

● 2025 ALIGHT SOLUTIONS

# A certified fresh look at campaigns

Bringing the heat and tasty design treats



# Sections

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- 01** Current journey
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  - 03** New journey ideas
  - 04** Funnel build out

# Current journey

01

# Excellence and opportunities



## What we do well

### Speed to market:

Campaigns are executed with efficiency, consistently moving from concept to launch faster than industry benchmarks.

### Testing & iteration:

Campaigns are structured to incorporate A/B testing and performance reviews, with insights applied to ongoing optimization.

### On-time delivery:

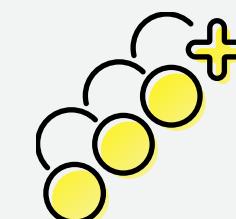
Creative deliverables are consistently met on schedule, even as priorities or requirements evolve.

### Multi-channel mindset:

Campaign planning increasingly considers how creative assets flex across email, digital, web, and social channels.

### Alignment with business priorities:

Campaign briefs are progressively more connected to key business initiatives, such as events and strategic focus areas like AI.



## Areas to improve

### Focus on the full funnel:

Campaigns are designed to engage audiences across the entire buyer journey, from initial awareness through to consideration, conversion, and retention—creating a cohesive conversation that connects each stage of the funnel.

### Begin with an ending:

Strategic planning starts with the desired business outcome in mind, ensuring that every campaign element is purposeful and measurable.

### Cohesion across the campaign:

Creative and messaging remain consistent across all channels and touch points, in their stages, reinforcing brand credibility and delivering a unified customer experience.

### Cross-team communication:

Open collaboration between marketing, events, social, web, and creative teams ensures alignment, efficient execution, and faster decision-making.

### Build to goals, not align goals to existing assets:

Campaign development prioritizes business objectives first, with assets and creative built intentionally to serve those outcomes rather than retrofitting existing materials.

# Present journey map

Right now, with our current strategy a user may be able to level up to later stages in the funnel, but we delay later stages or use them in new segments unrelated to where they leveled up from. This **may lead** to a disjointed conversation with our users.



# Phase and asset exploration



# Stages of the journey

- 01** Awareness
- 02** Consideration
- 03** Decision
- 04** Purchase

# Awareness

The stage where prospects first discover your brand, product, or service. The goal is to capture attention, build recognition, and establish credibility by highlighting pain points and positioning your brand as a relevant solution.

## Name the enemy

position against industry pain points or common challenges

## Champion the customer

highlight customer success or advocacy

## Contrarian POV

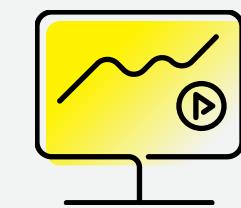
challenge assumptions in the market to stand out

## Build in public

show transparency, thought leadership

## Homepage messaging

clear, high-level value proposition



## Potential deliverables

- **Thought-leadership articles & blogs:** Content on industry trends, HR transformation, and emerging challenges like AI in benefits.
- **Infographics:** Visual breakdowns of complex data (e.g., healthcare cost trends, employee engagement stats).
- **Social media campaigns:** Organic + paid posts on LinkedIn, X, and industry communities.
- Explainer videos & brand videos: Short, engaging overviews of challenges and solutions at a high level.
- **Industry research reports:** Commissioned or co-branded studies highlighting market insights.
- **PR placements & press releases:** Executive commentary or product launches in trusted industry publications.
- **Podcast appearances or guest content:** Elevating brand expertise in HR, benefits, and employee experience.
- **SEO content:** Optimized blog posts and guides targeting early-stage keywords.

# Consideration

At this stage, prospects are actively researching and comparing options. Campaigns focus on education and value—showing how your solution addresses their needs more effectively than alternatives.

## Show a killer feature

highlight differentiating capabilities

## Customer stories

case studies, testimonials

## ROI page

calculators, cost/benefit visuals

## Product experience

interactive demos, previews

## Sales content

detailed solution briefs, whitepapers



## Potential deliverables

- **Whitepapers & eBooks:** Deep dives into benefits strategies, AI applications, or compliance issues.
- **Webinars & virtual panels:** Sessions featuring product experts, clients, or analysts.
- **Case studies (lightweight):** Focused stories showing specific process improvements or outcomes.
- **Comparison guides / checklists:** Tools to help buyers evaluate solutions (Alight vs. status quo or competitors).
- **Interactive tools & assessments:** Self-diagnostics that surface pain points and map to solutions.
- **Email nurture campaigns:** Curated series delivering relevant mid-funnel content.
- **Explainer/product overview videos:** More solution-focused than awareness, but not yet demo-level.
- **Solution overview pages (web):** Product-specific site content designed for prospects comparing options.

# Decision

Prospects are close to selecting a solution and need reassurance to move forward. Campaigns here emphasize proof points.

## Customer stories (in-depth)

industry-specific results and ROI

## Customer stories

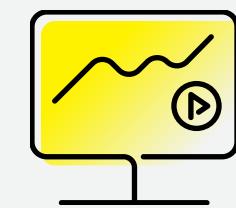
case studies, testimonials

## ROI page

reinforce quantifiable outcomes

## Sales content

tailored proposal decks, executive summaries via early form fills, sell sheets, talk to sales



## Potential deliverables

- **Case studies (in-depth):** Detailed ROI and implementation outcomes from similar clients.
- **Solution briefs / product one-pagers:** Concise breakdowns of features, benefits, and differentiators.
- **ROI / TCO calculators:** Tools quantifying cost savings and business impact.
- **Demo recordings / guided tours:** Product functionality in a clear, easy-to-digest format.
- **Customer testimonials:** Written or video endorsements from decision-maker peers.
- **Analyst reports / third-party validation:** Independent proof of market leadership (e.g., Gartner, Forrester).
- **Implementation roadmaps:** High-level guides showing ease of deployment and support.
- **Executive decks / battlecards:** Shareable assets for champions to present internally.

# Purchase

The stage where prospects convert into customers. Campaigns support the final transaction, often with tailored offers, sales enablement, or onboarding materials that make the purchasing process clear, smooth, and confidence-building.

## Buy our product

clear conversion CTA / purchase form

## Sign up for updates

optional, to nurture late-stage or hesitant buyers

## Upgrade

options for higher tiers or additional products/services



## Potential deliverables

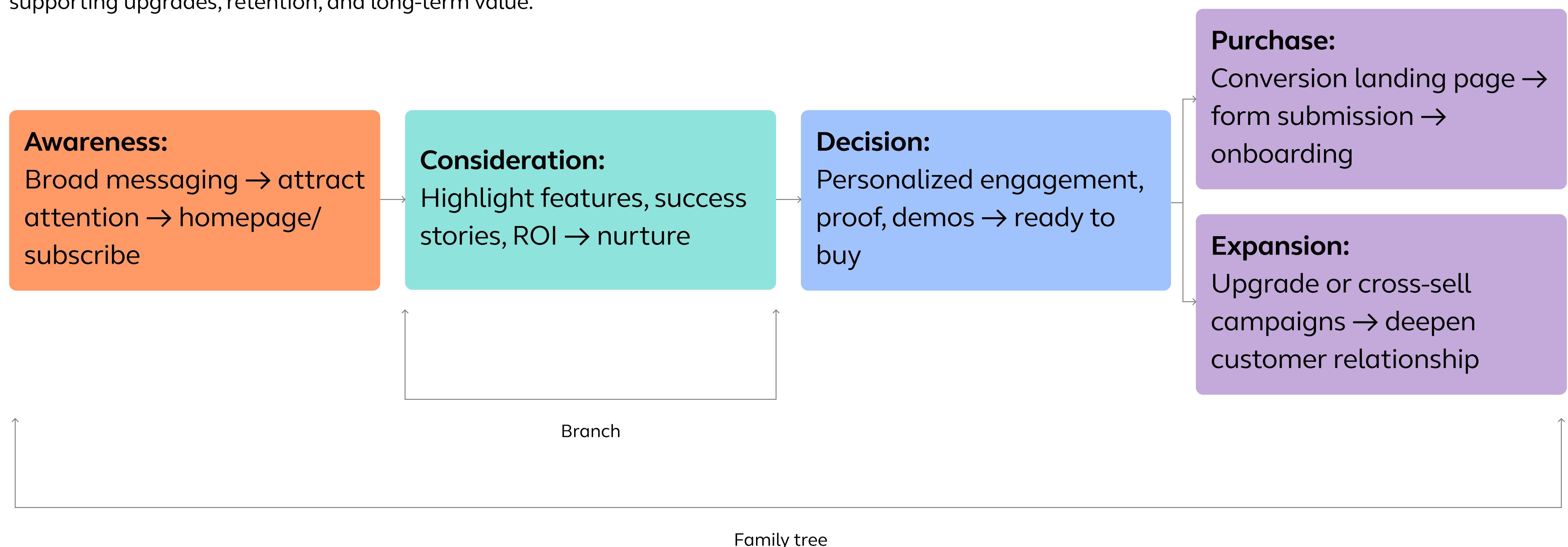
- **Sell sheets / one-pagers:** Concise product overviews with benefits, key features, and integration details.
- **Case studies:** Industry- or role-specific stories showing measurable business outcomes with Alight's solutions.
- **ROI / TCO calculators:** Interactive or downloadable tools that quantify value, cost savings, or efficiency gains.
- **Product demo recordings:** Short, polished videos that preview functionality and user experience.
- **Solution briefs:** Detailed documents tailored by product (Worklife, LeavePro, Benefits), outlining workflows, compliance advantages, and differentiators.
- **Customer testimonials:** Written or video endorsements, ideally from recognizable brands in the same sector.
- **Analyst reports / third-party validation:** Gartner, Forrester, or industry recognition that supports Alight's positioning.
- **Implementation guides or timelines:** High-level overviews that show ease of onboarding and client support.
- **Security & compliance documentation:** Proof points on data privacy, HIPAA, GDPR, SOC, etc.—especially important for HR/benefits solutions.
- **Executive summary decks:** Slide-format overviews that buyers can easily share internally with decision committees.

# New journey ideas

03

# Overview

This funnel flow guides prospects from awareness to conversion in a structured, purposeful way. Broad messaging at the top captures attention and introduces the brand, while consideration-stage assets like feature highlights, customer stories, and ROI tools educate and build trust. The decision stage reinforces confidence through demos, in-depth case studies, and proof points, preparing prospects to take action. Finally, the purchase stage provides a clear, frictionless path to conversion, with post-purchase initiatives supporting upgrades, retention, and long-term value.



# Build cohesiveness

## Cohesive story

A successful campaign creates a continuous conversation across the funnel, ensuring that each stage naturally builds on the last.

Messaging evolves from awareness to purchase without losing clarity or consistency, guiding prospects through a connected journey that feels intentional rather than fragmented.

## Family tree

When treated as a family, the campaign funnel maintains a strong sense of design and messaging unity.

Each stage may serve a unique purpose, but together they reinforce a shared identity that makes the campaign feel recognizable and trustworthy across every touchpoint.

## Branches

Each stage of the funnel can be seen as a branch of a larger design family, extending the campaign's core identity into every channel.

By aligning the look, feel, and tone across these branches, campaigns achieve a tighter integration that strengthens recognition and deepens impact with every interaction.

# New funnel build out



# Funnel

