



Marketing and Outreach

January 20, 2015

A service of Maryland Health Benefit Exchange

- Website has surpassed 1 million unique visitors since open enrollment began Nov. 15
- 35,000 interactions with Marylanders by Connector Entities since Nov. 15 with help enrolling or providing consumer information.
- 20,000 individuals throughout the state receiving weekly MHC e-mail updates.
- 1.5 million+ collateral pieces distributed throughout the state.
- 190 million impressions achieved through TV, radio, print, transit, digital advertising.

- Editing testimonial videos for advertising on YouTube and Prince George’s movie theaters.
- Working on SMS texting (to emphasize Feb. 15 deadline and penalty in “countdown” style in final weeks.)
- Increase paid advertising on Google Search, YouTube, weather.com
- Planning statewide community college outreach during National Youth Enrollment Day 1/29
- Twitter “Thunderclap” during final “Countdown Week.” (1st “Thunderclap” during “Kickoff Week” reached 36,000.)
- Adam Jones radio commercial (Maryland Citizens’ Health Initiative)
- Orioles Fanfest booth