

The logo for iGrad, featuring a stylized white house icon with a chimney on the left, followed by the word "iGrad" in a bold, white, sans-serif font. A vertical white line is positioned to the right of the word.

iGrad

Support Webinar

Successfully Marketing Your Financial Wellness Platform

Agenda

- Getting Started
- Web Integration
- Process Integration
- Digital Marketing*
- Physical Marketing*

** Marketing Materials Suite Accessible via Reporting/Admin Site*

Questions to Keep in Mind

- What **iGrad** resources that we discuss here do you really like?
- How do you feel that resources on the **iGrad** platform could be leveraged?
- How can you can foster success for your **financial wellness and debt education programs** and hone your own best practices across your teams and departments?



Getting Started

- Know your larger goals and objectives, then market to achieve
- What are you currently doing today?
- Stick with what works!
- Ramp up over time

Repetition

- Understand the power of repetition.
- Studies show the avg. person needs three (3) exposures to new stimulus before reacting.



Continuous Process

- Plan
- Develop
- Implement
- Observe & Analyze
- Adjust the Plan and Repeat



Web Integration

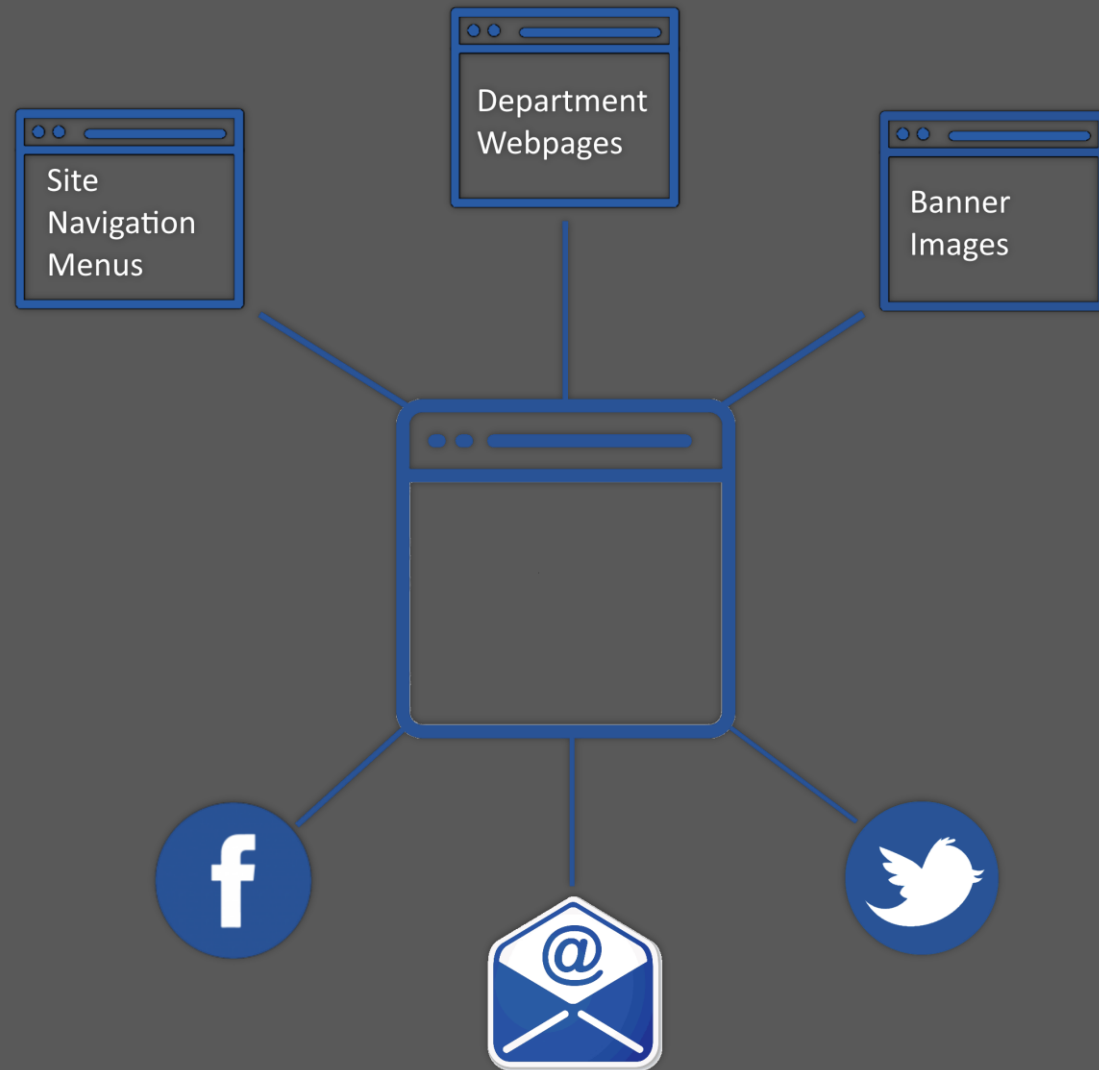
Web Integration

- Public Web Space
 - Create awareness
 - Non restricted
- Secure Web Space
 - Personalized menus
 - Task lists
 - High traffic personalized areas
- Discoverability is critical!
 - Hub and Spoke model
 - Directly linked resources
 - High traffic pages

Hub and Spoke

Hub: A central landing page on your public web space. A detailed information page and jump off point to the web application.

Spoke: Various teaser points to grab attention and lead user to the hub.



Process Integration

In Person Touchpoints:

Where do you interact with your end user audience?

- New student orientation and onboarding flows
- One-on-One interactions
 - Counseling sessions
 - Advising
- Group interactions
 - Tabletop events
 - Workshops
 - Classroom



Digital Marketing

Digital Marketing

Where does your target audience live online?

- Email
 - Signatures
 - Existing communication flows
- E-Newsletters
- Social media
- Which social media?



Integration and Assessment

- Classroom integration: FYE, etc.
- Resources to support 50 minute workshops, classroom experience on various topics, (i.e. Budgeting, Credit, Scholarships, Student Loan Debt Education, transitioning to career topics; health benefits, salary negotiations, investing and retirement planning)
- Integrated throughout Student Lifecycle (via campaign, challenge, incentives, at risk indicators, etc)
- iGrad's "Your Money Personality"
- Financial Wellness Check-up/Assessment
- Student loan snapshot and Annual Debt Education Courses

Landing Page and outreach examples

- <https://osu.igrad.com/landing/step-instructions-ohio-state>
- <https://chelseagroton.enrich.org/landing/cgb-high-school-teachers>
- <https://uas.igrad.com/landing/sitka-cstar-bucks>
- <https://regis.igrad.com/landing/regis-sophomores>
- <https://bluefield.igrad.com/landing/bluefield-flm>

Physical Marketing

Physical Marketing

- Billboard Style
 - Elevator posters
 - Banners
 - TV Monitors
 - Screen savers
- Takeaways
 - Postcards/ Inserts
 - Bookmarks
 - Business cards



Engagement Strategies

- Not to “devalue” or commoditize the Intervention as just another “mandate”
 - Incentives/Rewards
 - Focus on the Why, not What
 - Integrate naturally
 - Campus Initiative w/ Student Involvement
 - Your Money Personality
 - Classroom Integration
 - Campaigns and Challenges
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Todd Woodlee

Twoodlee@iGrad.com

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