

Marketing Campaign Kickoff



Marketing so far

- Website updated with current stats
 - Returning Customers page example:
- Toolkit available with collateral, social media and newsletter pieces:
<https://c4h.co/OE9toolkit>

If you applied in the past but were denied financial help, now is the time to reapply!

An individual earning more than \$51,000 and a family of four earning more than \$106,000 may now qualify for savings through Connect for Health Colorado.

[Learn more about getting financial help »](#)

Save **28%**
Average monthly savings for customers who didn't qualify in the past

Save **34% more**
Average additional monthly savings for customers who already get financial help

 Four out of five customers can now find a plan for **\$25 or less** per month with financial help

Email marketing

- Emails to current and potential customers:
 - Current Financially Assisted
 - Current Not Financially Assisted
 - Former Customers
 - Just over Medicaid Threshold
 - Health Insurance Affordability Enterprise recipients
 - Unemployment Benefit recipients
- First-Round Performance: 40-50% Open Rate



CONNECT for HEALTH
COLORADO

OPEN ENROLLMENT STARTS
November 1

Open Enrollment begins today!

Open Enrollment has officially started! This is the one time you can change your health insurance coverage for 2022. If you have questions or need help enrolling, make a free in-person or virtual appointment with a [Broker or an Assister](#).

[Get started](#)

Enroll now:

- 1 Use the [Quick Cost and Plan Finder](#) tool to view 2022 plans. Many customers will be able to auto-renew your current plan on Dec. 1, however, plans and prices change every year, so it's a good idea to review your coverage to make sure it meets your needs and budget.
- 2 [Update your account](#). If you haven't updated your information recently, you'll likely qualify for financial help when you renew your coverage this Open Enrollment Period.

[View 2022 plans & prices](#)

Paid Advertising Examples



Examples of this year's digital ads and English social media ads

