

The Hook Model

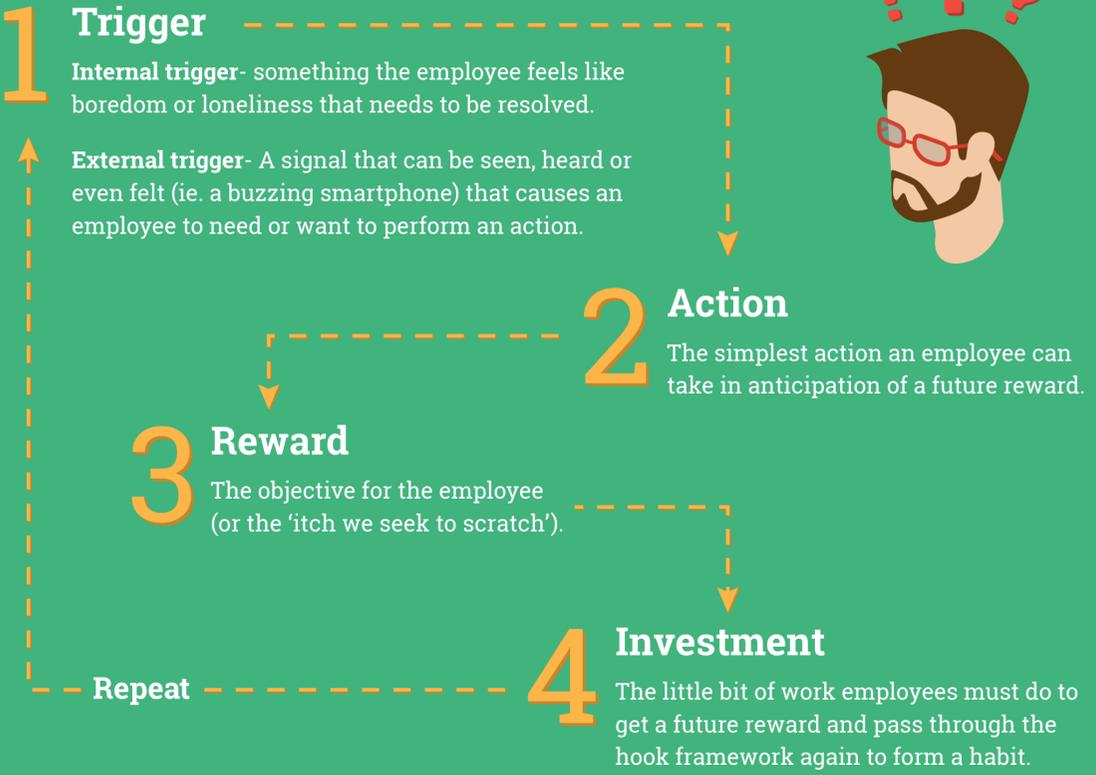
— for Internal Communications —

Internal channels are now directly competing with a host of other apps for employee attention and time. **It's now time for internal comms to catch up.** Here are the four stages of the hook model and how to create internal emails that stick with your audience, like Marcus from Marketing.



From Nir Eyal's book, *Hooked: How to Build Habit-Forming Products*. 2014

The 4 Stages Explained



More Examples

Triggers:

- Smartphone notifications
- Email notification
- Feeling of loneliness, boredom, or uncertainty

Actions:

- Scrolling through to reach the content
- Finding and acting on the call to action (CTA)

Rewards:

- Recurring variable content (weekly poll results, quote, contest,...etc.)
- Personally relevant content (employee stories)
- Powerful images
- Receiving recognition (likes, shares, comments)

Investments:

- Time (reading updates)
- Personal information (survey input, creating profile,...etc.)
- Effort (filling out information, comments and feedback,...etc.)

Hungry For More?

Check out our Hooked Webinar

