Spark

AEP Marketing Guide

AEP 2024 Marketing Guide / Checklist

It is time to start marketing for AEP 2024 October 15th- December 7th, 2023! Learn how to leverage Spark's tools and resources like Marketing Center, Sources page and Spark's Client Retention program, this AEP to grow your business.

Below you will find various marketing guides for every campaign you want to run for this AEP.

Spark Client Retention Program

Are you opt'd into Spark's **free** client retention program that sends automated marketing materials in your branding to your clients and prospects during AEP?

Learn more about the marketing campaigns and opt'd in **HERE** you do not want to miss out on marketing to your clients and prospects free of charge this AEP.

2024 Client Retention AEP Guide

AEP Social Media Marketing

Are you looking to expand your digital marketing footprint with social media? Spark has an in-depth social media guide whether you are just starting social media pages or looking to run paid ad campaigns.

Social Media Marketing Guides:

- ✦ Setting up social media pages
- ✦ Social Media Strategy
- ✦ Social Media Ads
- ✦ AEP Content Calendar

AEP Social Media Assets

AEP Email Marketing

Have you been hoping to up-level your marketing by trying email marketing to your clients and prospects? Check out our free resources for email marketing and custom templates you can usevia Spark Marketing Center.

Email Marketing Guide

AEP Direct Mail Marketing

Do you want to send an additional mailer to clients or prospects this AEP? Check out our guide on direct mail and the new eye-catching designs Spark has created for AEP.

Direct Mail Marketing Guide

AEP Event Marketing

Are you looking to host your first AEP event or learn how to level up your events this year? Check out Spark's event marketing guide and top-of-the-line marketing assets to reach your attendance or sales goals from your event.

AEP Event Marketing Guide	✦ Educational vs. Informal Sales Event ✦ Marketing your event ✦ Marketing at your event ✦ **Event Timeline / Planner**
Marketing Event Assets:	✦ Social ✦ Mailer ✦ Flyer ✦ Medicare 101s

Marketing to Providers during AEP

Have you been looking to expand your partnerships and learn how to sell yourself to providers in your local market? Spark's sales and marketing team have created a guide and materials to help you leverage Sparks resources and a script to help you gain provider relationships.

Provider Marketing Guide

Provider Marketing Assets:

- ✦ Provider Deck
- ✦ Mailers
- ✦ Flyers
- ✦ Social Media
- ✦ Medicare 101 Brochure

Marketing Medicare to ACA / Life BoB during AEP

Do you have other lines of business that you also want to sell your Medicare services to? These clients already trust you with other coverage, now find the best strategies to let these other lines of business know you are here to help them with Medicare coverage this AEP.

Marketing to your ACA or Life BoB Guide

Marketing Assets:

- ✦ Social
- ✦ Mailer
- ✦ Flyer

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Looking for a specific AEP marketing campaign you did not see? Or wanting to create custom marketing materials?

Learn more about the Spark Marketing Center for custom assets you can create yourself from our templates or from scratch **HERE**

Or reach out to the Spark marketing team at **support@sparkadvisors.com** to request custom marketing material ($75 per page of custom design)

How to maximize your calendar this AEP to market your Medicare business:

Strategy:

✦ The power of partnerships:
  - Providers, financial groups, lawyers, dentists, community groups, churches

✦ Digital engagements:
  - How to use your website, social media, email, and SMS to grow your partnerships and client base.

✦ Informative Marketing Materials
  - Medicare 101 brochure
  - Provider deck
  - Leave behinds

AEP Return Mailer Survey

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AEP Return Mailer

Please note the template grey boxes are for mailing