Promotions

A Promotion is an email to your employees that contains a link to their unique total rewards statement. In this step, you will create the email, send the email, and be able to monitor which employees have accessed their total rewards statement.

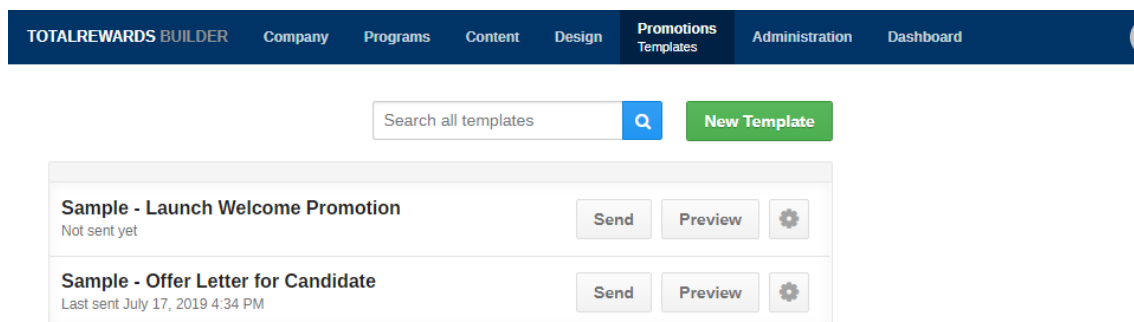The Promotion feature also allows you to send targeted emails for different audiences.

Examples of targeted promotions include:

- Statement Launch
- Job Offer to Candidate

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Promotions will be pre-loaded into the system for you, to make edits click on one of the options

You will be directed to edit the contents of the promotion email

Name
A name for you to remember this template. This is NOT shown to any employees.

Sample - Launch Welcome Promotion

From Email
The email address that this will be sent from.

sample@nm.com

Subject
The "Subject" of an email message should be a short summary of its contents.

TotalRewards Statement - Welcome

Message
The message body sent to the employee.

Hi ${first_name},

Your Total Rewards statement is here!
Your total rewards statement is a breakdown of your total compensation from 2016, including cash payments, benefits value, and estimated tax savings. Along with your compensation, you will find additional information about the benefits we offer.

How do I access my Total Rewards Statement?
Click the link below to create your password and login to your personal TotalRewards statement portal.

☑ **Include login instructions**
Will append instructions to login and view the web statement for each employee. Additionally, a button will be added to click-to-view the web statement.

Save

To change the **email address** where the promotion email will be sent from

From Email
The email address that this will be sent from.

no-reply@nm.com

To edit the message of the promotion email, the **edit toolbar** will float on top of the message section.

The first icon **(down arrow)** allows the user to drop Employee First Name and Employee Last Name within the text. Click on the selection and it will be inserted at the location of your live cursor.

Message
The message body sent to the employee.

Hi ${first_name},

If no changes are needed hit **Save** and prepare to preview the email.