

HOW TO MARKET YOUR EMPLOYEE BENEFITS **TO CANDIDATES**

WHITEPAPER



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You may have some amazing employee benefits in place, but are your team members using them? This is a problem many organisations face, as they understand that an employee benefits program is only successful if it's being used. Otherwise it can be a drain on your resources and business will continue as normal with no increase in productivity or retention.

Underutilised benefits are usually caused by one of two things; either employees are unaware these benefits exist, or they simply don't have any interest in the offerings. This can all be fixed by having a marketing plan in place. You may think that employee benefits don't need to be advertised - who wouldn't want added perks? - but that's definitely not the case.

This is why our team at Power2Motivate has crafted the best Staff and Employee Benefits Program for any organisation, and with our advice for how to market it to candidates, your business will be able to reap the benefits of engaging a motivated team.

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CREATE EXCITEMENT

The first step in marketing your employee benefits and setting up the program for success is creating excitement around it. Send out emails, hold open meetings and encourage questions. This will begin engaging employees before you even roll out the program.

Once you have the attention of your team members, hold onto it. Another problem employers have with their employer benefits is that the enthusiasm about the program fizzles out over time, and with it the team members' motivation to achieve more.

Continuously having discussions about benefits and hyping up any changes to the program helps it to be successful long-term. Involving senior team members in some of the decision making can also increase engagement across the board as they can help set the tone for the rest of the organisation.

Ensuring that existing employees are aware, knowledgeable and excited about their benefits is just one part of the process. You should also be marketing your benefits to new hires. This can be achieved by dedicating some room on your website to discuss your offerings and including some of them in your job posting.

Appealing employee benefits can help attract top talent and be the differentiator between you and the competition. Just ensure that you're transparent with potential hires about when they may be eligible for certain benefits. They will no doubt be excited about being able to participate and will bring that attitude into their new role.



OFFER SOMETHING FOR EVERYONE

When employees are no longer interested in their benefits - either they don't appeal to them or they no longer hold any interest - their motivation wanes. This is why some traditional benefits like the ability to work from home or flexible time off systems, while no doubt appreciated, ultimately lose their novelty over time.

Cash incentives are also a very weak incentive for employees, as the Incentive Research Foundation reported on a study that found offering extravagant bonuses doesn't translate to better performance. In fact, time and time again it has been shown that non-cash benefits are better at increasing employee productivity.

Power2Motivate has capitalised on this with our unique Staff and Employee Benefits Program, where there is a memorable benefit for every member of your team.

You can tailor the program to your needs and budget, and your employees can choose from a wide range of benefits, including:

- Access to a rewards gallery full of items from brands like Samsung, SONOS, LG, Dyson and Nintendo all at terrific discounts.
- Savings on gift cards and vouchers.
- Global vacation and travel discounts, including flights, hotels, resorts, villas, transportation and activities.
- Over 10,000 discounted books, music, movies, TV shows and video games.
- Once-in-a-lifetime experiences with discounted entry into some of the world's top attractions.
- Exclusive, and often sold-out tickets for events both locally and worldwide all available at a discount.



Employees care about receiving more than just a paycheck from their job, and our program is meant to engage and motivate team members through these unique benefits. There is truly something for everyone, and our discount system allows their paycheck to stretch further while promoting a healthy work-life balance.

UTILISE TECHNOLOGY

Finally, make sure to market your employee benefits online. As previously mentioned, showcasing your benefits on your website is a great way to start. This page can be used as a resource for existing employees and help entice new hires when they research your company.

Take things a step further with **Power2Motivate's** program, which allows organisations to create their own employee benefits platform. From there, team members can access their benefits and track their rewards. This gives employees control over their benefits so they are more involved and inclined to use them.

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UTILISE TECHNOLOGY

Moving your benefits system online with **Power2Motivate** also allows you to track key metrics with comprehensive reporting. You can see how many employees have logged into the program and how benefits are being used by individual or department. This allows you to see which resources are being the most utilised so you can make the decision to expand particular benefits and abandon ones that aren't being used.

If any of the candidates have further questions about the program, they can reach out to the News Feed and Communication Centre for assistance. This helps minimise the confusion employees have with benefits programs and give them the confidence to use our system to their advantage.

Not only will you be able to track the ROI of the program, but you will actively be building connections with employees and increasing engagement levels across the board.

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EMPLOYEE BENEFITS WORK WITH POWER2MOTIVATE

At **Power2Motivate**, our team is dedicated to helping businesses attract, retain and engage their employees with market-leading employee benefits. Our unique program offers something for everyone, and our combination of smart technology and passionate team members are ready to deliver a powerful solution.

Now that you know what it takes to market and successfully implement an employee benefits plan, don't hesitate to get in touch with a member of our team at **Power2Motivate** to find out more about our Staff and Employee Benefits Program.