

How to Market Medicare Advantage & Open Enrollment

An Effective eBook for Insurance Marketers



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Independent Insurance Agents provide the personal touch

Each year I seem to write a new Whitepaper on how to market Medicare Advantage and supplemental Medicare policies. My goal is to give insurance agents and financial advisors actionable tips on marketing Supplemental Medicare and Open Enrollment. And, no matter how often I write about marketing Medicare advantage programs, there is always new information coming down the pike.

For members of the Insurance sector, Open Enrollment season is coming up fast. This year Open Enrollment starts on **Monday, November 1st through Saturday, January 15, 2022.**

This is a crazy, competitive time for everyone in the insurance and financial services market.

Many insurance agents are intimidated by this marketing frenzy. After all, how does an independent agent differentiate themselves from the big guys who are taking out full page ads and 60 second commercials?

You have a competitive advantage. You can provide the personal touch.

Over 10,000 people are Turning 65 every day

Medicare influences most of the healthcare decisions of patients 65 and up. Because of the gaps in coverage, anyone who can afford it will sign up for a Medicare Advantage / Supplemental Medicare program.

There are over 10,000 people Turning 65 every day. Millions of people sign up for supplemental coverage as the 65th birthday approaches – or during the Open Enrollment period.

These are great clients for your insurance practice. A new client offers you lots of possibilities. Besides signing them up for a Medicare advantage or Supplemental policy, these are fabulous prospects for the other insurance policies you sell. This includes life, health, auto, home, and umbrella policies.

Every new client is a cross-selling opportunity.

Not only that, but new supplemental Medicare clients make up for naturally-occurring attrition in your practice.

Your goal is to give consumers with questions about their Medicare options a safe place to go. During open enrollment and leading up to a 65th birthday, people are bombarded with offers from competing plans and providers.

If you help give them the information they need to make an informed decision, they will make the right one, appreciate your help and stay with your practice for many years to come.

Dataman Group Direct - (800) 771-3282

How to attract more Turning 65 seniors or those needing to switch during Open Enrollment

When individuals turn 65, they have a 7-month period—three months before, during and after their birth month—to select a Medicare plan.

What are the best ways to market to this group?

- Purchase a Turning 65 / Medicare Lead List.
- Use these lists for both mail and for email.
- Reminders for current clients during open enrollment.
- Provide current clients with opportunities to refer new prospects to you
- Consider Informational blogs and social media posts
- Use Retargeting / Pay-Per Click
- Remember - your Website is your calling card - it needs to be quick, functional and current.

Repetition counts. If you are mailing to this group, mail multiple times. Or, mail then email, mail then email. You want to get your name in front of your prospects as often - and through as many marketing channels - as you can.

You don't need to reinvent the wheel. We know that direct mail is the #1 medium for marketing Medicare Advantage and Supplemental Medical policies. That's because direct mail is viewed as the most trustworthy marketing medium. Take advantage of that.

Tips for creating compelling Medicare Advantage / Open Enrollment Marketing

Use bold graphics: See if you can borrow some time from your design team to create a brand for your Open Enrollment materials. If you don't have access to a designer, try Fiverr.com and hire a freelancer to enhance your identity.

Choose a solid mailing list: If you're not reaching out to the right people, all your efforts will be wasted. Agents can select a mailing list of individuals who will be Turning 65 or a list of households age 65+up. Email addresses can be appended to about 40% the mailing list.

Time your communications: Direct mail starting in October. In open enrollment marketing, repetition counts and agents who direct mail multiple times have a higher open rate. Send emails to the same people you're mailing to – and time so the emails hit first / during and after the direct mail. Email early in the day (a good rule of thumb is around 10 a.m.). Many contact management software systems offer re-send to non-opener options that increase your response.

Create snappy subject lines: Because “Open Enrollment: VERY IMPORTANT READ NOW” may not get the reaction you were looking for.

Edit for concise content: Trade the long story for a short one. Communicate the highlights and important dates for Open Enrollment.

Use compelling photos: A picture is worth a thousand words. There are websites where you can download great photos - for free. Call me at (800) 771-3282 and I'll be happy to give you a list!

More Tips for creating compelling Medicare Advantage / Open Enrollment Marketing

Speak in plain English: Whenever possible, supplement confusing health plan jargon with simplified descriptions.

Make it Easy for them to Respond: provide multiple response mechanisms. Prominent phone number, BRM/BRC, Click to Call, Push here.

Convey a Sense of Urgency: The open enrollment period has a short window. Your Open enrollment marketing needs to convey the sense of NOW.

Remember to let them know you can handle all their needs: Make sure they know you sell multiple products. Often, knowing that you can provide them with more than one type of policy is great for setting someone's mind at ease.

Don't give up: In the world of sales, it takes several contacts to get through to your prospect. And then, you need to make sure you follow up until you've sold that policy.

Dataman Group Direct has been providing marketing lists to the insurance industry since since 1980. Besides Turning 65 and age 65+, we provide lists of New Homeowners, Parents of New Babies, Home and Auto X-Date lists as well as comprehensive prospect lists for commercial insurance policies.