

# Open Enrollment Marketing and Advertising

Board Update - Oct. 14, 2024



# Marketing and Advertising Strategies

**We will use the following marketing vehicles to get the word out:**

**Marketing tactics:**

- Collateral toolkits in print and online
- Email marketing to current and lapsed customers, with specific lists split out
- Social media
- Website content will be updated

**Advertising:**

- Paid advertising in English and Spanish
- Includes video work from Tend for our “Live your best life Colorado, we’ve got you covered” campaign

# Collateral examples



## ENROLL TODAY

in health insurance for 2025

**November 1**  
First day to enroll in a health insurance plan that starts January 1

**December 15**  
Last day to enroll in a health insurance plan that starts January 1

**January 15**  
Last day to enroll in a health insurance plan for the year

**Need help enrolling before the deadline?**

Let one of our certified experts guide you through every step of the enrollment process. Scan the QR code to visit our website and find free help in your community.



**855-752-6749 • ConnectforHealthCO.com**  
Colorado's official health insurance marketplace



## INSCRÍBASE HOY

en un seguro de salud

En Connect for Health Colorado®, nuestra misión es incrementar el acceso, la accesibilidad y las opciones para los individuos, las familias y las empresas pequeñas que adquieren un seguro de salud en Colorado.

**1 de noviembre**  
Primer día para solicitar un plan de seguro de salud que comience el 1 de enero

**15 de diciembre**  
Último día para solicitar un plan de seguro de salud que comience el 1 de enero

**15 de enero**  
Último día para solicitar un plan de seguro de salud para el año

**Marque su calendario para el Período de inscripción abierta**  
1 de noviembre - 15 de enero

Puede inscribirse en un seguro de salud privado y solicitar ayuda financiera durante el Período de inscripción abierta.

Fuera del Período de inscripción abierta, usted puede solicitar un nuevo plan si experimenta un Evento de vida calificado.

**ConnectforHealthCO.com/es • 855-752-6749**

### Connect for Health Colorado es el mercado oficial de seguros de salud para Colorado, donde puede:



#### Inscribirse en una cobertura de calidad

Sea importante cuál plan elija, tenga la tranquilidad de que todos los planes que se venden a través de nuestro mercado ofrecen beneficios y protecciones esenciales.

**Hable con un experto**



#### Obtener ayuda gratuita de expertos locales y certificados

Nuestra red de expertos certificados puede guiarlo en el proceso de inscripción, brindarle consejo y responder a sus preguntas, todo esto sin costo. Sin importar dónde vive en Colorado, estamos listos para ayudarlo a inscribirse en el plan que satisfaga sus necesidades y se ajuste a su presupuesto.

**Solicite ayuda**



#### Solicitar ayuda financiera

Somos el único sitio donde usted puede solicitar ayuda financiera para reducir el costo de su seguro de salud. De hecho, los habitantes de Colorado de casi todos los niveles de ingresos son elegibles para los ahorros. Si en el pasado no calificaba, vale la pena volver a consultar ahora.

**Comparar planes**

Utilice nuestra herramienta rápida y fácil en línea para comparar planes según lo que más le importe; por ejemplo:

- medicamentos y médicos dentro de la red
- costo de la prima mensual
- ayuda financiera disponible
- estimación del costo anual

Vea los planes disponibles en su área usando nuestra herramienta en línea rápida y fácil.

**Comparar Planes**

**Facebook** facebook.com/ConnectforHealthCO  
**Instagram** instagram.com/CAHCO  
**X** x.com/CAHCO  
**LinkedIn** linkedin.com/company/connect-for-health-colorado  
**Threads** threads.net/CAHCO



## LOWER THE COST OF YOUR HEALTH INSURANCE

Apply for financial help

Connect for Health Colorado® is the only place you can apply for financial help to lower the cost of health insurance.

**There are two types of financial help you can qualify for:**

- Premium tax credits that lower your monthly premiums.
- Cost-sharing reductions that give you healthcare discounts when you go to the doctor, pick up a prescription, or if you need to pay your deductible.

Depending on your income range and household size, you can qualify for lower monthly premiums OR for BOTH lower monthly premiums and cost-sharing reductions.

**Here's what you should know:**

- There's no income cap to qualify for financial help, and Coloradans of most income ranges are eligible for reduced premiums.
- Coloradans with income below a certain amount can qualify for plans with \$0 premiums.

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**CONNECT**for**HEALTH**  
COLORADO®

# Collateral Toolkit

Here is a link to our **collateral toolkit**: <https://c4h.co/OE12toolkit>.

This toolkit contains materials used to supplement enrollment appointments and share information with partners about C4HCO and Open Enrollment.

In this kit you will find virtual versions of:

- Overview brochure (English and Spanish)
- Financial Help brochure (English and Spanish)
- Job Loss Options brochure (English and Spanish)
- Life Change Events brochure (English and Spanish)
- OmniSalud brochure (English and Spanish)
- Social media graphics (English and Spanish)
- Social media copy (English and Spanish)

# Email marketing

- Throughout Open Enrollment, we send several emails with messaging around financial help, deadlines to enroll, how to find a Broker or Assiter.
- We send email marketing to:
  - Current customers, finically assisted
    - This year: We are breaking out the list to message separately to the CSR population
  - Current customers without financial help
  - Lapsed customers (had enrolled in prior years)
  - Medicaid threshold customers
  - Submitted but cancelled (later in the campaign)

# Email Marketing Headers



# Social media

- During Open Enrollment, we post every day on our social media platforms (X, Facebook, Instagram, Threads).
- Our messaging priorities include reminding customers of important enrollment deadlines, enrollment help is available from our experts, and financial help is available.
- The imagery used coincides with the imagery used in our advertising campaign, on our website and in our email marketing to create a well-rounded, brand-consistent marketing campaign.
- This cohesive approach reinforces our message and enhances brand recall.
- We also re-share content from many partners during OE, (event promotion, enrollment resources) to help strengthen the relationships between our partners and our community.

# Advertising

- We advertise in English and Spanish, and have two media buying partners: Emico and Entravision.
- The advertising budget is \$1.4 million.
- The purpose of the campaign is awareness of Open Enrollment and the deadlines, and to drive people to our website.
- Types of advertising: Digital display, social media, Connected TV (like Hulu), radio, print ads in rural newspapers, Out of Home banners, FB Lives, etc.