



Self-Service myDinova

If you're a go-getter with influential contacts in all reaches of your organization or have ever joked about your middle name being "DIY," then this guide's for you.

We'll give you the broad strokes for rolling out the myDinova program to your employees, point you to the right resources, and let you get started, getting things done just the way you like it: your way.

Congratulations! Assuming that you're here because you want to see the biggest possible Dinova rebate from your company's T&E activities, your decision to promote the myDinova Rewards program – rather than assuming that employees with business dining expenses will automatically choose in-network restaurants – is a smart move on your part.

myDinova effectively moves “create awareness around opportunities for dining in-network” from your to-do list onto your diners' to do-lists. If they're being rewarded for making good choices when spending company money, they'll want to do it more – they'll seek out Dinova restaurants on their own, tell others about myDinova and the rewards they earn, and become your in-the-field dining influencers – all of which will help your rebate grow.

While there are many different Self-Service activities you can use to get your myDinova program going, they all come down to this:

- 1. Tell people about myDinova Rewards.**
- 2. Encourage them to register for myDinova Rewards.**
- 3. Repeat.**

Because registering for myDinova Rewards is an easy process that takes less than two minutes for employees to complete, your efforts will really focus on the 'tell' and 'encourage' steps.



*myDinova
gives you
the answer
when the
people
whose
dining
decisions
you need
to
influence
ask,
“What’s in
it for me?”*

FIRST, BE SURE TO TAKE ADVANTAGE OF ‘PASSIVE’ PROMOTIONAL OPPORTUNITIES

Chances are, you’re already including information about the Dinova preferred business dining program in each of these areas:

- *Company travel policy*
- *Employee handbook*
- *Materials provided to new corporate cardholders*
- *Travel portal or booking tool*

Adding a sentence about myDinova Rewards and a link to the registration site in these areas simply expands the message; instead of just conveying that dining in-network is good for your organization, employees will also learn how the Dinova program can benefit them personally, too.

NEXT, TAKE STOCK OF YOUR COMMUNICATIONS CHANNELS

Make a list of the ways your company communicates – and evaluate for each one:

1. What **LEVEL OF EFFORT** does this channel require?
2. What’s the **LEVEL OF REACH** for this channel (i.e., how many of the people I’m targeting will I succeed in reaching with this method)?

Now you can prioritize the activities you want to focus on from there – knock out a couple of quick messages for one or two of your ‘low effort’ channels or start with an action plan for one of your ‘high reach’ channels to make a big splash? It’s up to you.

Some channels you’ll want to consider:

- *Email campaigns*
- *Internal social channels*
- *Company newsletters*
- *Digital message boards*

Brainstorm more channels with your communications team – they can be great allies.

DON’T WASTE YOUR EFFORTS

Before you send any communication on any channel, make sure you’re:

1. *Targeting the right audience.* When it comes to cardholders who make dining purchases, some of the key groups you’ll want to reach include: your sales team, account executives, administrative admins, executive leadership, and meeting and event planners. Start with these groups, and branch out from there.

2. *Sending the right messages.* myDinova doesn't have a complicated value proposition, so you can keep your messages brief with these basic components:

they can earn personal rewards for dining in-network,
but first they have to register,
so here's where they need to sign up (my.dinova.com).

You can generally keep the content the same for all of your audiences, but you may find it more effective to personalize the message by end user – putting urgency around a context that's meaningful to that particular group (e.g., sending your meeting and events team a reminder to register in advance of your organization's key conferences, so they'll be able to earn personal rewards on all of the client wining-and-dining they're responsible for).

GO LIVE – AND ENLIST OTHERS TO JOIN YOU IN SPREADING THE WORD

Just remember, you don't have to be the only one telling people about myDinova. Enlist the help of people with a vested (e.g., BUDGETARY) interest in increasing your company's Dinova rebate. Ask for their input on getting in front of those responsible for most of your organization's business dining expenses. Together, you can collaborate on "live events" to drive registration – like travel fairs for your road warriors, lunch-n-learns for your executive admin teams, and training seminars for your team leads.

IN CASE YOU DON'T WANT TO TOTALLY 'DIY' YOUR MYDINOVA PROGRAM

We've assembled a few Dinova resources that can help:

- **Creative Asset Library** – with digital banners in multiple sizes, featuring a variety of images and messages, you can download what you like or get inspiration for creating some of your own (dinova.com/creative-asset-library/)
- **Word Pantry, Examples, Instructions & Resources** – with docs that cover everything from catchy phrases to sample announcements (dinova.com/cookbook/)
- **Points Promos & Other Offers** – in addition to our monthly email newsletters, Dinova will occasionally send our corporate contacts messages about the latest "bonus points" promos we're sponsoring to incentivize your employees to register for myDinova; all you have to do is share the promos to the appropriate audiences within your organization.

Of course, you can always decide to use our Auto-Enrollment process to quickly and easily invite large numbers of your employees to opt-in to myDinova. Be sure to check out our Auto-Enrollment resource page (www.dinova.com/auto-enroll/) and see if this option makes sense for your company.