



Welcome to Boost

Your guide to launch Boost successfully

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Purpose

- **BOOST LAUNCH ROLLOUT PACK**

This document provides a step-by-step guide to assist your business in promoting Boost internally, ensuring maximum engagement and registration from your team. By following these timelines, email templates, and promotional strategies, your business can effectively encourage employees to take full advantage of Boost.

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● BOOST EMAIL INVITE TIMELINE

Boost sends automated invites to your team at the following intervals:

- **Release Day:** The release date is set up by the business. An email invite is sent at 10:00 AM on release date.
- **Two Weeks Post-Release:** A follow-up invite is sent at 10:00 AM to team members who have not registered.
- **Subscription Renewal:** An invite is sent two weeks after the subscription renewal date if they have not registered.
- **New User Additions:** For new team members added to the platform:
 1. An invite is sent at 10:00 AM following their addition.
 2. A follow-up invite is sent two weeks after the release date if they have not registered.

With Boost automated emails and the help of your business, we can work collaboratively to launch Boost successfully for your team.

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The process

Follow the steps below for a successful Boost launch, ensuring maximum engagement and registration from your team.

BOOST + INTERNAL EMAIL TEMPLATES FOR PROMOTION

Email 1: Pre-Launch Announcement (7 Days Before Launch)

Subject: Exciting News! Boost is Launching Soon

Dear Team,

We are thrilled to announce a new employee benefits programme for our staff called **Boost!**

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Boost is a benefits programme that lets employers reward their teams with discounts and special offers at over 50 New Zealand retailers and service providers.

Boost is easy to use. Simply download the mobile app or use the website, register your details, and you're ready! Once registered, you will receive email updates on the latest limited time offers and access to everyday deals.

Keep an eye on your inbox for an invitation from Boost at hello@myboost.co.nz with your registration details. Arriving on [Launch Date].

To learn more about Boost, visit www.myboost.co.nz

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Email 2: Pre-Launch Reminder (1 Day Before Launch)

Subject: Reminder: Look Out for Your Boost Invite Tomorrow!

Dear Team,

This is a quick reminder that your invite to Boost will be sent to your inbox tomorrow at 10:00 AM. Be sure to check your email so you can start exploring all the fantastic benefits Boost offers.

To learn more about Boost, visit www.myboost.co.nz

If you have any questions, don't hesitate to reach out to [Contact Person/HR].

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Email 3: Boost Release Email


An email invite is sent at 10:00 AM on the release date. See the example below.

[View in your browser.](#)

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You're invited to Boost!
n3 employee benefits programme.



Hi Karina,

n3 invites you to Boost, their employee benefits programme. There are tons of offers on Boost. From food to DIY suppliers, there is an offer for everyone.




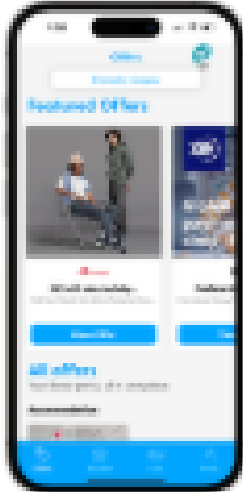
Boost is easy to set up. [Download the app](#) and register using the details below, or [register online](#).

App ID: **988477749**
PIN: **888888**




Email: karina.valenzuela@n3.co.nz
You must register with the email address above.

If you need help registering, you can [follow the guides here](#).

The My Boost App gives you access to every Boost Offer, right in your pocket. Search "My Boost" in your app store or click the links below.

Boost offers you might like:

 <p>SHOP NOW</p> <p>Millennium Hotels</p> <p>20% off flexible rate at Millennium Hotels</p>	 <p>SHOP NOW</p> <p>JB Hi-Fi</p> <p>JB Hi-Fi Cost + 10% + GST Storewide</p>	 <p>SHOP NOW</p> <p>Exercise Association NZ</p> <p>45-75% off for first-time gym users</p>
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Email 4: Post-Launch Follow-Up (7 Days After Launch)

Subject: Don't Miss Out on Boost – Register Today!

Last week, we announced our new employee benefits programme for our staff called **Boost!**

You should have received an email from hello@myboost.co.nz with your registration details. If you did not get a notification, please check your promotions inbox or junk folder, or you can search for hello@myboost.co.nz to find it.

Boost gives you access to discounts and special offers at various New Zealand retailers and service providers including Torpedo7, JB Hi-Fi, New Balance, Hello Fresh and more!

Boost is easy to use. Simply download the mobile app or use the website, register your details, and you're ready! Once registered, you will receive email updates on the latest limited time offers and access to everyday deals.

Need help or have questions? Contact [Contact Person/HR] for support.

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Email 5: Two Weeks Post-Release Boost Email.

A follow-up invite is sent at 10:00 AM to team members who have not registered. See the example below.

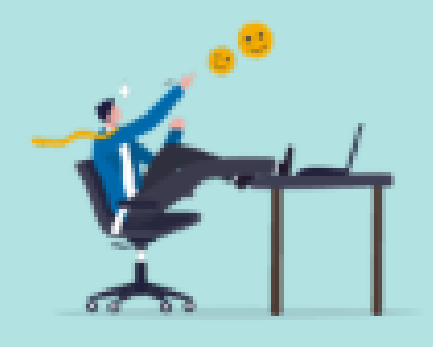
[View in your browser](#)

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You're invited to Boost!

n3 employee benefits programme.



Hi Karina,

A quick reminder that n3 invites you to Boost, their employee benefits programme that lets you save money on the stuff you already buy – and the stuff you want to! There's a Boost Offer for everyone, from some of New Zealand's favourite brands and retailers.




Boost is easy to set up. [Download the app](#) and register using the details below, or [register online](#).

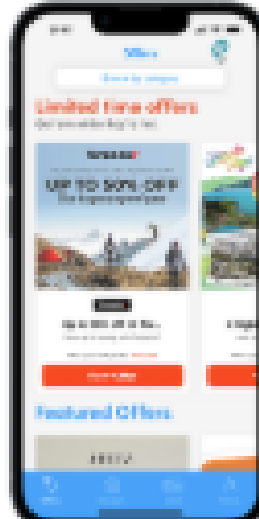
App ID: *********
PIN: *********

Email: karina.valenzuela@n3.co.nz
You must register with the email address above.


If you need help registering, you can [follow the guides here](#).

The My Boost App gives you access to every Boost Offer, right in your pocket. Search **"My Boost"** in your app store or click the links below.

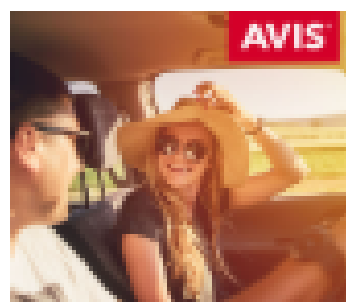




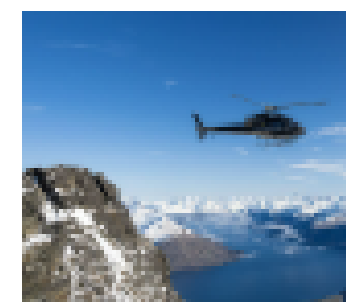
Boost offers you might like:



Specsavers Optometrists
[SHOP NOW](#)
Discount at Specsavers



Avis
[BOOK NOW](#)
Discover more with Avis



Bookme
[BOOK NOW](#)
\$15 Off Bookme NZ

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Email 6: Reminder from HR (3-6 Months After Launch)

Subject: Reminder: Have You Signed Up for Boost?

Dear Team,

If you have not registered for Boost, you are missing out on the fantastic discounts available to you, including Torpedo7, JB Hi-Fi, New Balance, Hello Fresh and more!
Registration takes only a few minutes, and the perks are worth it!

Check your inbox from hello@myboost.co.nz with your registration details. If you did not get a notification, please check your promotion inbox or junk folder, or you can search for hello@myboost.co.nz to find it.

For assistance, reply to this email or contact [Contact Person/HR].

BCC Instructions: Use the BCC field in your email client to ensure your team receives the reminder discreetly. Simply add all employee email addresses to the BCC field, leaving the “To” field blank or addressed to yourself.

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VISUAL PROMOTION

Screensavers

Boost-branded screensavers can help raise awareness and excitement. You can access and download it [here](#).

Email Signature

The Boost-branded email signature can be added before and after the launch date to help raise awareness. You can access and download it [here](#).

Remember to include the email signature for internal use only (inside your organisation).

ONBOARDING INTEGRATION

Incorporate Boost into your company's induction materials and processes:

- Include a section on Boost in the employee handbook.
- Add a Boost registration step to your new employee checklist.
- Feature Boost in onboarding presentations.

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OTHER PROMOTION IDEAS

- Internal Competitions: Offer incentives for teams or individuals who register within the first week, such as a prize draw.
- Workplace Announcements: Mention Boost during team meetings, town halls, or via internal communication tools (e.g., Slack, Teams).
- Physical Flyers: Distribute printed materials in common areas, such as break rooms or noticeboards. You can access and download all Boost collaterals [here](#).
- QR Codes: Create QR codes linking directly to the [Boost registration page](#). Display these on posters, desktops, or emails.

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