

## Top 20 Tips for Encouraging Staff Sign Ups

1. Know your audience and target accordingly with a **simple and concise message**.
2. Start with the **low-hanging fruit**, such as existing cyclists and bus or train users.
3. If promoting by email, send during a **quiet time for email traffic**.
4. Promote via **social media** channels e.g. Facebook, Twitter and give us a follow on @SmartgoUK.
5. Use **different methods** of promotion – word of mouth, flyers, posters, email, newsletters.
6. Place information clearly on your **internal intranet page**.
7. Stick the Smartgo-provided **posters** in areas staff visit regularly, including notice boards, car park, lifts, canteen, toilets and water cooler area.
8. **Combine with other information** - perhaps include a flyer with pay-slips or car park permits.
9. Use **simple instructions** so staff can see how easy it is to sign up.
10. Use a **travel survey** to find out what would encourage staff to leave their cars at home, what the biggest barriers are and what incentives would be popular. Including Smartgo within the survey can really help boost awareness.
11. Promote Smartgo **during events** such as Cycle to Work week or a staff benefits roadshow.
12. **Buy-in from Senior Management** can help cascade the positive message of Smartgo.
13. Encourage keen Smartgo members to **spread the word**.
14. Consider **champions scheme** with an incentive for the people encouraging greater engagement from colleagues.
15. Promote Smartgo incentives **before making changes** that could be received negatively, such as parking restrictions.
16. **Promote regularly** - colleagues may need many reminders over several months before joining.
17. Promote new Smartgo offers to staff to **refresh the message**.
18. During the **induction process**, provide information on travel options. Promoting Smartgo when they start, or even before, may positively impact their commuting decisions.
19. Coinciding Smartgo promotion with **nice weather** can make a big difference.
20. Get **staff testimonials** about how they've benefitted from Smartgo then share internally.