

Open Enrollment Readiness: Marketing and Outreach



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

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



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Outreach

Partnering with Assisters and Brokers

Rural outreach

Front range outreach focused on
historically underserved communities

New Certification Training Resources

C4U Connect for Health Colorado
Connect for YOU **Training Portal**

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Welcome to your C4U Training Portal

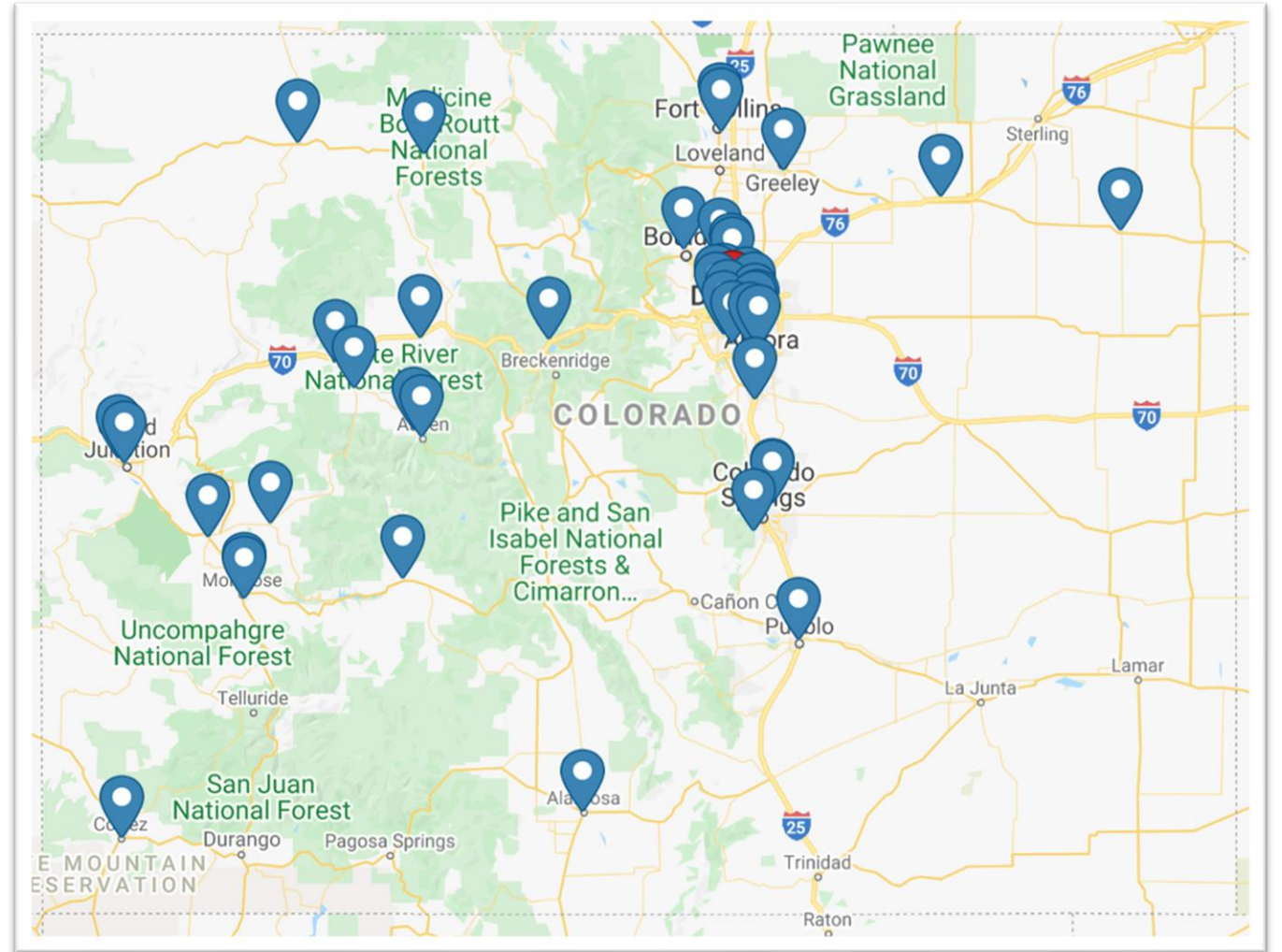
You will have access to all Online Classes, Instructor-Led Training opportunities, and job aids to assist you with your position.

Training requests?
Please submit a **Training & Communications Project Intake Worksheet**.

Questions, comments, or concerns?
Please contact the **Connect for Health Colorado Training & Development Unit**.

Your Training Trending Training Your Resources

Statewide Enrollment Assistance



2021 Enrollment Center Partners