



Outreach and Marketing Update

July 8, 2013

May Brand Launch

- Television (English/Spanish)
 - 11 million impressions statewide
 - Presence at Rockies games
 - Interview formats to provide more information
- Radio (English/Spanish)
 - Spots aired over 2,500 times on 51 AM/FM stations
- Print (English/Spanish)
 - 13 newspapers, 9 business publications, 5 Spanish-language publications

May Brand Launch

- Website
 - Over 10,000 visitors/ week in late June
 - Over 270,000 page hits since early May
 - Over half of visitors are new
 - Visitors spending nearly 4 minutes on the website and looking at 4 pages
 - Top pages other than home page are the individual calculator, Let Us Help, News, Health Plan Choices
 - 373 people have signed up for email communication
 - More than 380 questions have been submitted and answered

May Brand Launch

- Outdoor (English)
 - Light rail and bus ads continuing in metro Denver area
- Social Media
 - YouTube Channel videos (Welcome video has 2,600 views; Vegas spot has 683 views)
- Search Engine Marketing
 - Google placements using key words
 - Strong response to ads for general information vs. tax credits and more specific details

Next Stages

- Goal is to use all available avenues to effectively reach potential customers and the people they trust
- Emphasis on longer interactions (interviews, one-on-one talks with consumers)
- Brand awareness continues through advertising campaign
- Toll-free number being pushed out
- Next phase of campaign includes broader set of tactics
- Challenge is allocating resources with longer list of initiatives
- Supporting Assistance Network, Agents/Brokers, partners, training and Speakers Bureau
- Greater emphasis on communicating through partners

Next Stages - Marketing

- Statewide advertising campaign will include heavier presence, more tactics (online, billboards, mobile)
- Young Adult campaign
- Insurance carrier partnerships
- Assistance Network marketing and outreach activities
- Agent/Broker marketing and support
- Direct consumer engagement at major events
- Exploring strategic partnerships with sports teams, arenas, and corporations

Next Stages - Outreach

- Webinars and training for partners
- Production of collateral materials and tool kits for partners
- Specialized outreach materials for targeted communities, such as Native Americans, non-English speakers, disability community
- Speakers Bureau training and deployment for outreach
- Presentations
- Calendar of events
- Partner network expansion (more than 100 groups engaged)
- Newsletter and other content to partners
- Emphasis on key groups, such as medical providers