

How to Create Benefits Communications Your Employees Will Notice

It's easy for your messaging to get lost with everything else your employees are exposed to all day every day. How do you create messages that stand out and are remembered by your employees? Check out our favorite 6 tips to get your employees to notice your communications.

Make it relevant.



Segment your employees and send specific messaging to the different groups.

Focus on the most important information.

Include one call to action to keep employees focused on the main task.



Use spaced repetition.



This includes communicating the same concept at least 4x in different ways and not waiting too long between communications.

Create stories.

Your employees are more likely to remember information when there's a story associated with it.



Instill a sense of urgency.



Be precise, especially about enrollment timelines. Use urgency sparingly so it has the desired effect — driving employees to act.

Be savvy about design.

Use your space wisely by highlighting the most important content at the top and leaving plenty of white space so the page is easily scannable.



Learn more on how to [Make Benefits Communication Stick](#) with our ebook. Tango Health can also help you create a benefits communication strategy with benefits decision support software at the core. [Contact us](#) to learn more.

