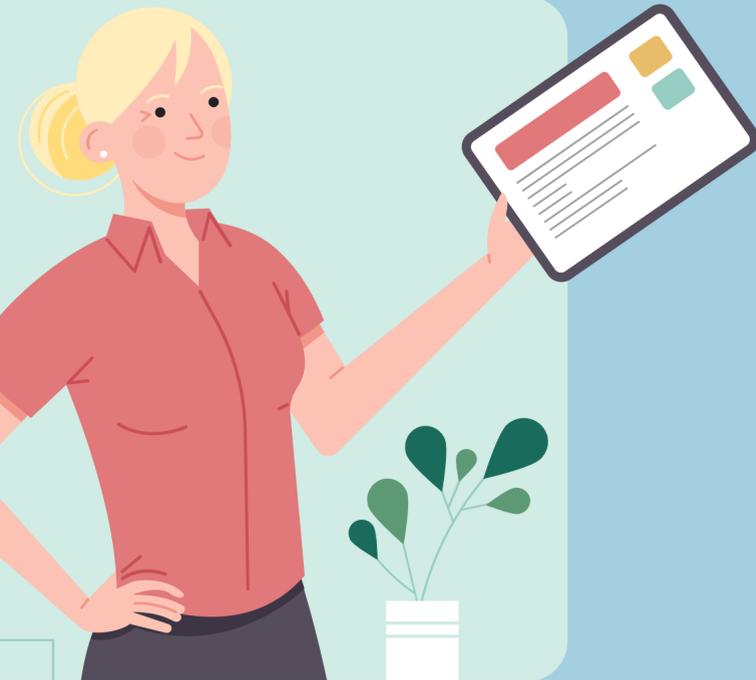




# Kaia's annual marketing plan

When and how to promote Kaia to your employees



We're here to help if you have any questions!

Contact Client Success

## 1 How Kaia's built to serve you

Month 1	Email 1 + 2	On-site Poster	TV Screensavers + Banners
Month 2	Email 3	Tri-fold	TV Screensavers + Banners
Month 3	Email 4 + 5	Social	TV Screensavers + Banners
Month 4	Email 6	TV Screensavers + Banners	

## 2 Get back to living on your terms

Month 5	Email 1 + 2	PDF 1-pager	TV Screensavers + Banners
Month 6	Email 3	Postcard	TV Screensavers + Banners
Month 7	Email 4 + 5	Social	TV Screensavers + Banners
Month 8	Email 6	TV Screensavers + Banners	

## 3 Science backed & available at your fingertips 24/7

Month 9	Email 1 + 2	Desk drop / bi-fold	TV Screensavers + Banners
Month 10	Email 3	Postcard	TV Screensavers + Banners
Month 11	Email 4 + 5	Social	TV Screensavers + Banners
Month 12	Email 6	TV Screensavers + Banners	

### Emails

Send ready-to-use emails in sequential order that aligns with your internal communication plan! Email formats provided in HTML and as PDF attachments.

### Direct Mail

Send mailers directly to employees' homes to remind them of their unlimited, anytime access to Kaia! Print-ready assets are in PDF format.

### Print

Print these out and place them in high traffic areas such as break rooms, the back of restroom doors or even on employee's desks! Print-ready are assets in PDF format.

### Digital

Digital assets to share on an ongoing basis across internal portals, company website, social media channels, and TV screens. Refreshed for each phase but intended to be left up throughout the entire phase for an "always on" touch point.