

Open Enrollment Marketing and Outreach Strategy

For Plan Year 2021





Open Enrollment & Messaging

Main messages:

Financial Help

We're Here to Help

Deadlines (Dec. 15 and Jan. 15)

Value of Health Insurance

ConnectforHealthCO.com



Digital Ad Buy Strategy

- Media buy in English and Spanish
- We use CHI EBNE data
- We purchase digital space, connected TV ads
 - Includes targeting and re-targeting efforts
- Plan to limit social media posts to organic posts until after the election

Examples of Last Year's Ads: Paid Social Media and Digital Display



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for a new health
insurance plan**

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comparing options**

Compare plans »



Marketing Strategies

- Marketing/Outreach packages sent to Assisters, Brokers, Outreach Partners
- Updated collateral developed for digital/virtual use
- Email marketing to current and potential customers
- Social media on Facebook, Twitter and Instagram

Outreach

- Partnering with Assisters and Brokers
- Rural outreach
- Front range outreach focused on historically underserved communities