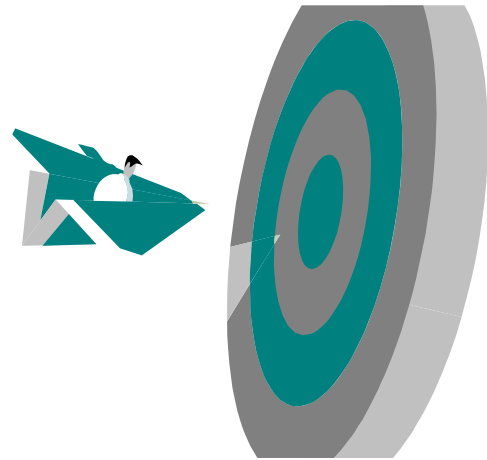


MARKETING WELL

One way to effectively market your initiative to your target population is to know precisely whom you are trying to reach.

Defining Your Target

While your wellness initiative may target the small business community, there may be thousands of small businesses in your region. It is imperative that you create a specific list that clearly defines the types of businesses that you intend to reach through your initiative. This list will help you later in determining the best strategies to actually reach the target businesses.



It may be helpful to brainstorm and determine the type of businesses that you would like to recruit to participate in your initiative. Consider the following questions:

- What types of businesses are most in *need* of your program or services?
- What types of businesses would *want* your program or services?
- How could certain types of businesses benefit from your program or services?
- How many of the above types of businesses exist in your region or area?

Be as specific as possible, including specific geographic location, industry and number of employees. It is also worth considering target demographics within those businesses. Some employers may employ a majority of young or older workers, while some businesses are predominantly female or male. Consider all factors when narrowing down your target audience.

The Small Business Wellness Initiative targeted small businesses in a tri-county region of North Texas. The initiative targeted employers with enough employees to assess program effectiveness. Therefore, participating businesses ranged in size, from 8 to 500 employees. The initiative also targeted businesses in certain high-risk industries, including the construction, transportation and service industries.

After you have developed a detailed target list, think about who the contacts would be at those establishments. Consider the following questions:

- Who in the organization would have regular contact with all employees?
- Who in the organization is responsible for human resources functions?
- Who in the organization would most recognize the value of your program or services?
- Who in the organization would advocate for your initiative?
- Who in the organization is responsible for employee training or development?
- Who in the organization is responsible for employee benefits and healthcare?

It is important to note that, often times in small businesses, one individual may be responsible for multiple functions. Therefore, employee health and wellness may not always be their top priority within the organization. It may also be worth noting that some smaller, local franchises or offices may need to obtain corporate office approval before participating in any company-wide initiative.

The Small Business Wellness Initiative targeted small business owners, team supervisors, human resources staff and training/safety coordinators within the targeted industries. The initiative sought opportunities to network with those individuals and to introduce and promote them to our programs and services.

MARKETING WELL

While there are many ways to recruit small businesses to participate in your initiative, one of the greatest challenges is learning which way will work best for your project.

Reaching Small Businesses

Some recruitment methods tend to be more effective than others and can sometimes depend on your target audience. The following are some examples of outreach methods that can be used to recruit small businesses to participate in your wellness initiative:

- **Small Business Centers**-Small business development centers, business assistance centers and small business councils exist in many regions of the nation. These centers or councils often conduct training and offer counseling to small businesses. Find the small business center in your area at: www.asbdc-us.org. Offer your programs to their clients.



The Small Business Wellness Initiative originally contacted businesses through direct mailings and cold calls. The team found these methods to be ineffective, as most businesses had not received or read the material sent to them. The most effective recruiting came through referrals from local chambers of commerce, business development centers and other professional organizations.

- **Networking**-Research professional organizations tailored toward your target audience. Many small businesses are involved in local networking groups. If you think your programs or services meet the needs of an organization's members, submit a workshop proposal to the organization. By providing a free workshop or seminar, you may be able to recruit participating businesses.
- **Events**-Conference exhibits and other events are another way to reach your target audience and deliver your message. Creativity can be your best asset when considering what will suit your exhibit (i.e. posters, photos, brochures). Create a contact card to collect visitor information at conferences and events. Participate in health fairs, trade shows and wellness conferences.

The initiative team worked to gain partners and engage similar initiatives in the community through presentations at conferences, including a local Work/Life Balance Conference. In addition, the initiative presented to organizations, such as the Denton Chamber of Commerce and National Business Association, and delivered training directly to staff at our partner agency, the North Texas Small Business Development Center.

- **Newsletters**-Newsletters are among the most effective tools for reaching people with a common interest. Newsletters can inform, educate and recruit participating businesses. Try submitting an article promoting wellness and your program to local newsletters that reach your target audience.
- **Incentives**-Incentives encourage participation and can range from water bottles to t-shirts. If there is no funding available for the purchase of incentives, try soliciting prizes from local merchants or organizations. Raffles are also great ways to award prizes on a limited budget.

The Small Business Wellness Initiative awarded a \$500 Workplace Wellness Partner Award to recognize businesses with the highest percentage of participation in the project. In addition, we issued gift certificates as prizes for employee participation.

- **Testimonials**-Having a reputable business give a testimonial about your initiative is invaluable to marketing your program to other similar businesses. After you have delivered a program to a business, be sure to ask them for feedback. Also, ask them for permission to use their testimonial in future marketing materials.

MARKETING WELL

Outreach Worksheet

Who is your target audience? Who are your other audiences? Make a list of the types of businesses/industries that would *need* or *want* your program/service. Be as specific as possible.

Who will be your contacts at your targeted businesses? Make a list of the possible contacts within your targeted businesses.

What organizations or associations cater to your target audience? Make a list of organizations in which your target audience might be involved.

What would be the best way to reach your target audience? Make a list of different methods of reaching your target businesses and contacts within those businesses.

MARKETING WELL

While the mass media is an effective tool for reaching many people at the same time, it can also be a good resource for raising awareness in a particular target audience.

Using Media Messages

Your local newspapers and business journals can be a great way to reach your business community. Subscribe to and read your local publications to find out which reporters write about small business or wellness issues. Don't forget to tap into targeted industry and trade publications. Send press releases to targeted reporters and editors of your local business journals and trade publications. If your press release is newsworthy, you can get some free advertising. You may also try securing donated advertising from your local publications that support your cause.

Sample Press Release

FOR IMMEDIATE RELEASE: **CONTACT:**
May 12, 2004 Roxanne Martinez (817) 332-6329 ext. 240

Businesses Benefit from Workplace Wellness National Employee Health and Fitness Day Set for May 19

(FORT WORTH)—The **Small Business Wellness Initiative** encourages area businesses to do something beneficial for employees and for their bottom line on May 19—National Employee Health and Fitness Day.

Always the third Wednesday in May, National Employee Health and Fitness Day celebrates the importance of a healthy workplace. Studies have shown that businesses that promote wellness in the workplace not only benefit from a healthier workforce, but they also benefit from enhanced recruitment and retention of employees, improved health care costs, decreased rates of illness and injuries and reduced employee absenteeism.

"Employee health and wellness can have a significant impact on a business' bottom line," says SBWI project director Kelly Heath. "Workplace wellness is an avenue that any size business cannot afford to ignore."

Whether a business has 5 or 500 employees, there are many ways to promote National Employee Health and Fitness Day. The Small Business Wellness Initiative offers several suggestions for any size business to promote health and fitness in the workplace:

- *Host a health brown bag or lunch 'n learn workshop
- *Offer a stress management training or workshop
- *Sponsor free health screenings (i.e. high blood pressure, cholesterol, glucose)
- *Promote health and fitness in your employee newsletters or check stubs
- *Collaborate with community organizations to offer health programs or services
- *Implement a workplace wellness or exercise program
- *Provide and promote an employee assistance program (EAP)
- *Host an on-site wellness or health fair
- *Offer smoking cessation programs to employees
- *Support healthy choices through catering at meetings and vending machines

The Small Business Wellness Initiative offers a variety of brown bag trainings to help a business become a healthier, more productive environment. Training topics include: Active Lifestyle, Alcohol, Tobacco and Drugs, Family Connection, Healthy Eating, Managing Stress, Safety and Moderation, Team Building/Communication, Time and Presence. **For more information, contact Beth Mivedor at (817) 332-6329 ext. 258.** Businesses interested in learning how wellness programs can affect their bottom line or for additional resources on promoting health and fitness in the workplace, visit www.sbwi.org.

About the Small Business Wellness Initiative

The Small Business Wellness Initiative is a community collaborative project funded by a grant from the Department of Health and Human Services. The mission of the Small Business Wellness Initiative is to enhance the health, productivity and quality of work life for small business leaders, their employees and their communities. Community partners include Tarrant Council on Alcoholism & Drug Abuse, the North Texas Small Business Development Center and Organizational Wellness & Learning Systems.

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MARKETING WELL

Small businesses comprise a challenging market for wellness and health promotion programs. Before an employer will decide to offer a health or wellness program, the employer must see a payoff.

Small Business Selling Points

Whether it be lower health insurance costs, increased productivity or improved employee morale, it is important to develop a list of selling points for your initiative and its programs. While there are many different selling points that can be derived from workplace wellness programs, the following are just a few that may inspire a small business to participate in your initiative or wellness program:

- 1) *Workplace wellness programs can help to control or reduce health insurance costs.*
The number one concern for small businesses was health insurance costs, according to a recent study by the National Federation of Independent Business. Therefore, you must use this as a selling point to get a small business employer to participate in your initiative. There are numerous studies that have proven workplace wellness programs lower health insurance costs.
- 2) *Workplace wellness programs can increase productivity.*
In a small business environment, an employee's health and well-being can be crucial to productivity. Employee absenteeism, illness or injury can significantly reduce the productivity of a small business. Therefore, a small business selling point is that workplace wellness programs have proven to reduce employee absenteeism and increase productivity.
- 3) *Workplace wellness programs enhance or improve employee morale.*
Many businesses, even small businesses, want to portray a high quality of life for their employees. Workplace wellness programs not only boost employee morale, but they can also save money in employee turnover costs. If employees feel they are valued, they may have higher job satisfaction which improves creativity and productivity.

Whatever you determine your selling points to be, make sure that they are tailored to fit the needs of your initiative. Remember, you can always adapt your messages to address different target audiences.



MARKETING WELL

Congratulations!

We hope that you have been successful in developing a marketing and outreach strategy for your wellness initiative. By this point, you should have covered:

- **Defining your target**
- **Reaching small businesses**
- **Utilizing media messages**
- **Small business selling points**

Once you have completed all of the above, you are one step closer to program delivery. Hopefully, by now you have begun to recruit some participating businesses and achieve some of your initial goals and objectives. Now, you are ready to move on to ***Working Well*** section that will address:

- **Working programs**
- **Gearing up for wellness**
- **Using wellness tools**
- **Evaluating net worth**
- **Overcoming obstacles**

The following section will assist you with implementing and delivering your programs to participating businesses.
