

What's included

There are many occasions when writers need to prepare online content. Applications include knowledge management systems, social media campaigns, eLearning and website content.

Best practice for Online Content

Effective online content should

- have a clear purpose and desired outcome
- be written in clear, concise, simple language
- be written in reusable pieces (known as single sourcing)
- provide an intuitive structure that is easy to navigate
- make important, critical information stand out.

The Challenge

One of the greatest challenges in writing effective online content is structuring it to aid navigation and facilitating drilldown to the level of detail suitable for a range of readers.

As the Before sample shows, written material can be so confusing that it takes multiple attempts to understand.

The Solution

An example of how you can achieve this is to:

- analyse your information to identify the key components including commonly repeated items such as definitions
- design a layout that permits easy navigation and single sourcing via suitable links, headings and labels
- produce material suitable for viewing as a single page at a time.

The After document shows how information can be rewritten and made available online in a much more useable format.

MARKETING & MERCHANDISING INSTRUCTION**Number: 138/16****Issued: 7.10.16**
Effective From: 10.10.16**Subject: Great Aussie Health Check (Member Club) - Campaign - Oct/Dec****Supersedes MMI: n/a****BACKGROUND:**

Since 20 April 2015, as notified in various MMI's [*Refer: [Retail Campaign List](#)*], One Big Switch (OBS), OurGo, and Member Club have been running campaigns for Company, targeting specific demographics.

The Member Club offer was closed to an 'online only' campaign in mid June 2016.

From Monday **10 October 2016** the **Member Club : GREAT AUSSIE HEALTH CHECK** will open to **All Sales Channels**.

Member Club – Great Aussie Health Check	FUP (new deal code)
Member Club - Microsite Join	FUI

NOTE: To ensure that customers receive the cash-back offer, staff must select the new Deal Code / Corporate Identifier in OSCAR :
> MEMBER CLUB (GREAT AUSSIE HTH CK).

The OSCAR dropdown for the GREAT AUSSIE HEALTH CHECK promotion has been updated. Please ensure members are joined on the correct code. [see screen snapshot below]

**OFFER ELIGIBILITY:**

To be eligible* for the GREAT AUSSIE HEALTH CHECK (Member Club) Offer, prospects will need to:

1. Be a member of the Member Club (www.Memberclub.com)
2. Be a New Customer to Company at time of join
3. Have the deal code applied from the date joined fund
4. Have a packaged product (of any combination for the duration of the reward fulfilment - 5 years)
5. **Be financial** (for up to 5 years - to receive the total cash-back reward)

Note: If not already a member of the Member Club, customers will become a member upon taking up the offer.

Exclusions:

The offer is not available to existing Company members, Company staff, or in conjunction with any other corporate offer or discount.

**Terms and Conditions apply [Refer: Attachment A]*

THE CAMPAIGN OFFER:

Campaign commences: **10 October 2016 (Monday)**
 Campaign ends: **9 December 2016 (Friday)**

Cashback Offer:

The special offer* for new customers who switch to or join Company and take out **both** hospital and extras policies during the offer period includes:

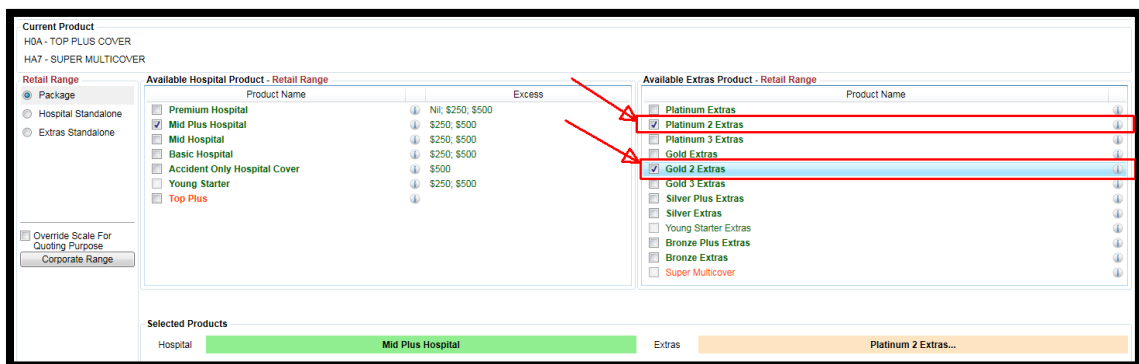
- Family/ Couple / Single Parent Policies > will receive **\$500** in total as cash/cheque. This will be distributed over 5 years in \$100 instalments per year of continued membership.
- Single cover > will receive **\$250** in total as cash/cheque. This will be distributed over 5 years in \$50 instalments per year of continued membership.

+ Extras Annual Limit Boost FastTrack^ (on eligible extras):

Plus - Eligible Extras Switchers will receive Annual Limit Boost FastTrack to Year 2^ : Gold & Platinum Extras. *Limit Boost dollar value is equivalent to "Year 2" loyalty limits*

Switchers will receive a Boost FastTrack^ in annual extras loyalty limits if switching to:

- Gold Extras (+\$125 value boost); > Select "Gold 2 Extras" or
- Platinum Extras (+\$150 value boost) > Select "Platinum 2 Extras"



^Boost Eligibility :

- Switchers must have had a previous Extras policy in place with equivalent cover.

**Terms and Conditions apply [Refer: Attachment A]*

OFFER FULFILMENT:

The offer fulfilment is managed by Member Club.



Great Aussie Health Check (Member Club) offer

Information

[Eligibility](#)[Rewards](#)[FAQs](#)

How to...

[Signup a member](#)[Handle an enquiry](#)[Handle a complaint](#)

Eligibility

Introduction

We started our Club offer in April 2015 and initially it was available through all sales channels. This changed in June 2016 when we made it available online only. From 10 October we will again be offering it through all sales channels.

This document sets out how the offer works, and provides a complaint handling script for responding to members who have problems with their rebate cheques.

Offer period

This offer is only available between 10 Oct 2016 and 9 Dec 2016

Eligibility

To be eligible to join the offer, members need to

- be new Customers
- be eligible to be a member of the club
- not be in receipt of any other offer or discount

- not be a staff member

To be eligible for all of the benefits from the offer, members also need to

- have the deal code applied when they join
- maintain a packaged product (or any product combination) for at least 5 years after they join

- be financial for at least 5 years after they join

Notes:

Members need to be members of the club. However they can be joined upon taking up the offer. See

Attachment A for additional Terms and Conditions

Example

Jane joins company and has the deal code for Club applied when she joins. However, in the second year of her membership she becomes non-financial. Although she is still eligible for the Club offer, she will not receive all of the benefits.

Related

**AFTER**[Home](#) > [Campaigns & offers](#) > [2016](#)

Great Aussie Health Check (Member Club) offer

Information[Eligibility](#)[Rewards](#)[FAQs](#)**How to...**[Signup a member](#)[Handle an enquiry](#)[Handle a complaint](#)

Rewards

Benefits

There are two major benefits

- an annual cash payment to the member
- an Extras Annual Limit Boost FastTrack

Cash payment detail

The amount of cash payment depends on the type of policy

If...	Then...
Family, Couple or Single Parent Family policy	\$100 a year for 5 years (total \$500)
Single policy	\$50 a year for 5 years (total \$250)

Payment is made a month after the end of each year of membership. Payments cease if the member is no longer eligible for benefits.

Payment will be made directly by the Club to the member.

Extras Annual Limit Boost FastTrack

Switchers who had a previous Extras policy in place and upgrade their level of Extras receive an immediate increase in their annual limit

If the customer switches to...	Then Annual limit is increased by...
Gold Extras	\$125
Platinum Extras	\$150

Responsibility for handling and closing enquiries about the Offer is as follows

If enquiry is about	Then...
New sales needing call back	Advise customer you will arrange call back in 2 hours or at a suitable time. Forward to Branch Support Office
Non-receipt of cash-back	Follow Complaints Handling procedure
All other enquiries	Handle and close following usual procedures

Note: Do not transfer calls about the offer to the Sales team

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