

Getting Campaign Communication Right

The key to a powerful campaign — one that drives engagement and sparks behavioral change — is communication. For the best results, keep two principles in mind when planning your campaign communications: **Frequency** and **Reach**.

1. Frequency

The more times people are exposed to your campaign communications, the more likely you are to drive behavioral change. Sometimes, this is called the Rule of Seven, because of the theory that people need to hear a message seven times before they consider taking action. So, is the best plan just to repeat yourself? Of course not! Instead, take a strategic approach.

Vary the timing. Keep your campaign top-of-mind with communications that are timely, distinct and relevant:

- Teaser message before launch
- Campaign-themed takeover of your Spark site
- Launch announcement and call to action
- Mid-point communications
- Last-chance communications
- Post-campaign follow-up

Get the messaging right. Make sure you understand what motivates your employees, and that your messaging communicates that understanding. Be sure to include a strong call to action — what action do you want your employees to take?

Vary the source. Get your executives, managers and ambassadors on board, and have them send communications.

2. Reach

Not everyone consumes messaging in the same way, so you'll need a multi-channel communications approach to maximize your reach.

Team up with other departments. Ask payroll and HR to include messaging in their channels, such as pay slips and employee onboarding sessions. Get access to your communications team's channels and send messaging through your affinity networks.

Use some or all of these great ideas from our client community:

- Direct mail, email/email signatures and texting
- Internal e-newsletter (take over a full issue)
- Ads on company intranet
- Zoom/teleconference technology backgrounds
- Computer desktop backgrounds and screensavers
- Impact video and kick-off webinar
- Company blog and social channels
- In-office LCD screens and break room/back office posters
- Activation events/lobby events (or, consider a virtual happy hour campaign kick-off rather than in-office events)
- Desk drops

Each campaign takes creativity and strategic planning, especially during these unusual times. Keep **Frequency** and **Reach** in mind when planning communications, and you're one big step closer to an effective campaign communication.