



Agency Spark Marketing Center **Guide**



Marketing Center Offering

Access 100+ Medicare-approved templates to customize, apply branding, and have social media, print, and direct mail integration in one tool. With the Platform data integration, you have access to all yours and your downlines agents information to create marketing materials with three clicks.

**We think
Marketing Center
is Perfect for:**

- ◆ Agencies servicing downline agents marketing. Marketing Center provides these agencies with the opportunity to streamline their marketing services to their agents with the library of Medicare approved templates and the data integration to create any marketing piece in a few clicks.
- ◆ An agent looking to customize their marketing materials and has multiple events or campaigns they run.
- ◆ An agent running multi-channel campaigns that would have access to email, social, print, direct mail designs that can be distributed through Marketing Center's email, social, print and direct mail integrations.

Value add for your agency

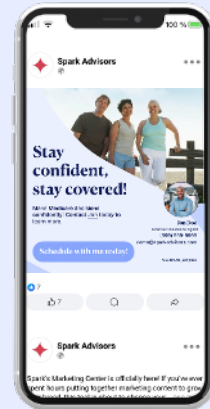
- ◆ Access to 100+ Medicare-approved templates in all formats, banners, flyers, postcards, tri-fold brochures



EMAILS



TRI-FOLD BROCHURES



SOCIAL MEDIA



BUSINESS CARDS

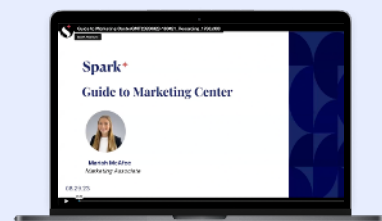


FLYERS



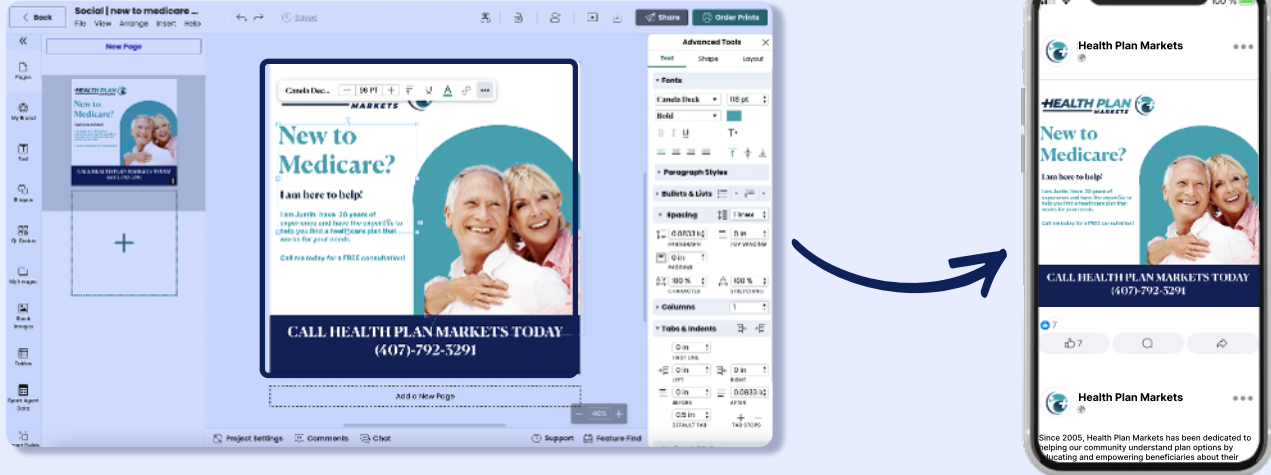
POSTCARDS

- ◆ Able to digitally download, share to social, integrate email marketing tool, print, use direct mail
- ◆ Training and support from the Spark Marketing Team



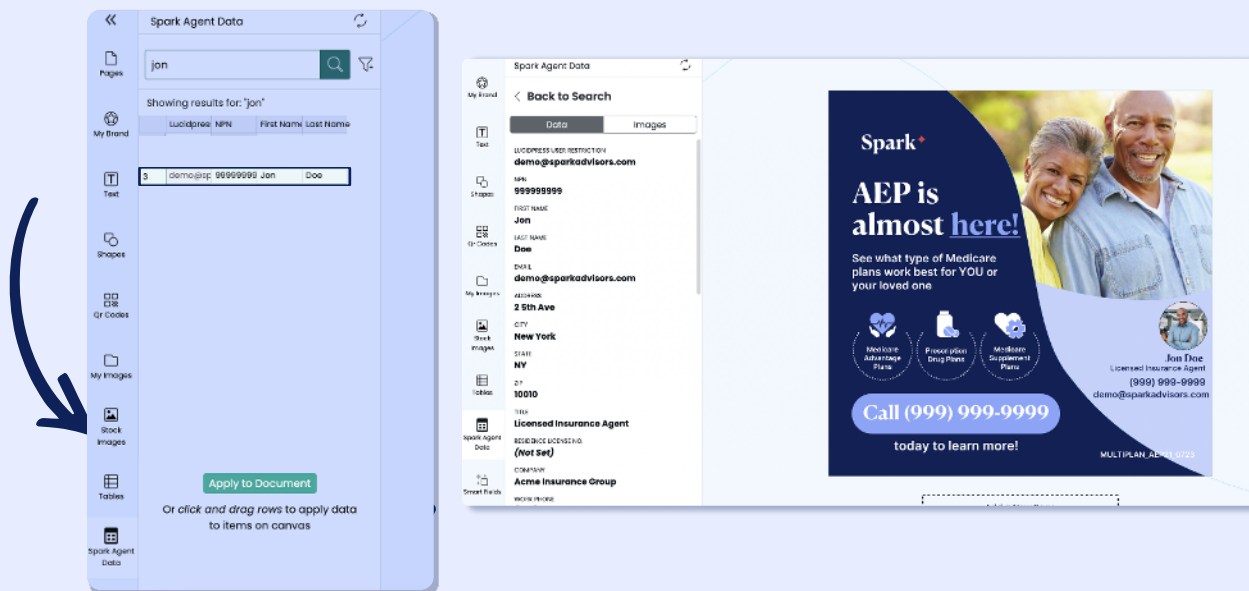
TRAINING AND SUPPORT

- Full editing and customization access. You can change anything on the templates or create your own custom templates with your branding.



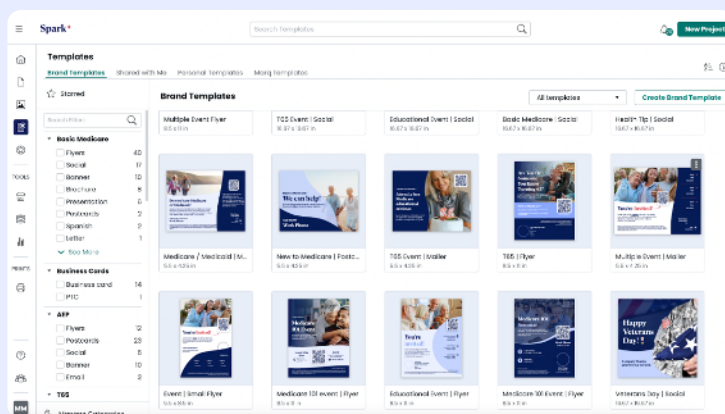
FULL EDITING AND CUSTOMIZATION ACCESS

- Integration Spark platform marketing profile for yourself and your downlines



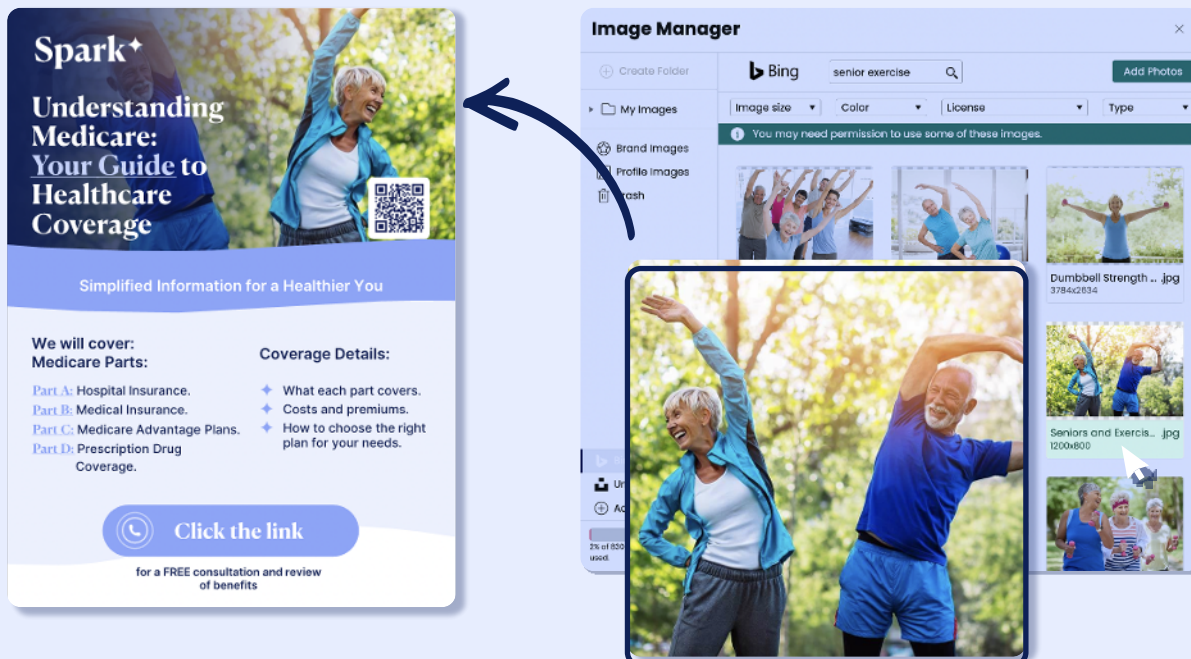
INTEGRATION SPARK PLATFORM

◆ New templates and materials are added weekly



NEW TEMPLATES

◆ Access to thousands of stock images



STOCK IMAGES

- ◆ Able to link your website, email, RSVP page, etc to any asset you plan to use digitally

The image illustrates the process of linking a digital asset to a Calendly page. At the top, a flyer titled "Giving You Peace of Mind this AEP" is shown. It features a photo of two elderly people with their arms raised, and a "Schedule with me" button. Below the flyer, a browser window displays the Calendly link: calendly.com/mariah-mcafee/30min?month=2023-11. The browser window shows a "30 Minute Meeting" for Mariah McAfee, with a calendar for November 2023 where the 30th is selected. A large blue arrow points from the flyer's button to the browser window.

LINK YOUR WEBSITE, CALENDLY, OR RSVP PAGE

Agency Model

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Spark Marketing Center Support Models

Shared Marketing Center login for the agency

AGENCY SIZE
1-20 agents

A single account with shared login credentials for use across a small team.

- ✓ Removes time and support burden for AP or another team member (admin or marketing assistant)
- ✓ Completely self-service for downlines and can offer any customizations and edits since agents are servicing themselves.

Marketing Center serviced by agency principle

AGENCY SIZE
< 20 agents

A single account serviced by agency principle.

- ✓ Higher support burden and time commitment
- ✓ Use Mariah for support on the tool + tips for staying organized with downline agents
- ✓ Can limit customizations or editing needed

Marketing Center serviced by an admin or marketing role on your team

AGENCY SIZE
>20 agents

A single account serviced by an admin or marketing team member.

- ✓ Allows you to offer marketing materials to your downlines.
- ✓ Removes support burden from AP, can be more expensive to pay an additional team member for marketing but can be a great option to have an admin/operations team member service the platform for downline agents
- ✓ Can limit customizations or editing needed

Questions to ask yourself when selecting a support model:

1. **How often do your downline agents request materials?**
 - ✦ If more often than once or twice a week, you may want to consider having an admin, operations, or marketing team member to help with the support burden.
2. **How many downline agents do you have?**
 - ✦ If you have more than 20 agents you should consider having an admin assistant to help create marketing materials
 - ✦ If you have between 5-20 agents you can serve as the agency principal on the account or share a login
3. **How much customization do you plan on doing for yourself or offering for your downline agents?**
 - ✦ If you are allowing for multiple customizations or edits from your downlines then having an additional team member like an admin assistant help with marketing requests
 - ✦ If you are not allowing for customizations and your agents do not request frequently it would make sense for you to service these agents as the agency principle
 - ✦ If your agents have a lot of customization and edits and you have 1-20 agents then having a shared log in could be the best support model for you.

Best Practices

For Agencies supported by an admin team member or AP



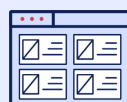
Create templates of Sparks templates once in your branding to present to agents



Figure out how many templates or options you want to present to your agents, do you want limitations to set to 10-20 templates or have agents have the option to create any template?



Create a clear way for agents to request marketing materials and access what templates can be created with timelines of when your downline agents can expect to receive their materials



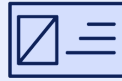
Have onboarding templates (eg. business card, basic medicare flier, intro to Spark letter, Med 101) templated for new agents to streamline getting them set up with the materials they need

Best Practices

For agencies with shared login



Have your agents request the login information directly from you as the agency principle



Agents will not be able to use social media integration without ensuring another agent is not logged in



Be sure to have agents create their own folder for their assets not to be confused with other downline agents



Be sure your agents use own their credit card if they are printing OR restrict agents from printing or direct mail through the Marketing Center

How can Spark's Marketing Team support my agency?

- ◆ Additional support on the Marketing Center tool
- ◆ Marketing training Webinars
- ◆ Providing training walk-throughs and guides
- ◆ Custom assets at a cost

What is at an additional cost?

- ◆ Custom requests: any custom mailer, flier, etc. starting at \$75
- ◆ Marketing Center is at a cost \$250 annually, however, direct to Spark agencies receive one free account
- ◆ Handwritten birthday cards cost \$2.50 a piece