



AEP Contingency Plan: Marketing Tactics To Try When Leads Are Lagging

As marketers, we must be nimble and ready to course correct. Having a list of contingency ideas in our back pocket is a necessity. Here are actions you can take across many modalities to bolster an ongoing campaign. The best part? These ideas can be implemented relatively quickly and have the potential to generate consumer engagement and drive leads. Check them out:



Landing Pages

- Modify and optimize landing pages to increase conversion actions and lead generation.
- Add a gift card incentive for calling a phone number or filling out a form on a landing page.
- Consider adding a pop-up to capture email addresses before prospects leave the page and use that email address for lead nurture campaigns.



Paid Search

- Modify media investment to focus on areas of success – geographies, top performing ads, ad groups, calls-to-action (CTA), etc.
- Look for opportunities to improve conversion by trying out a new CTA, modifying a landing page or testing other optimizations that could increase leads.
- Check auction insights, competition index and search volume to make sure you have the right amount invested.
- Ensure all ad asset types are being used – sitelink extensions, callout extensions, images, etc.



Direct Mail

- Increase the mail quantity for future DM drops – if data shows one geography or audience segment is high-performing, over-index where you've seen success.
- Add a late drop to the DM cadence (think a simple postcard or self-mailer).
- Add a buck slip highlighting an incentive just for calling to any future letter packages (for example, "Receive a \$15 gift card just for speaking with our team of Medicare experts today").



AEP Contingency Plan – continued



Meta Advertising

- Re-evaluate media investment, shifting dollars to high-performing geographies, ad executions, CTAs, etc.
 - Adjust optimization parameters and/or targeting by creating look-alike audiences or use first- or third-party data to enhance targeting.
 - To prevent ad fatigue, prepare alternate ad executions that you can update to refresh the campaign.
 - Make sure that you are optimizing placements with the right ad formats and dimensions.
 - Revisit Facebook ad objectives and, if you are only running lead campaigns, think about adding awareness or consideration ads to the mix.
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Acquisition Email

- Develop and execute an email acquisition cadence or add emails to an existing email acquisition cadence.
 - Increase the number of prospects you target with future email acquisition deployments – if data shows one geography or audience segment is high-performing, over-index where you've seen success.
 - Re-deploy existing creative to those who didn't open initial deployments.
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Lead Nurture

- If lead nurture communications don't already exist, develop lead nurture email and direct mail communications.
 - Add an incentive to existing lead nurture communications.
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Print

- If a print buy is already in place, add additional print insertions to the campaign.
- Update existing ad creative or develop new ad creative, focusing on high-performing messaging and CTAs.

As always, continue to fine-tune as you go. Monitor analytics, seek insights from sales, touch base with brokers and get feedback right from consumers to help you sharpen your mid-campaign marketing strategies on an ongoing basis.

Media Logic offers a full complement of marketing services to help elevate your health insurance marketing strategy.

To talk through the implementation of these ideas for your specific situation, contact Jim McDonald, Head of Strategic Growth, at **518-940-4882**.

