

Program Duration & Lifecycle Matrix

	Introduction	Growth	Maturity	Decision
Stage Description	Implement 0-12 Month	Reinforce 12-30 Months	Optimize 30-48 Months	Expand or Re-plan > 48 Months
Program Objectives	 Build awarness Drive enrollments Generate excitement Promote early activation 	 Harness loyalty to exploit brand preference Shift the bell curve Drive engagement by offering new/richer award opportunities 	 Drive program/cost efficiencies Seek the other applications to replicate program success Plan for program re-launch Is it time to target other pain points with a different promotion? 	Re-launch the program Orimplement exit strategy
Communication Strategy	 Engage internal stakeholders Communicate often (online and offline) Effectively convey program value (WIIFM—What's in it for me?) 	 Integrate marketing communication calendar Segment audience for relevance Re-promote program benefits Encourage training to improve product knowledge 	Depends on above	Depends on above

Time