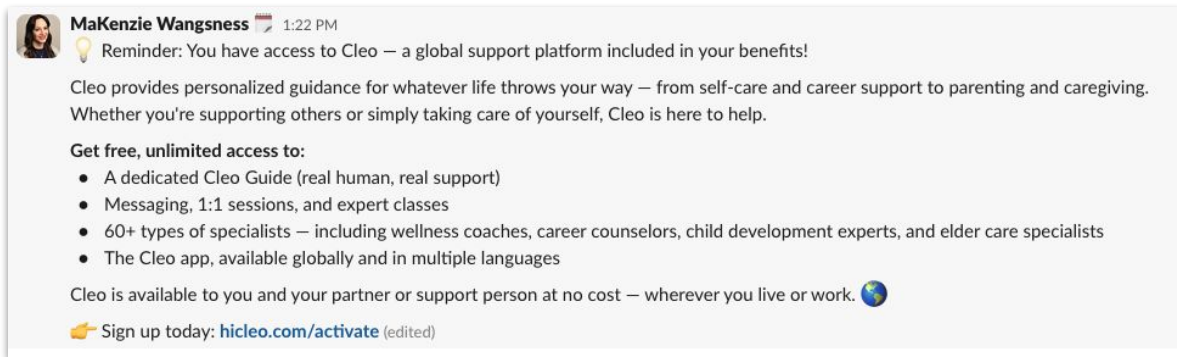
Key messages to help employees take action:

- “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

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Instant Messaging



A screenshot of a Slack message from MaKenzie Wangsness. The message is a reminder about Cleo, a global support platform. It includes a list of benefits and a link to sign up.

MaKenzie Wangsness 1:22 PM

💡 Reminder: You have access to Cleo — a global support platform included in your benefits!

Cleo provides personalized guidance for whatever life throws your way — from self-care and career support to parenting and caregiving. Whether you're supporting others or simply taking care of yourself, Cleo is here to help.

Get free, unlimited access to:

- A dedicated Cleo Guide (real human, real support)
- Messaging, 1:1 sessions, and expert classes
- 60+ types of specialists — including wellness coaches, career counselors, child development experts, and elder care specialists
- The Cleo app, available globally and in multiple languages

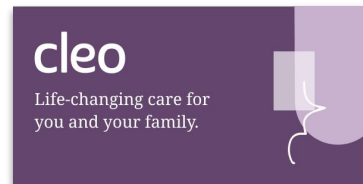
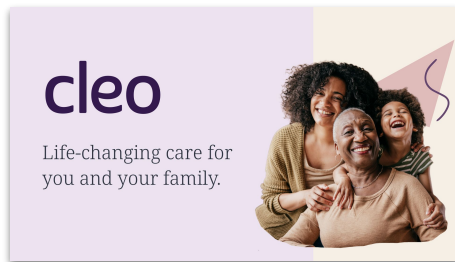
Cleo is available to you and your partner or support person at no cost — wherever you live or work. 🌍

👉 Sign up today: hicleo.com/activate (edited)

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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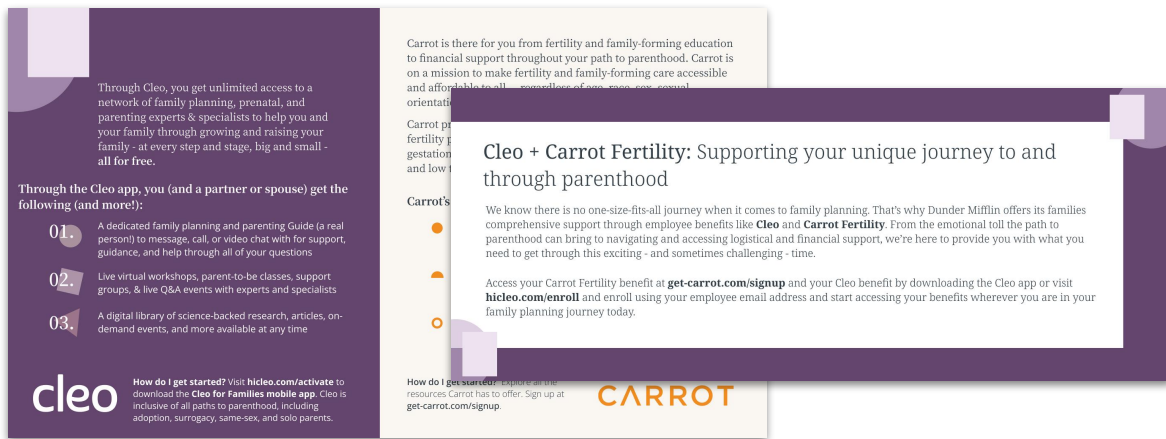
Digital Signage



		
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.

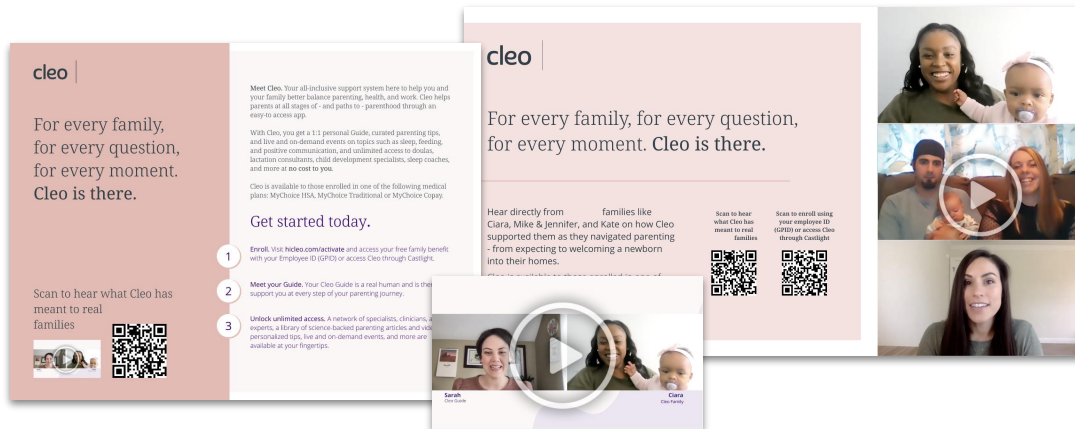
Enrollment Marketing: Cross vendor promotions



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 | illumina®

You care for them.
We care for you.

Caregiving isn't a job title -- it's your whole heart.
Your Cleo benefit from Illumina gives you unlimited access to support for:

- **Your health & wellbeing** – emotional support, self-care, and work-life balance
- **Family building** – fertility, pregnancy, and postpartum
- **Parenting** – guidance for every stage, from newborns to teens
- **Caregiving** – child care, elder care, home help, and everything in between

Enroll now to claim your free gift from Cleo!

Enroll for free today! Scan here or visit link.hicleo.com/illumina



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

