**Tips for email and digital communications:**

Email outreach is the #1 tactic for generating program awareness and engagement — but, deciding on the right cadence and schedule can be tricky. On average, it takes over 4 emails for someone to learn about and then register for Pivot. We’ve found that the best practice is to send an announcement email to all employees when launching Pivot and follow up with 1-2 reminder emails in the first month. After launch, decide on a promotion schedule for future campaigns; a quarterly schedule tends to work well. Stay tuned for Pivot’s seasonal templates and copy!

|  |  |
| --- | --- |
| **Customization Key:** | |
| Field | Description |
| **[Company Name]**    **[access code]**  **[eligibility statement]** | Insert your organization’s name here  Insert the access code provided by your Client Success Manager.  Insert specifics on who is eligible for Pivot.  (Common examples: all employees, medically enrolled employees, employees and spouses, employees and spouses ages 18+) |

**Emails to launch Pivot**

**Intro email copy (Option A):**

*Subject Line:* Introducing Pivot - a new benefit available FREE for **[eligibility statement]**

I’m pleased to let you know about an exciting new program for those interested in reducing or quitting smoking, vaping or other tobacco products. **[Company Name]** is providing **FREE** access to Pivot for **[eligibility statement].** Combining innovative technology with personalized support, Pivot offers a proven approach for reducing and ultimately quitting tobacco.

Learn more at:[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code]**

The Pivot program includes:

* **Mobile App:** Engaging and easy-to-use, there are no classes, no phone calls, no deadlines — simply access the program at a time and place that works for you.
* **Pivot SmartSensor\*:** Clinically proven to increase motivation, it’s a first-of-its-kind device for people who smoke cigarettes to measure carbon monoxide levels in exhaled breath, track progress and set goals.
* **Dedicated personal coach (optional):** Chat 1:1 with a coach you are matched with upon program entry. All coaching communications occur through private text chats within the app.
* **Free nicotine replacement products\*:** Proven to help manage cravings, choose from gum, patches or lozenges.
* **Online Pivot community:** Share stories of learning and success, and tap into the collective wisdom of a robust online community of current and former participants.

Learn more at:[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code]**

\*Available for those who smoke cigarettes

**Intro email copy (Option B):**

*Subject Line:* New wellness benefit— no charge for **[eligibility statement]**

We’re excited to announce that Pivot — an industry leader in smoking, tobacco and vaping cessation — is now available **at no charge** for **[Company Name]**  **[eligibility statement].**

Learn more at:[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code]**

Breaking a nicotine habit is hard, less than 5% of people who try to quit cold-turkey actually succeed. Pivot is a self-paced and clinically-proven program that works for all people who smoke — even those not ready to quit.

The Pivot program includes:

* **Mobile App:** Engaging and easy-to-use, there are no classes, no phone calls, no deadlines — simply access the program at a time and place that works for you.
* **Pivot SmartSensor\*:** Clinically proven to increase motivation, it’s a first-of-its-kind device for people who smoke cigarettes to measure carbon monoxide levels in exhaled breath, track progress and set goals.
* **Personal coach (optional):** Chat 1:1 with a coach you are matched with upon program entry. All coaching communications occur through private text chats within the app.
* **Free nicotine replacement products\*:** Proven to help manage cravings, choose from gum, patches or lozenges.
* **Online Pivot community:** Share stories of learning and success, and tap into the collective wisdom of a robust online community of current and former participants.

For more information or to register for the Pivot program visit,Learn more at:[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code]**

\*Available for those who smoke cigarettes

**Additional Emails**

**--------------------------**

**Email #1**

*Subject line:* Pivot — a brand new approach for quitting tobacco

*Preview text:* Mobile app, free quit medications and more — no charge for **[eligibility statement]**

**Take the first step towards quitting or reducing smoking.**

**Pivot first, quit when you're ready.**

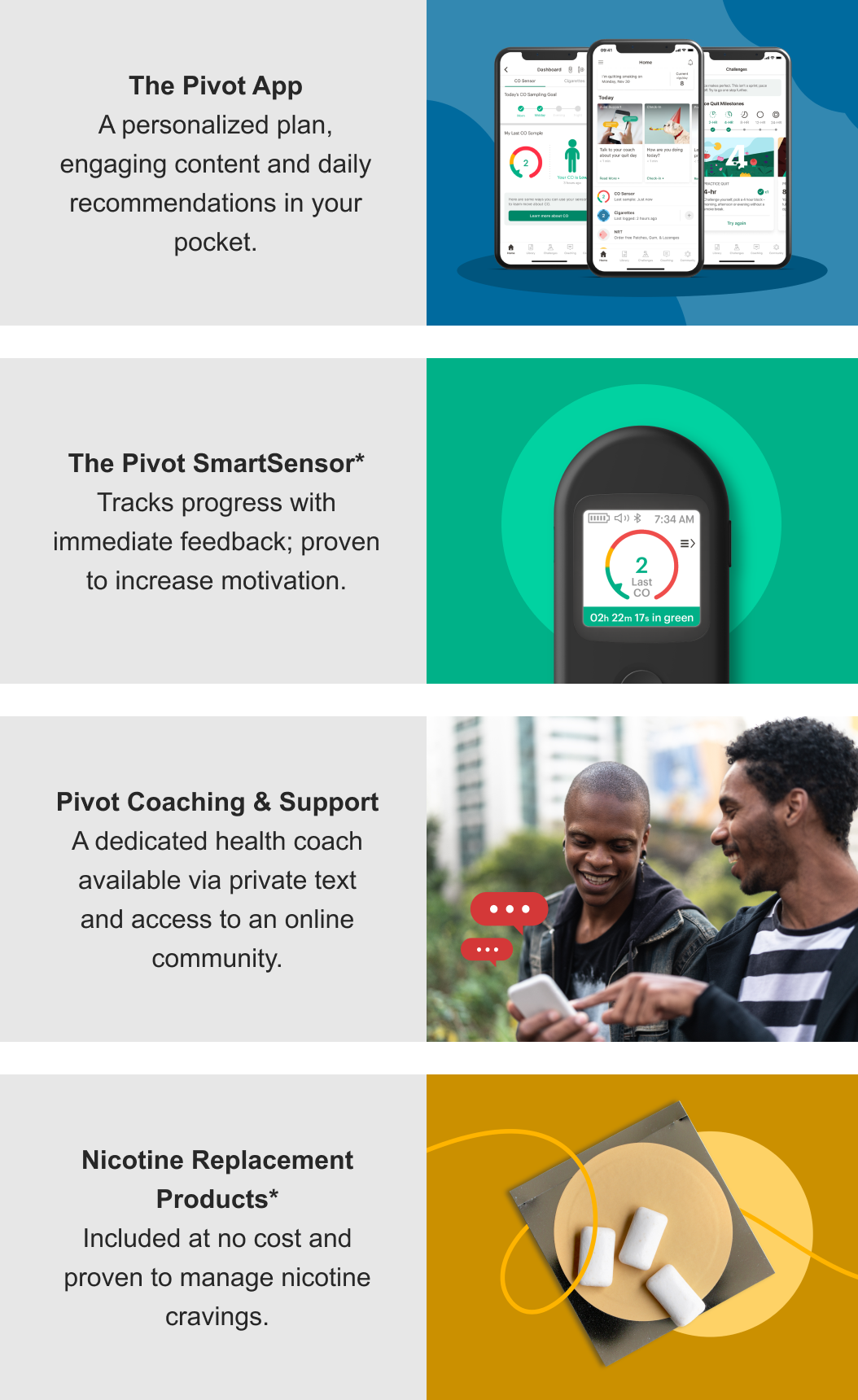
FREE for **[eligibility statement].** Learn more at:Learn more at:[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code]**

Developed by behavioral experts, Pivot tailors clinically proven strategies for quitting smoking or vaping to each individual’s personal goals and situation. Combining a personalized support app with a first-of-its-kind SmartSensor that measures carbon monoxide in exhaled breath, Pivot offers a unique and effective experience.

Pivot makes it easy — there are no required classes or phone calls and no requirement to set a quit date. The self-paced, app-based program provides flexibility and convenience.

In Pivot, not everyone wants or needs the same approach. That’s why Pivot provides a personalized quit plan and support with a choice of tools for a customized experience.

Pivot includes:



Get Started Today! Visit[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code].**

**No charge** for **[eligibility statement]**

\*The Pivot SmartSensor and nicotine replacement products are available for those who smoke cigarettes. Pivot is a flexible program that can be tailored for cigarettes, vaping or other forms of tobacco.

**Email #2**

*Subject line:* Need motivation to quit tobacco?

*Preview text:* A new type of program, now available at no charge for **[eligibility statement]**

**Imagine life tobacco free.**

**You can do it. Pivot can help.**

**No charge for [eligibility statement]**

Learn more at:[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code]**

More energy in the morning, more money in the bank, more quality time with friends and family. What reasons do you have for wanting to quit smoking or vaping?

A tobacco-free life just feels better — and Pivot provides the tools to achieve it. Best of all? Pivot is available FREE for  **[eligibility statement]**

**Why Pivot Works**

A personalized program based on clinically proven strategies, Pivot combines them all in one easy to access place and provides the coaching and support to put them to work for you.

* **Mobile App:** Engaging and easy-to-use. No classes, no phone calls, no deadlines — simply access the program at a time and place that works for you.
* **Pivot SmartSensor\*:** First of its kind, smart-tech device for people who smoke cigarettes to track progress and set goals. It’s like a FitBit for smoking.
* **Pivot Coaching:** Personalized education and support from tobacco certified coaches available when (and if) you want it. All coaching communications occur through private text chats within the app.
* **Free nicotine replacement products\*:** Available to order in the app and delivered directly to your door. Choose from gum, patches or lozenges.

Get Started Today! Visit [**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code].**

**No charge** for **[eligibility statement]**

\*The Pivot SmartSensor and nicotine replacement products are available for those who smoke cigarettes. Pivot is a flexible program that can be tailored for cigarettes, vaping or other forms of tobacco.

**Email #3**

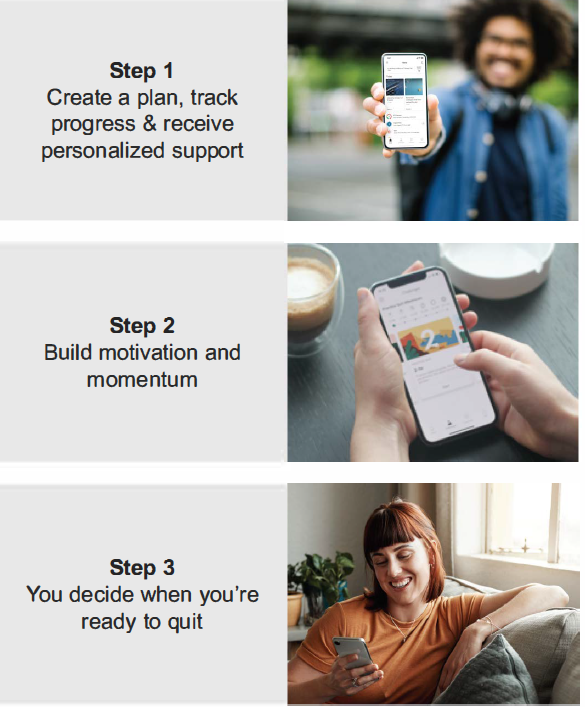
Subject line: A step-by-step approach for quitting tobacco.

Preview text: Free for employees.

**Quitting tobacco isn’t one big step, it’s a series of small ones.**

FREE for **[eligibility statement].** Learn more at:[**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code]**

If you wanted to run a marathon you wouldn't try to run 26 miles on your first day. You would run (or walk) 1 mile. It's the same thing with quitting. Start with 1 hour, see how it feels. Or start by eliminating one cigarette per day. Work your way up to a full 24 hour quit and build confidence along the way. Pivot gives you the tools and support you need to take those first small steps.



Pivot includes:

* **Mobile app:** Personalized daily recommendations and activities
* **Free nicotine replacement products\*:** Proven to help reduce cravings
* **The Pivot SmartSensor\*:** Increase motivation while tracking progress
* **Coaching Support:** A dedicated human coach available via in-app text. Working with a Pivot coach is optional.
* **Online user community:** Share and learn from others on the same journey

Get Started Today! Visit [**https://account.pivot.co**](https://account.pivot.co/) and register using access code: **[access code].**

**No charge** for **[eligibility statement]**

\*The Pivot SmartSensor and nicotine replacement products are available for those who smoke cigarettes. Pivot is a flexible program that can be tailored for cigarettes, vaping or other forms of tobacco.