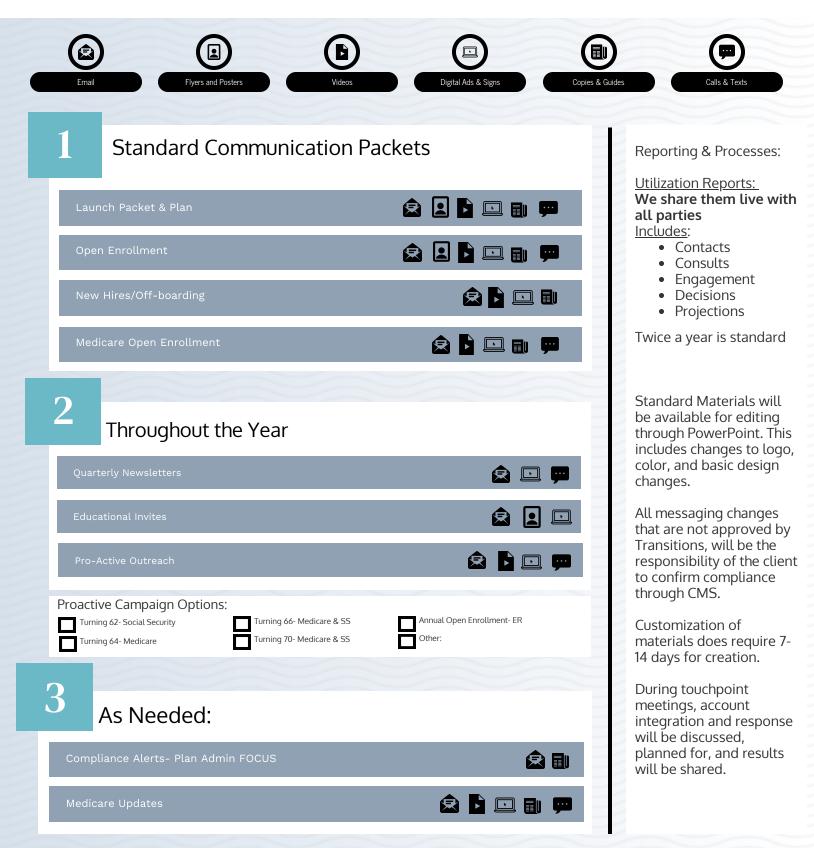
Communication & Marketing Strategies



Communication and Marketing are the key components on finding success with any employer benefit. A thoughtful and well created plan helps plan admin as well as team members understand ways that they can engage with our services. This will layout the starting point for our communication plan throughout each contract year.



Assignment of Roles for Communication

Understanding the communication flow and designation is imperative to success-

40	Custom or Standard	Due Date for Materials	Communication Date	By Who?	Outcome?	Resend?	Date for Resend	By Who?	Outcome
Launch Email									
Launch Text									
Launch Phone Call									
Flyers									
Videos									
Posters									
Digital Ads									
*Landing Page									
	T-62	T-64	T-66	T-70	OEP	AEP		Other	
Email									
Text									
Phone Call									
Ð	Custom or Standard	Due Date for Materials	Communication Date	By Who?	Outcome?	Resend?	Date for Resend	By Who?	Outcome
NH Email									
NH Text									
NH Flyers									
OB Flyer									
	Custom or Standard	Due Date for Materials	Communication Date	By Who?	Outcome?	Resend?	Date for Resend	By Who?	Outcome
AEP Email									
AEP Text									
AEP Phone Call									
AEP Flyers									
AEP Videos									
AEP Landing Page									
AEP Digital Ads									