



MARKETING & OUTREACH STRATEGY

August 22, 2016

Policy Committee Meeting

OE4 Marketing Strategy – High level

Customer Acquisition

- Data driven paid digital ad/social media targeting
- Grassroots outreach, events
- Integrated, multi touch email campaign

Customer Retention

- Monthly e-newsletters
- Decision Support Tools
- Surveying to inform future efforts
- Integrated, multi touch email campaign

Channel Support

- Enhanced suite of printed materials
- More electronic materials available
- More event/enrollment center support

Increasing Brand Recognition

- Empower channels/partners with on brand messaging tools
- Continuous, positive, proactive messaging – 5YearsStrong campaign

OE4 Marketing & Outreach Data Driven Strategy

Colorado

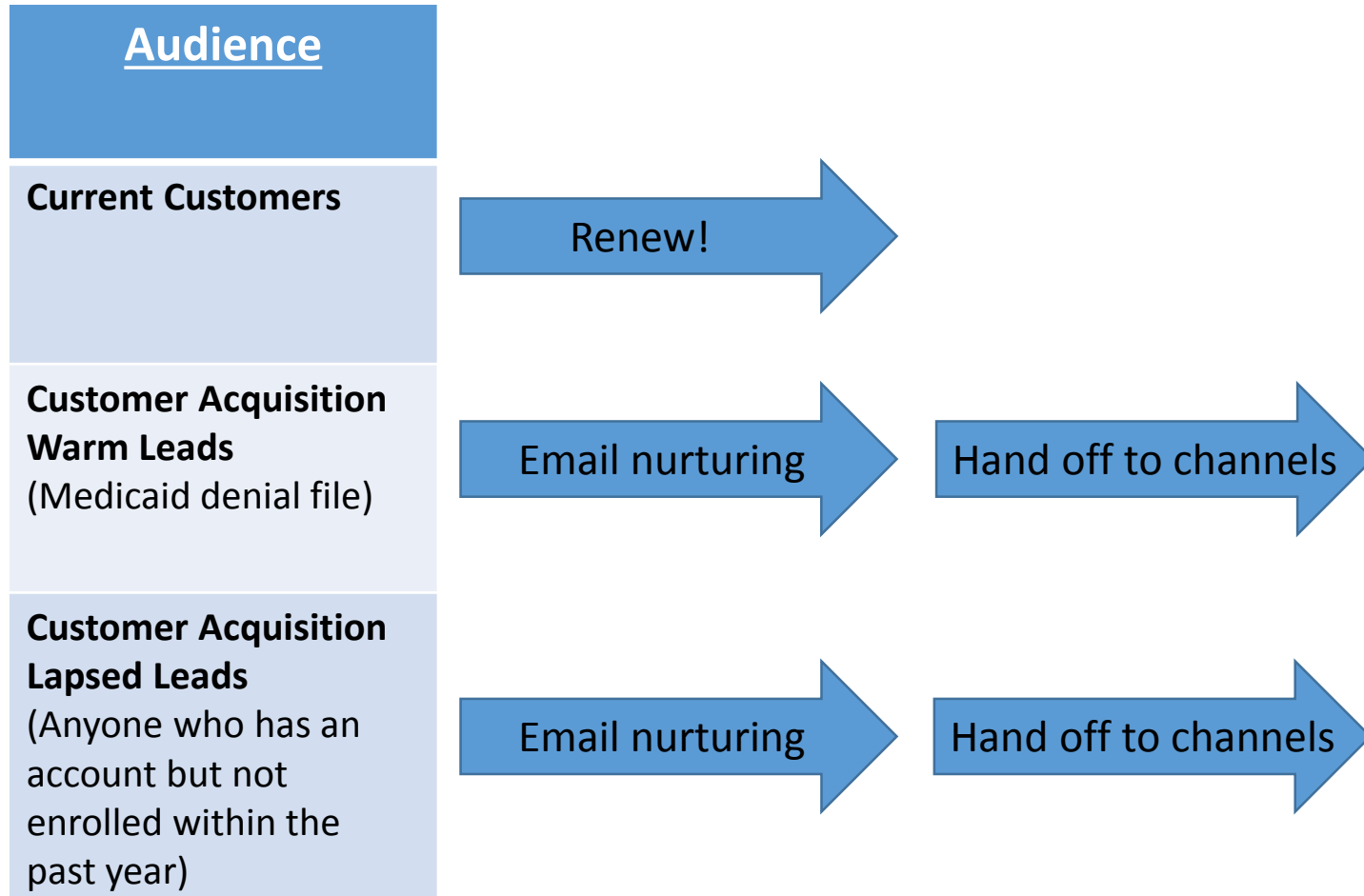


- Air cover in concert with ground cover
- Community events



GOAL – identify AND enroll them!

OE4 Direct Marketing Strategy



OE4 Marketing Strategy – High level timing

Ongoing proactive messaging and outreach – events, social media

Paid Media
Renewal

Paid Media
New Customer

Aug

Sept

Oct

Nov

Dec

Jan

Print
Collateral

Quick Cost
and Plan
Finder

Education
Website -
Renewals

Education
Website –
OE starts!

Quick Cost
and Plan
Finder 16
& 17

Certified
Enrollmen
t Centers

Integrated Email Marketing

Monthly Customer E-Newsletters