



# Marketing Medicare to *ACA / Life BoB*



# Marketing Medicare to your ACA / Life BoB Guide

This AEP, if you have other lines of business you have a leg up to sell your Medicare services. To effectively market your Medicare business to other lines of business, you'll need a well-structured and targeted marketing strategy.

## 1. Understand Your Target Audience:

Identify the specific lines of business you want to target. Understand their pain points, challenges, and needs related to the service you offer. Tailor your marketing message accordingly.

### Target audience:

Clients in another line of business, either ACA, life insurance, or final expense clients. Think of how you can target this audience based off the trust you currently have and the pain points you understand based on their current life situation.

### Segmentation:

#### Life:

- Life insurance or final expense clients aging into Medicare
- Life insurance or final expense clients currently on Medicare
- Life insurance or final expense clients friends and family aging into Medicare or currently on Medicare

#### ACA:

- ACA clients aging into Medicare
- ACA clients currently on Medicare
- Family members or caretakers of clients that are aging in or currently on Medicare

## 2. Create a Compelling Value Proposition:

Clearly communicate the unique value of your Medicare services to potential customers. Highlight how it addresses their pain points and offers a competitive advantage.

### Value Proposition:

You are someone they trust with other insurance coverage, you have a team behind you to support them. Spark navigator team to help you help your clients with a 90% member satisfaction rate, make your clients happy and save yourself time each week.

**Understand your Competitive Advantage:**

Always market yourself as a Subject Matter Expert (SME) in the industry. These are already your clients - they trusted you with either life or ACA health insurance.

**Leverage Client Trust:**

Remind them of the trusted service you have already offered them and that they can also trust you with Medicare. Your strategy will heavily depend on personalization since you already know your clients. Be sure to also include marketing materials that are targeting the caretakers of your clients.

**Leverage Case Studies and Testimonials:**

Share success stories and testimonials from existing customers who have benefited from your service. This social proof can build trust and credibility with your current clients.

**3.****How Spark helps you market to your other lines of business:****The benefit of having your clients in the Spark Platform:**

- Birthdays linking
  - ◆ Reminders of when clients are aging into Medicare to reach out to them to introduce your services
- Prospecting Workflows
- Client Retention Program

**4.****Developing your Marketing Strategy:****Cross-sell & Referral Marketing****Cross-sell:**

A client with a life or ACA product and wants to sell them Medicare

**Referral Marketing:**

Life or ACA clients who have family and friends in an older demographic that they can refer to you for Medicare coverage

Create a Multi-channel marketing campaign meaning using various marketing mediums and platforms to target these individuals. You will focus on both a true cross-sell and referral marketing.

**Execution****Multi-channel marketing campaign for both cross-selling and referral marketing:**

- Mailers - Spark has great templates for direct mail in Marketing Center:
  - ◆ Postcards
  - ◆ Letter

- Social Media - Use Spark's social media templates to inform your clients that you sell Medicare and encourage them to refer others to you as well
- Personal calls/emails/text messages
- Host an event Medicare 101 / AEP informational meeting for them to learn more and bring their friends
  - ◆ Have referral giveaways
  - ◆ SWAG giveaways or raffle
- Post online Medicare 101 sessions for current clients to review and send in an email or on social media to encourage them to refer you to their friends/family or take advantage of your Medicare services themselves.

## How to find these templates on Marketing Center to have white-labeled **with branding and contact information:**

Log into Marketing Center > Go to Templates > ACA or Life section > select the template type you are looking for > apply your agent data > make customizations > export

Do you want access to a Marketing Center account? Learn more **HERE** or **Sign up** for an onboarding session.

To learn more about how to run direct mail social media, or email marketing campaigns please see our other guides **HERE**.

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