

Community-Based Medicare Provider

Executing Hyper-Local Marketing to Optimize Acquisition and Loyalty

CHALLENGE

This Bronx-based Medicare provider saw an opportunity to grow their Medicare Advantage book of business. But they needed to seize that opportunity fast. That's when they turned to Serum Agency to help create a year-round program to generate First Eligible leads outside the Annual Enrollment Period.

SOLUTION

We got to work creating a multi-touch direct mail nurture program that guides prospects through their introduction to Medicare as they approach eligibility at age 65. With an eye on being efficient with the budget, we implemented multi-faceted targeting to identify the highest-potential prospects. We also set up a test against our core AEP communications to understand if the audience would respond more to the year-round nurtured approach.

This client is known for having a bold brand look, so we made sure every piece of creative stood out from the cluttered marketplace. In all, we developed and deployed direct mail, data capture sites, information guides and landing pages. We also managed the database and oversaw reporting and analytics.

RESULTS

They wanted fast. We gave them lightning fast, setting up the entire program in less than 2 months. We also boosted brand perception through the direct mail program. But most impressively, the new year-round program **drove a 200% increase in enroll yield compared to the AEP campaign.**