



PLANSOURCE®

One Source. Many Benefits.

HR Psychology Hacks

*Tactical Strategies for Employee
Engagement*

Will the webinar be recorded?

Yes!

We will send you a link to the recording after the webinar.

Will the slides be available?

Yes!

We will send you a link to the PDF after the webinar.

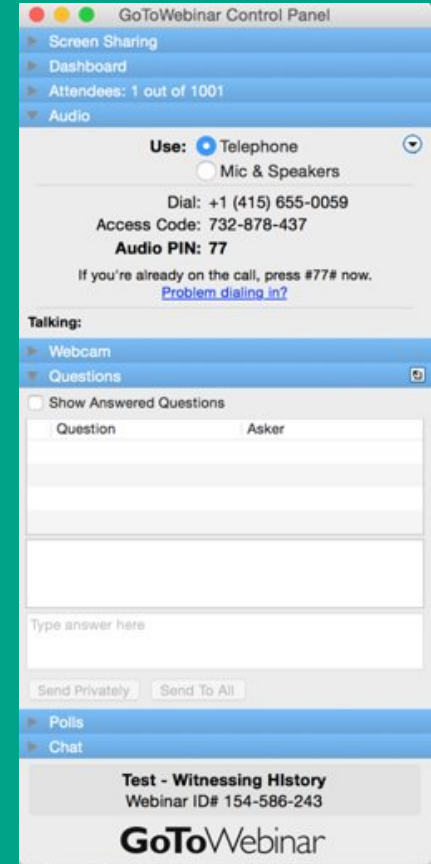
Will we get HRCI and SHRM credits?

Yes!

You will receive the codes at the end of the webinar.

How do you ask questions?

Type your question into the
"Questions" panel



Today's Speakers



Jessica Foust
Employee Communications Director



Ty Gowen
Consumer Marketing Manager

AGENDA

Behavioral Economics

Content Marketing

Strategic Tactics

Making Content Work



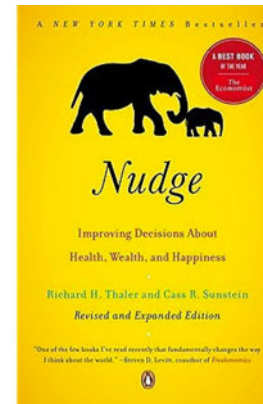
Behavioral Economics

A very soft intro, for inquiring minds

What is Behavioral Economics?

A brief history...

- Richard Taylor is credited with founding these concepts, as inspired by the economists Kahneman & Tversky, and has since won a Nobel Prize for his work
- Viewed previous Neoclassical Economics strategies relying too heavily on logic alone, and implemented psychological principles to economic theory
- Gaining traction in the past decade to understand decision making.
- Influential marketing popularized related to *'Nudge'*



What is Behavioral Economics?

The Famous Amsterdam Airport Nudge



- What are nudges you've seen already today?
- What can you use in your own work to influence decision making

What is Behavioral Economics?

Behavioral economics focuses on effects of

***psychological,
cognitive,
emotional,
cultural and
social factors***



on the economic decisions of individuals and institutions and how those decisions vary from those implied by classical theory. (it adds psychology to marketing)

What is Behavioral Economics?

According to BehavioralEconomics.com, behavioral economics studies,

*“cognitive, social and emotional influences
on people’s observable economic behavior.”*

What is Behavioral Economics?

Speak to the  first
reinforce with the 

'Emotions take part in shaping our economic choices, and, in fact, behavioral economists tell us that consumer decision-making is 30 percent rational and 70 percent emotional.'

-Source: TrackMaven

10 High-level take-aways (speed round)

- 1. Social proof:** Customers look to other people for information on what to buy or what service to use. (Also “neighbor effect” of ‘people like you...’)
- 2. Loss aversion:** Consumers are more willing to take risks in order to avoid losing things than to pursue gaining things. The psychological pain from losing is twice the amount of the pleasure of a gain.
- 3. Endowment effect:** Consumers value items they own which they have an emotional attachment to, more than a similar item owned by someone else.
- 4. Default:** Defaults are pre-set options or courses of action consumers receive, such as automatic enrollment in a 401(k) by an employer.
- 5. Avoid Choice overload (Decision Paralysis):** When consumers are presented with too many options, they can become overwhelmed, leading to unrealistic expectations, decision-making paralysis and unhappiness. The ‘Jam Example’: “30 percent of shoppers who tried samples made purchases when presented with a choice of six jams, while only 3 percent of shoppers ended up making a purchase when presented with a choice of 24 different jams.”

10 High-level take-aways (speed round)

6. **Framing:** How marketers frame choices, set the context and present information can influence consumers' decisions. Marketers have found that including a few cheaper options increases the likelihood that consumers will purchase a more expensive option.
7. **Decoy effect:** Consumers' preference for one option over another can change when a third, similar but less desirable, option is presented
8. **Anchoring:** Consumers will rely heavily on the first piece of information offered and use it as a reference and benchmark for other decisions from that point on, whether it makes sense or not.
9. **Attribute Priming:** Just talking to customers about a certain attribute of the product can make them desire that attribute more. Focus on a detail of the product and highlight that.
10. **Compare pricing wording:** Consumers have a poor understanding of what commodities are actually worth, this is more impactful with insurance products. Worth can be manipulated by wording.

Content Marketing

The Umbrella of Action

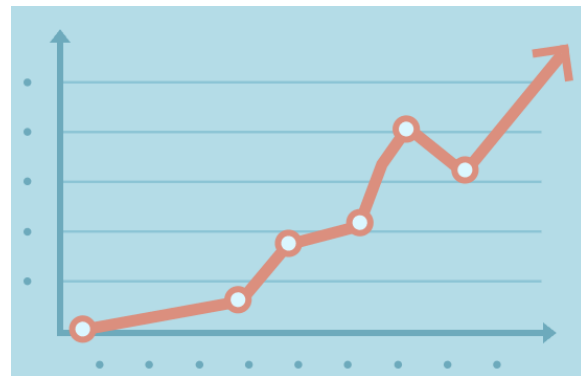
Content Marketing

What is it?

Content Marketing is a tactic largely used to **dominate Google search** results

As these tactics increase in online usage, they also become the consumer standard.

That means, **communications offline or behind gates** can benefit from **these practices** as well.





Content Marketing

What is it?

Basically...*write like a blogger.*



Content Marketing

That means serving people
what they want to read,
how they want to read it,
where they want to read it.

Content Marketing

But how?

What You Need to know for Basic Content Marketing

People generally don't read online, they scan content to find what is relevant to them. While doing this the tendency is to also quickly share what you want from the reader, but that's not why they're here – with content marketing you need to focus on what the reader wants, and not your own agenda. To start, focus on humanizing your language, people will fade quickly on legalese or corporate speak. Secondly, make use of impactful headlines and quality hook statements, remembering that the headline may be all they read in our 'scan culture', if you're lucky enough to get them past that, make sure to supply what they need in that first sentence. Keep sentences short and paragraphs limited to one goal, unlike this paragraph that you're probably scanning, and lastly, make sure you finish off strong with a way to reiterate your CTA.

Content Marketing

But how?

Be honest, you didn't read that, did you?

At best, you scanned it.

Tactics You Need to Know for 2020

Tactic: Writing

The pen (keyboard?) is mightier than the sword

8 Steps to Start Writing



Write to be Scanned
Write like no one wants to read



Focus on Needs
What do your readers want, not what you need to share



Humanize
Ditch the lawyers, talk conversationally



Use Headlines
Make an impact, it may be all they read



Opening Hook
The first sentence may be your only change to share info



Minimize and Condense
Short sentences, one point per paragraph, stay focused



Be Bold
Use visual call outs to pull scanners to your important info



Close out Strong
Reiterate your need or CTA

Crafting Emails

Let's take these writing tips to craft emails employees will engage with.



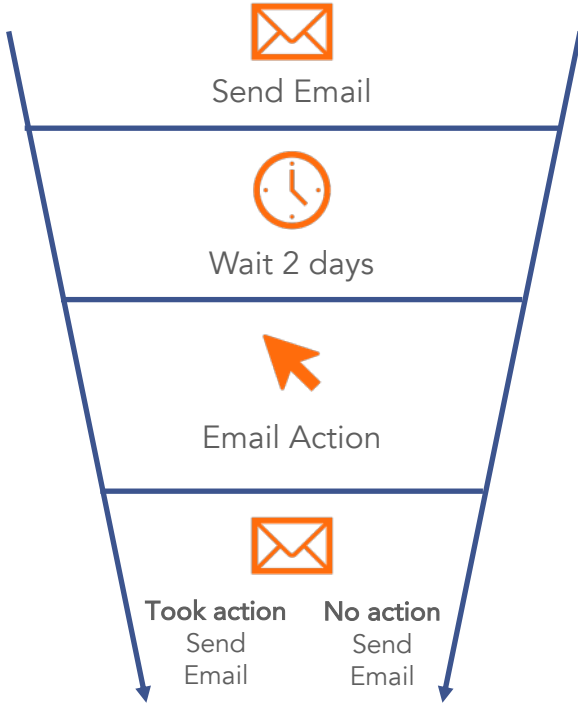


86%

Of professionals name email as their favorite mode of communication

Funnel = Successful Email Communications

Send employees targeted, well-timed emails based on their interests, benefits, background and more!



Apply Email Marketing Best Practices

Use an attention-getting subject line

**"Ready. Set. Enroll!
OE is Open"**

[OE Start
Announcement, 'sports'
theme']

**"The (Company
Name) Benefits Library
is Open for Business"**

[Video
Library Announcement]

**"A \$20 coupon just
for you!"**

[Enrolled in FSA']

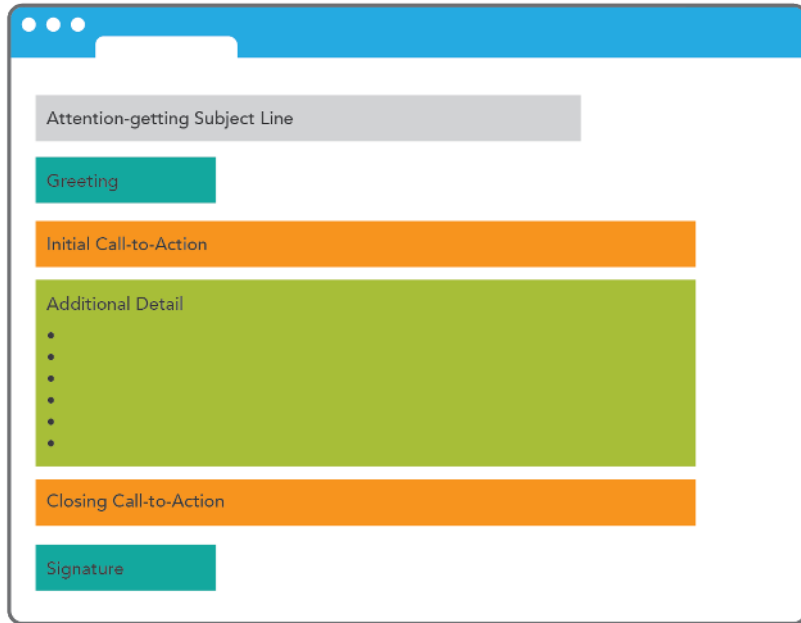
**"(First Name), time
to make a change?"**

[Tobacco Cessation
Program']

If they don't open it, it doesn't matter
what's in it!

Apply Email Marketing Best Practices

Keep them as short as possible | Follow this simple outline



Don't do too much education in the email - instead, link to videos

Short paragraphs, and use bullets whenever possible

Include calls-to-action with a deadline to create a sense of urgency

Use "reply" to a prior email rather than repeat yourself

Apply Email Marketing Best Practices

Personalize the email



Emails with personalized subject lines are 26% more likely to be opened



The open rate for emails with a personalized message was 17.6%, compared to 11.4% without personalization



Emails that included the first name of the recipient in their subject line had higher click-through rates than emails that did not

Crafting Text Messages

Let's take these writing tips to craft texts employees will read and take action.



Successful Communication

Text messaging is on every mobile device and your next HR goal is just a message away.

Writing Text Messages

Provide value

Use short and concise messaging

Leave room for personalization

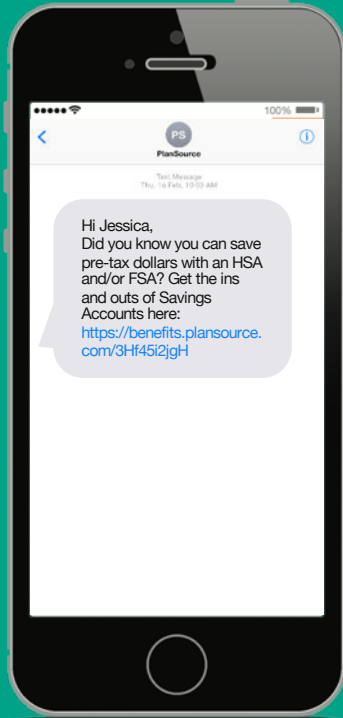
Don't use "text-speak"

Include a call to action

Shorten your links

Time it right

Align your writing with your brand's style



Tactic: Personalize Content

Dear Abby...



Why Personalize Communications?

Builds a deeper relationship with employees

Provides relevant content

Gives a face to HR

Offers better recommendations

Boosts engagement

Drives enrollment and participation

Target Specific Segments of Employees

Message employees based on workforce characteristics

- Enrollment status
 - Classification
 - Gender
 - Location
 - Union status
- Enrolled benefits

Examples of Personalized Communications

The average employee is fully expecting personalization in every communications campaign you run

- Targeted emails
- Custom video messages
- Benefit recommendations
 - Social media
- Fear of missing out (FOMO)



Mobile is Key to Personalization

Employees will be more apt to engage in personalized content vs generic content

Partner with an HR or benefits technology company that can provide personalized messages

Blanket email messaging to an entire company is no longer effective

Automation is critical to creating one-to-one experiences with employees

Tactic: Interactive Content

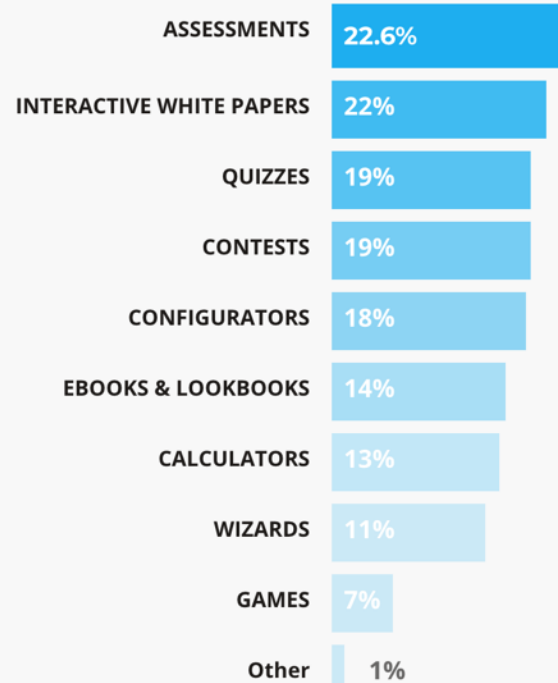
Plug in to the Matrix and take the red pill

Gamification is becoming part of our culture.

Inclusion of tools, calculators, and downloadables are what users are asking for.

2020

Not just about attracting users
but holding their interest.



Source: Ion Interactive

Why bother?

SnapApp, a leader in interactive content creation, says:

"Content that requires the participants' active engagement – more than simply reading or watching. In return for that engagement, participants receive real-time, hyper-relevant results they care about."



The brain remembers more when actively engaged.

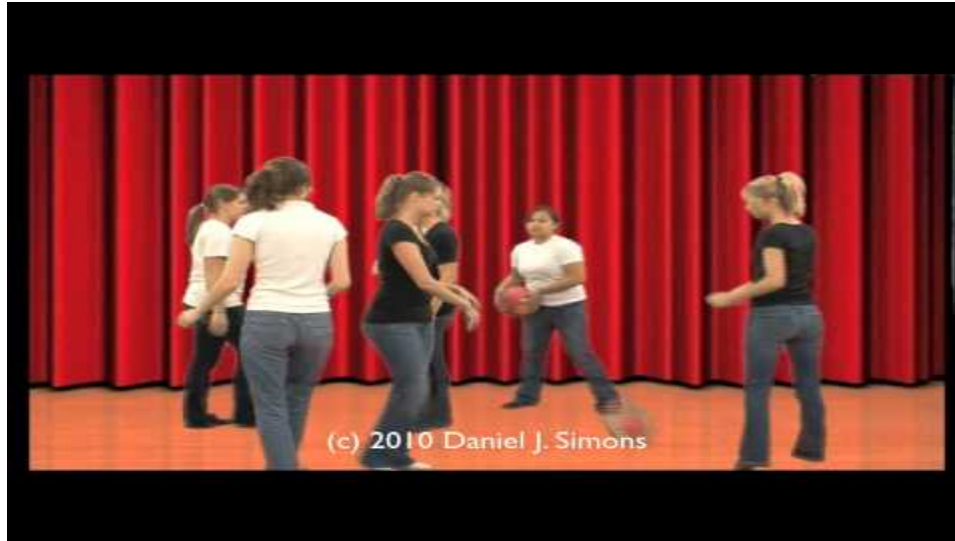
Retention is the difference between a quiz and an infographic.

BONUS: According to the *US Library of Medicine*, "There is growing evidence that the brain regions involved in encoding an episode are partially reactivated when that episode is later remembered."

Source: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2853176/>

Test your skill

– How many times do the players in white pass the ball?



Quick Poll

Did you see the gorilla?

Tactic: Use Urgency

Like sands through the hourglass, these are the days of our lives...

URGENCY

is a psychological trigger that is deeply rooted inside the brain: it relates to the human loss aversion or the so-called Fear-of Missing-Out (FOMO).



"Retail spending for Black Friday topped \$7.3 Billion in 2019."

Source: CNBC

Countdown timers

Apply pressure to get employees to act

TIME TO SIGN UP FOR
YOUR BENEFITS ENDING SOON

OPEN
ENROLLMENT

03 09 52 07
days hours minutes seconds

SIGN UP NOW

Exclusivity

Campaigns pique interest, drive demand with:

- Waiting lists
- Set deadlines
- Limited quantities
- Qualifications

**"A PRIVATE PERK
JUST FOR YOU."**

Loss Aversion

Frame in terms of loss instead of gain



Sell "what's in it for me" hard. Then push for a decision



Incorporate urgency to require immediate action when necessary



Make your loss aversion real (keep your deadlines)



Abandoned cart emails – the best time to use this tactic.

Loss aversion refers to our tendency to avoid losing rather than getting a gain. So... it's better to not lose out on \$100 benefit than it would be to find \$100 on the street.

Writing 'Nudges' that Convey Urgency

Remember to use *Loss Aversion* and frame in terms of *loss*, rather than gains

Now **Increase**

Soon **Over** **Last**

Quick **Blowout** **Only** **Hurry**

Close-out **Final** **Today**

Expires **Fast** **Limited**

Running Out **Deadline**

Does it Work?

Variation A:

Like this deal? Like 225

\$29 ~~5079~~
one-off fee

100% Money Back Guarantee
We want happy customers who benefit from the opportunities included in this package. If you buy this package and aren't satisfied email us within 7 days and we'll refund your money. No questions asked.

How can we give away all of this for \$29?

Variation B:

Like this deal? Like 225

Time Left to Download: **19mins 12secs**

Bundles Bought: **432** Status: **Almost Ended**

\$29 ~~5079~~
one-off fee

100% Money Back Guarantee
We want happy customers who benefit from the opportunities included in this package. If you buy this package and aren't satisfied email us within 7 days and we'll refund your money. No questions asked.

185%

Increase in conversion rate by applying pressure through countdown timer

13,000+

Amount of people that applied
for the 11k club,
which boasted the
exclusive benefit of being a member

PPC Headline Test Results

'This month': 0%

'This week': 1.32%

'Today': 3.94%

Alternative Titles

- Title 1: 19 Simple Tips to Reduce Your Website's Bounce Rate
Clicks: 100 CTR: 0.77%
- Title 2: 19 Simple Tips to Reduce Your Website's Bounce Rate Now
Clicks: 89 CTR: 0.7%
- Title 3: 19 Simple Tips to Reduce Your Website's Bounce Rate Today
Clicks: 84 CTR: 3.94%
- Title 4: 19 Simple Tips to Reduce Your Website's Bounce Rate This Week
Clicks: 67 CTR: 1.32%
- Title 5: 19 Simple Tips to Reduce Your Website's Bounce Rate This Month
Clicks: 0 CTR: 0%

Tactic: Risk Mitigation

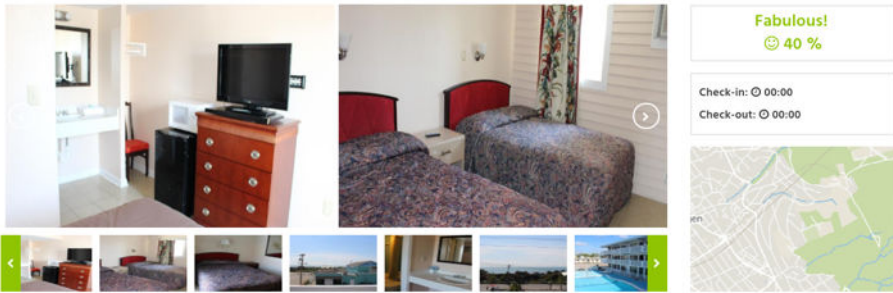
Not the board game

Where would you rather book a room?

Home About Policies Contact Us My Booking USD

FOUNTAINBLEAU INN ★★
701 Flagg Street, Myrtle Beach, US
enquiry@fountainbleauinnmyrtlebech.us

Score from 0 Reviews VERY GOOD 7.0/10 [Show Map](#) [SHOW PRICE](#)



Fabulous!
😊 40 %

Check-in: 0 00:00
Check-out: 0 00:00

CHECK YOUR DATES

Check-in Check-out Rooms Adults Childs [SEARCH](#)

REMEMBER PRICE GUARANTEE
- when you book with us!

Please enter check-in & check-out dates!

Room Type	Room Name	Max Occupancy	Details	Reservation
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- Is this the 'official' hotel website or a third-party site?
- 'Myrtle Beach' is misspelled in the URL and contact email
- Low-quality images
- 'Very good' score from 0 reviews

Where would you rather book a room?


The screenshot displays the Captain's Quarters website interface. At the top left is the logo and phone number 800-291-6545. Social media icons for Facebook, Twitter, Instagram, and YouTube are present. A search bar prompts users to 'Enter Email Address for Great Deals' with a 'SIGN ME UP!' button. A secondary navigation menu includes 'BOOK ACCOMMODATIONS AMENITIES DEALS AREA GOLF COURSES GROUPS GALLERY'. A prominent banner features a couple on a beach with the text 'Get Two FREE NIGHTS AT CAPTAIN'S QUARTERS' and a 'LEARN MORE' button. A 'CHECK RATES' button is located at the bottom right of the banner area. A sidebar on the right highlights 'BEACH & BOWLING!' with dates 0, 13, 25, 22 and a 'SAVE UP TO 30%' offer with a '> view details' link. The bottom of the banner includes fields for 'ARRIVAL DATE', 'DEPARTURE DATE', 'ADULTS' (set to 1), and 'KIDS' (set to 0).


- Clearly branded as a hotel website
- Clean, familiar design
- High-quality images

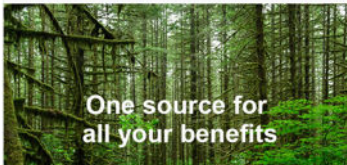
Trust Elements

A credible website [*insert: flyer, postcard, email, video...*] makes people trust what it says, feel comfortable sharing their personal data, and have the confidence that it's worth their time and money

HR Admin Portal



Welcome Ash  \$0.00
Per Pay Period




One source for all your benefits


Welcome Ash,
Do You Need to Update Your Benefits?
Click below if you've had a qualifying life event, such as getting married or an addition to the family.


[Update My Benefits](#)

Or you can review your current benefits



Need to update your current benefits?
Have you had a qualifying life event such as a new addition to your family?
[Update your current benefits.](#)



Welcome Ash  \$0.00
Per Pay Period


Shop for Dental Insurance

Take care of your oral health and set yourself up with healthy habits with Quality **Dental Insurance**.


With a large network of dentists, you can rest assured that you are getting the care you need at a price that will save you money while keeping you healthy. According to the CDC, nearly half of all adults aged 30 or older show signs of gum disease. Invest in your oral health with coverage for annual cleanings, screenings, and various oral procedures with Dental Insurance.

*Browse our network of providers and **sign up below** to protect your smile.*

Additional Content (2):



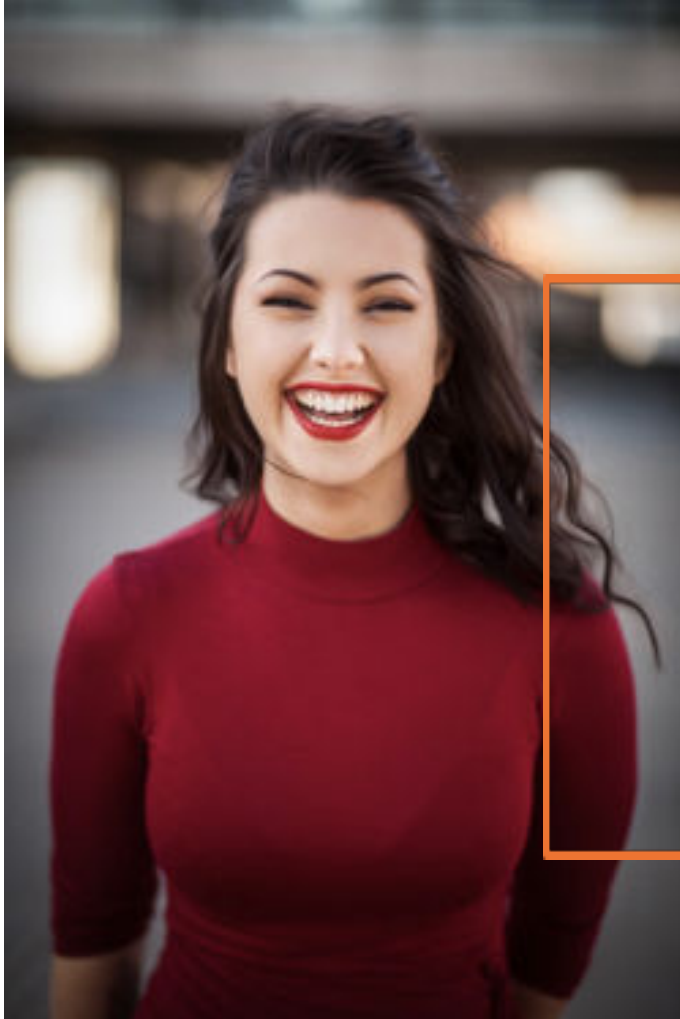
What makes dental important?



Dental Facts

Show off these if you have them:

- Awards and accolades
- Highlight stats and employee testimonials
- Success rates (if applicable)
- Certifications and memberships
- Web security elements (your data is safe!)



Social Proof – Utilize Influencers

An individual within your organization who is influential with their peers and publicly supports your benefits program.

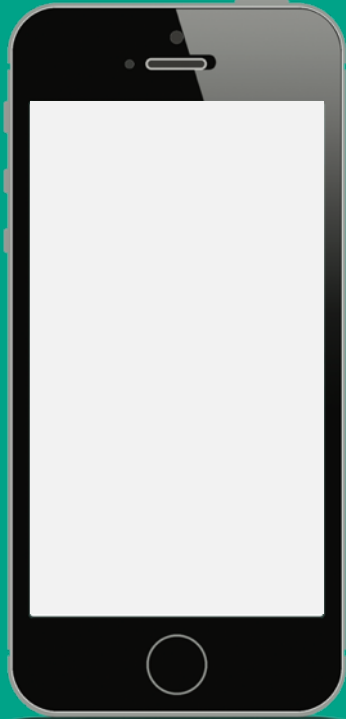
How to Get Influencers Involved

Create and deploy employee testimonial content in your communications

- ✓ Plan for a lot of great content
- ✓ Ask for volunteers in different groups of your organization
- ✓ Get influencer's for different benefit programs to ensure you have a variety of content and personal stories to use
- ✓ Create a process and be clear with the influencers about what you want
- ✓ Make the influencers look great in any video, imagery and descriptions you use about them

Tactic: Video

(It killed the radio star)



1 Minute

One minute of video is
the equivalent of 1.8M words

75%

Employees are 75% more likely
to watch a video than read

Source: Forrester Research

Employees
have
questions all
year long



Video is Built for Education

Use this version if you have longer statements – make sure they are evenly spaced

- ✓ Reduces the cost of employee training
- ✓ Helps you extend training across internal and external audiences
- ✓ Helps you train on-demand
- ✓ It's a versatile medium that can be interactive
- ✓ Drives consistency in materials and experiences
- ✓ Increased engagement and retention

Let's Break Down an Ideal Video

The psychology behind the elements that perfect a video's success



Create a hook

You must capture the viewer's attention within the first 8 seconds.



Keep it super simple

Benefits are complicated enough. Your employees will prefer short, easy-to-understand videos to complex, long videos.



Tell a story

Stories are memorable. Instead of listing facts try telling employees a good story that stimulates numerous senses.



Infuse Emotion

When it comes to taking action, emotions often matter more than logic.



Maximize the Visuals & Sounds

Use the video's medium to the best of it's ability with exceptional video, imagery, text, narration and music to ensure a strong emotional response.



Call to Action

Don't waste your effort of creating a stellar video! Make sure to push your employees to take action after connecting with you while watching the video.



Q&A

GET IN TOUCH



SEE US IN ACTION
plansource.com/demo



LET'S TALK
877-735-0468



FRIEND US
[@plansourceHRHQ](https://www.facebook.com/plansourceHRHQ)



TWEET US
[@PlanSource](https://twitter.com/PlanSource)



LEARN MORE
plansource.com/contact

HRCI: 514221

SHRM: Activity 20-VUETM



PLANSOURCE[®]

One Source. Many Benefits.

HR Psychology Hacks

*Tactical Strategies for Employee
Engagement*