



## HOW-TO GUIDE TO ENGAGING COMMUNICATIONS

by Next Level Performance®

The award touches the winners, but the communications can motivate the entire audience. Learn more about best practices to engage your audience and tools to create an impactful program.





## TIPS & TRICKS FOR EFFECTIVE COMMUNICATION

Getting the attention of your audience is a challenge, as salespeople receive offers from many suppliers. These tips ensure your program is easy to understand and benefits your entire audience.

- Develop a theme for the incentive program and try to relate it to your marketing themes
- Provide participants with useful information throughout the program
- Launch the effort with an enrollment kit that asks for basic business address information
- Since your program should support your marketing objectives, link it as much as possible to the overall marketing push
- Leverage leadership videos and media to promote awards that participants can win
- In addition to your launch kit, have your salespeople mention the program in their presentations
- Hold regional kickoff meetings
- Send regular updates to all enrollees, providing their results to date, plus useful information to help them improve performance



## Customer promotions

Customer promotional communications can vary greatly by the audience you're touching, and the nature of their work day.

- Short, reward-based emails with frequency will build interest
- Mobile-first promotions are important for customers on-the-go, like contractors
- Animation in emails or social media are attention grabbers
- Point of sale – whether you're in agencies, big box retail, warehouses or dealerships – influence purchase behavior
- Instant gratification drives growth and loyalty

*This is an excerpt from our full How-To Guide for Incentives and Promotions. For the full guide, please contact us.*



**More Questions?** We're here to help. Email us at [connect@nxlperformance.com](mailto:connect@nxlperformance.com) or give us a call at 866-213-2111. Visit us at [nxlperformance.com](http://nxlperformance.com)

