



Are You Communicating to Your Employees at Their Point of Need?

Millennials are 154 percent more likely to want to receive benefits-related information texted to their mobile device.¹

Text messaging allows you to send important reminders to your employees instantaneously and keep them engaged in their benefits throughout the year. Text messaging is the most pervasive form of communication; in fact, 8.6 billion texts are sent per day in the U.S.² and text messages have a 98 percent open rate.² That is why HUB International has identified a preferred vendor to offer you a quick, convenient and cost-efficient text message communication platform.

Our team can assist you with any or all of the following steps to make your text messaging campaign a success:

- Initial account creation
- Materials to promote company text messages to employees
- Drafting and scheduling of all benefits-related messages

Text Messaging Costs

With the Pay & Go service, you can select a custom keyword for only \$25 per month! Then, each message you send costs only \$0.05 per contact.

For example, if you send one text message per month to 1,000 employees your cost would be: $\$25 + \$50 (1,000 \times \$0.05) = \$75/\text{month}$.

Employees opt in to receive updates by texting your custom keyword to 313131. Those who do opt in will give you a better idea of how many of your employees prefer to receive communications by phone.

1. "Employees Speak Up About Benefits Communications". GuideSpark. April 2014 Survey Report. 2. "Communicate Like a Marketer For a Successful Open Enrollment". PlanSource. September 2016 Webinar.