

2018 Gaggle Amp Program and Goals

Goal – Expand the organic reach of Colonial Life sponsored posts across varying social platforms.

Goal – Enhance the user experience by providing personalized content segmentation.

Objective Statement – Reach 320 (190% increase) active and engaged social brand ambassadors to expand the organic reach of Colonial Life sponsored posts across varying social media platforms by June 1.

Strategy – incentive program, email communications and personalized content segmentation

Part 1 - Onboard 80 (est.) new users following the Jan. 2 and 3 LDC.

Goal – Effectively onboard 80 (est.) sales leaders with 30% hitting the established 200 points ‘breaking point’ of a routine user by March 30.

Part 2 – Reengagement Campaign – reengage users with last activity of 6 months or more, engage users who are ‘not yet’ active.

Goal – Effectively reengage 20% of nonactive or not yet users with 75% gaining the 200 points ‘breaking point’ of a routine user by March 30.

Part 3 – Identify next audience to join based on remaining seats.

Goal – Have 300 seats filled by active members by June 1.

Part 4 – Content segmentation research.

Part 5 – Upload new segmented content to Gaggle Amp.