

Open Enrollment Marketing and Advertising

Board Update - Dec. 9, 2024



Marketing and Advertising Strategies

As a reminder, we use the following vehicles to get the word out:

Marketing tactics:

- Collateral toolkits in print and online
- Email marketing
- Social media

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

**Last month, I shared our Live Your Best Life Colorado campaign.
TODAY, WE WILL FOCUS ON EMAIL MARKETING.**

Email Marketing Campaign

- As of December 1, we have sent out 5 rounds of email marketing in this year's campaign.
- We have sent to 7 different targeted groups, so a total of 27 emails so far.
- Our open rates are averaging from 33%-59%, well above the industry standard.



Your plan will renew on December 1

On December 1, Connect for Health Colorado will renew all plans for eligible customers who did not enroll in a different plan before then. All current (2024) health insurance plans expire on December 31, 2024.

If you have questions, you can make a [free appointment](#) with a Broker or an Assister. You know your health needs best and our experts can help you find the best health insurance option at the right price for you. Even if you didn't qualify for financial help in the past, it is worth another look.

Plan prices and options change every year, so you might find a more affordable plan or one that better fits your needs. You can view 2025 plans using our [free online tool](#).

Our Customer Service Center will be closed Thursday, November 28 and Friday, November 29 for the Thanksgiving holiday.

Get started

Find a health insurance plan that is the perfect fit!

Email Marketing

- Emails have different headers depending on the topic of that send
- Each email includes visuals that are consistent across the campaign: social media, advertising and our website
- The main messaging of the content each send include:
 - Reminding people of enrollment deadlines and the need for account updates if certain events/changes have happened
 - Providing information about financial help available
 - Reminding people that they can get help enrolling
- The remaining emails in the campaign focus on the Dec. 15 deadline; then Last Chance messaging