

A Step-by-Step Guide To Improve Benefit Engagement



Why Engagement Matters

Employee benefits are only truly valuable if employees know about them, understand them, and use them.

Yet, 34% of employers admit that their staff are not aware of or do not understand the benefits available to them. In fact, just 44% of employees say they have a good understanding of their benefits on offer.



This guide provides a clear, month-by-month schedule to improve benefit engagement using key Awareness Days. We've also included an email template and a free poster for Pension Awareness Day to help you get started!

What's Inside This Guide?

1. Build a yearly engagement schedule (including Awareness Day Calendar).
2. Power your plan with Smart Hive and Marketing Suite.
3. **Bring it to live (with email templates you can adapt).**
4. Boost visibility with eye-catching visuals (with free sample poster - a taster of what Smart Hive has to offer).

"Just 44% of employees say they have a good understanding of the benefits on offer."

Group Risk Development (Grid)

1: Build A Yearly Engagement Schedule

Why plan?

Effective benefits communication can significantly increase employee engagement with the platform. A solid annual plan helps drive these improvements and keeps employees engaged throughout the year. Here's a simple, effective annual plan to get you started:

Awareness Day Calendar		
Month	Key Awareness Days	Suggested Activities
January	Blue Monday	Host a 'Beat the January Blues' mental wellbeing workshop promoting EAP/MyMindPal.
February	National Heart Month	Promote health screenings or gym membership discounts.
March	Employee Appreciation Day	Launch a recognition programme.
	International Women's Day	Promote inclusive benefits around parental leave or menopause support.
April	Stress Awareness Month	Share stress reduction techniques and EAP information.
May	Mental Health Awareness Week	Host Mental Fitness and Resilience webinars.
June	World Environment Day	Encourage eco-friendly commuting options like the Cycle to Work Scheme.
July	Samaritans Awareness Day	Share emotional support resources, spotlight EAP.

Awareness Day Calendar

Month	Key Awareness Days	Suggested Activities
August	Cycle to Work Day National Relaxation Day	Run a workplace cycle challenge. Share mindfulness tools from MyMindPal.
September	Pension Awareness Day	Host a Pension Planning Webinar - use the email template and poster in this guide to drive awareness.
October	World Mental Health Day National Work-Life Week	Host mental wellbeing talks. Promote flexible working initiatives and Smart Hive benefits.
November	Talk Money Week International Men's Day	Financial wellbeing webinars: pensions, savings, debt management. Share male-focused health and wellbeing resources.
December	End of Year Recognition	Celebrate benefits success stories.

Top Tip

The exact date of each Awareness Event can change year on year, so check the specific Awareness Event website ahead of time to make sure you can plan your campaign effectively.

2. Power Your Plan With **Smart Hive's** Marketing Suite

Now that you've mapped out your annual schedule, the next step is execution, and that's where Smart Hive becomes your secret weapon.

Smart Hive is Bravo Benefits' employee platform that brings together your employee benefits and analytics in one easy-to-manage space. It's designed to support HR teams in driving awareness, improving benefit uptake, and saving valuable time.

Many employees may not even know about half the benefits they have access to. **Smart Hive allows you to house your benefits on an easy-to-view dashboard**, ensuring employees remain aware of their evolving benefits package.

What Is Smart Hive's Marketing Suite?

Smart Hive's Marketing Suite is a complements the dashboard, providing you with smart, targeted communication resources.

With the Smart Hive Marketing Suite, you can:

Get access to targeted email campaigns: Shine a spotlight on new, seasonal, or relevant benefits at just the right time with our library of ready-to-go HTML email templates. Prompt employees to take advantage of underused perks or act before offers expire.

Custom-tailored communication: Is Smart Hive's analytics suggesting that engagement with one particular perk is falling? Adjust your marketing content based on employee preferences or demographics to keep messages relevant and engaging.

Boost awareness and action: Effective communication helps employees understand their benefits and motivates them to use them.

Want a taster? You can find a free poster from Smart Hive's Marketing Suite at the end of this guide.


Not using Smart Hive yet? Book a demo with one of our Consultants.



3: Bring It to Life: Sample Internal Communication

To make the most of your yearly schedule and Smart Hive's tools, timely internal emails are essential. Copy and paste our sample plain text email on the right.

Below you can see an example of one of the standard images you can expect to enjoy on Smart Hive's Marketing Suite.



Custom-built benefit solutions for your team

You're Not Alone: Mental Health Starts with Community

LOGIN

Connection makes all the difference. Whether it's a quick check-in or a shared laugh, those small moments remind us we're not alone. That's the heart of this year's Mental Health Awareness Week - 12th to 18th May 2025 - celebrating the power of Community.

We're Better Together

It's easy to feel isolated, especially when work and life get busy.

But community isn't just about big social groups. Small interactions can be just as important: A conversation. A kind word. A simple, "How are you?"

These simple acts of connection can help ease stress and boost your mood, and when life gets a little overwhelming, it's reassuring to know that support is always close by, ready when you need it.

Simple acts of connection can help ease stress and boost mood.

"25% of adults in the UK say they have felt lonely some or all of the time over the last month." Mental Health

LOGIN

Support That Works for You

Wellbeing looks different for everyone, and the support that helps most can vary from day to day. Why not take a moment to explore what's available on Smart Hive to support your mental health and overall wellbeing.

Take a Moment. Reach Out. Get Support.

Log in to Smart Hive to explore everything that's available.

LOGIN

Sample Plain Text Email

Subject line: Feeling disconnected? Let's move through it together.

Dear *|FNAME|*

Do you ever feel completely alone, even when surrounded by people?

It happens more than you might think. There's no shame in feeling off, overwhelmed, or like you've lost your footing.

But the good news is: you don't have to work through it alone.

That's what Mental Health Awareness Week is all about - reminding us that support is out there, and connection can make a real difference.

Take this week to explore the benefits that are here to support your health and wellbeing [delete as appropriate and insert name of your solution]:

- Employee Assistance Programme,
- Peer-to-peer support app,
- Mental Resilience app,
- Wellbeing Webinar,
- Wellbeing Coaching.

It's time to explore your health and wellbeing support. It's not about having all the answers or making big changes; it's about finding one small thing that helps you feel a little more supported.

Take a look at the resources available to you.

All the best,

4: Boost Visibility With Eye-Catching Visuals

While emails are essential, not every employee will see or act on them, especially those away from a desk. Visual reminders in shared spaces or digital hubs can reinforce your message and prompt action.

At the end of this guide, you'll find a free poster for Pension Awareness Day in September to encourage employees to explore their pension benefits via Smart Hive. Print it, share it on your intranet, or add it to your email footer during the week.



Make Every Benefit Count

Getting employees to engage with their benefits isn't something you do once and forget. It's about staying consistent - keeping the message alive throughout the year. With a clear plan, the right tools, and timely communication, you can turn awareness into action and make your benefits work harder for everyone.

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Email us at
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Visit
bravobenefits.co.uk

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Your Retirement Won't Wait. Will You Be Ready?

It's easy to delay thinking about retirement, but every year counts. This Pension Awareness Day, take control of your future by making informed choices today. Leaders apply recognition practices across teams.

- Check your current pension contributions and forecast.
- Learn how small increases can significantly boost your retirement savings.
- Explore your company's full range of financial wellbeing benefits.

bravo
benefits

