

Open Enrollment Marketing

October 2020







How we are getting the word out for Open Enrollment

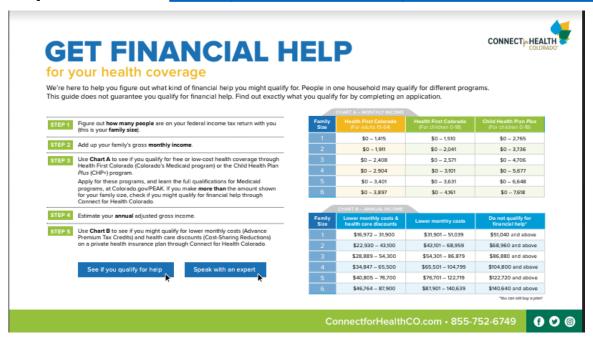
Marketing:

- Digital advertising in English and Spanish
- Social media paid ads start after the election
- Email marketing to our current customers, lapsed customer and those who were just denied Medicaid because they make just too much
- Outreach new consultant in Denver for Latinx neighborhoods
- Media relations



New this year: Virtual collateral

Virtual collateral for Assisters, Brokers and Enrollment Partners in English and Spanish: https://bit.ly/C4HCOMaterialsOE8



(Print materials are still available in our Online Store free of charge for all Enrollment Partners)

