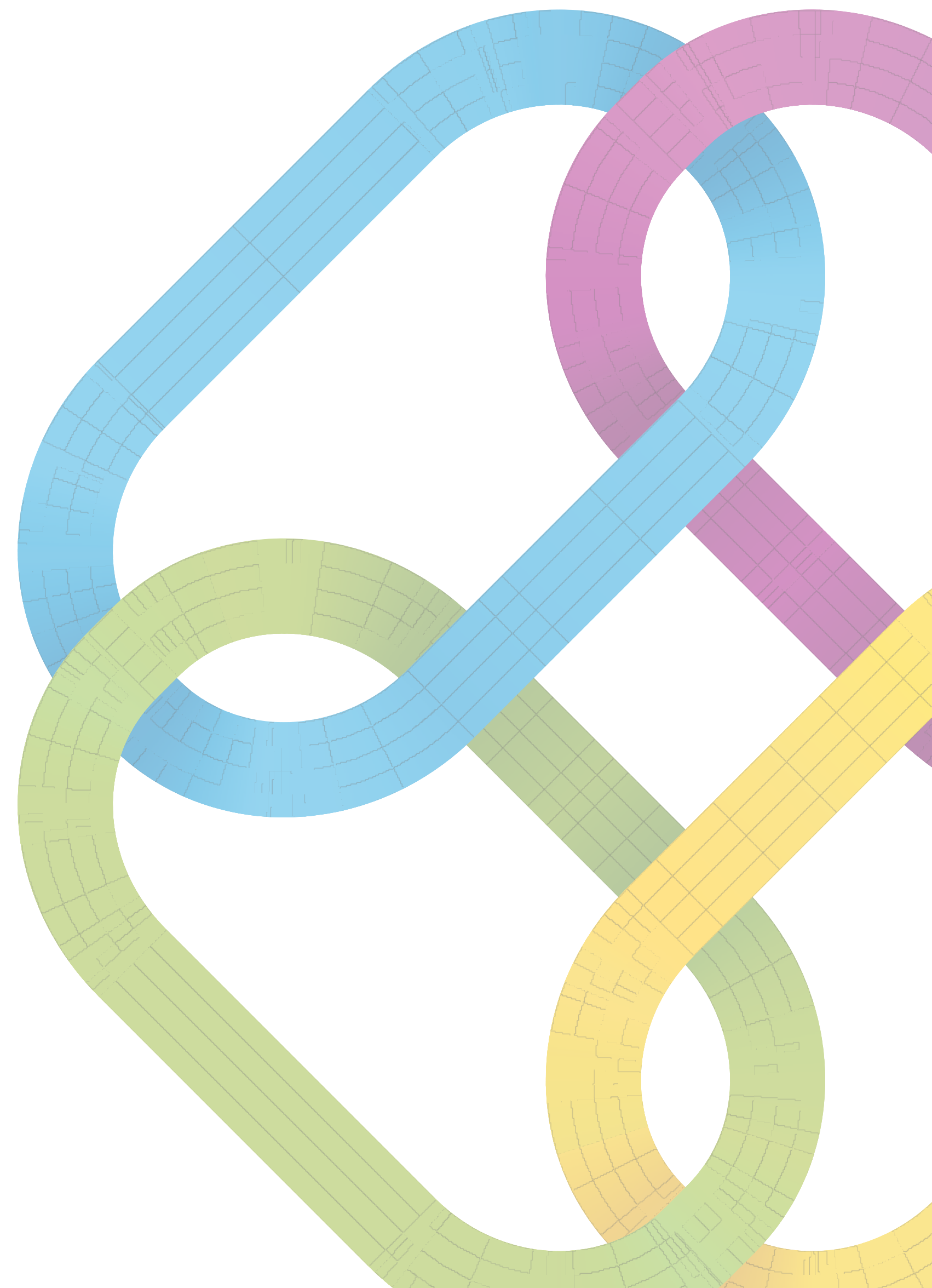
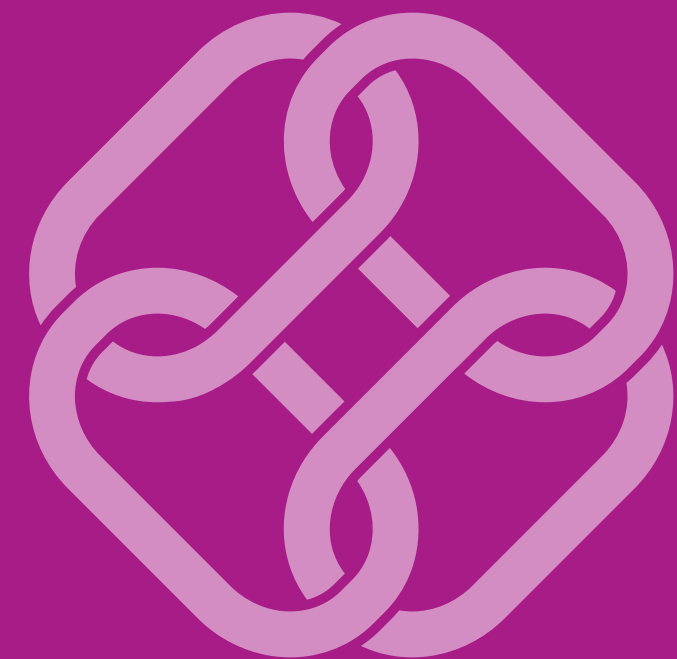




BOARD MARKETING REPORT

OCTOBER 2021





nevada
health link

THE AMERICAN RESCUE PLAN ACT RECAP

SUCCESS & OVERALL NUMBERS

Public Relations

- 68 total media placements
- 5,628,167 estimated reach

Paid Media

Looking at Facebook and Google Ads we see that:

- Facebook drove 1.4 million impressions, 19.1k clicks and 173.34k post engagements.
 - Spanish Video ad drove 300k impressions and nearly 11k clicks
- Google ads drove 2.41m impressions, 26.4 clicks with a 1.1% CTR.
 - The ARPA English Youtube video ad drove 1.25m impressions and 5.3k clicks
 - The ARPA Spanish Youtube video ad drove 520k impressions and 5.3k 2,350 clicks

ARPA Landing Page

- 20,209 unique pageviews
- 38.55% Bounce Rate - almost 20% less than the industry average for paid media campaigns
- 802 total link clicks: 353 link clicks to The American Rescue Plan Health Insurance, 243 link clicks to The American Rescue
- Plan Act of 2021 user guide pdf, and 206 link clicks to the American Rescue Plan Act of 2021 (American Rescue Plan) help article

Spanish ARPA Landing Page

- 2,691 unique pageviews
- 61.83% Bounce Rate
- 42 link clicks to the American Rescue Plan Act of 2021 User Guide pdf

SUCCESS & OVERALL NUMBERS

Research

Online, multi-day bulletin boards with 20 uninsured Nevadans

- Tested campaign creative concepts
- General knowledge and awareness surrounding health insurance and being uninsured
- Experience / perceptions around NVHL

Bi-annual Pulse Check with Nevadans (N=1,001)

- Measured awareness of ARPA
- Measured awareness of ARPA financial assistance

Newsletter

- 4 Emails sent to an average of 50k recipients with an open rates of 28% that drove a total of 2455 clicks to valuable online resources.

Blog

- 6 blog posts with a combined 2,861 sessions



PREP RALLY

The Abbi Agency curated the audience list featuring brokers, navigators, carriers and key partners for the upcoming Open Enrollment Prep Rally:

- Tuesday, October 19th from 10 - 11 a.m.
- Wednesday, October 20th from 1 - 2 p.m.

Additionally we created the email invitation and will send to the defined audience on the below dates to push attendance:

- Prep Rally Invitation - 10/5
- Prep Rally Invitation Resend - 10/12
- Prep Rally Last Chance (if needed) - 10/18



connecting you to health insurance

Media & Marketing Assets | Contact | Partner Resources



Get Ready to Rally for Open Enrollment

Nevada Health Link will kick off open enrollment on Nov. 1 and it may be one of the most important open enrollment periods in the organization's history.

With the American Rescue Plan premiums are now lower than ever, and more carriers delivering more choice to Nevadans, there has never been a better time to enroll in health insurance through Nevada Health Link.

Nevada Health Link's Prep Rally will arm our partners with all of the information and enthusiasm needed to make open enrollment a success. Learn about the upcoming open enrollment period and come away with the tools designed for carriers, navigators and brokers to be successful throughout this important enrollment period.

The Prep Rally will be held virtually at two different times. We invite you to sign up for the time that best fits your schedule.

RSVP by clicking one of the two options below

Oct 19, 2021 10:00 AM Pacific Time

Oct 20, 2021 01:00 PM Pacific Time

Call Center [1-800-547-2927](tel:1-800-547-2927)
Email CustomerServiceNVHL@exchange.nv.gov
Visit our Website NevadaHealthLink.com

APPROACH

Target Audiences

- Uninsured Nevadans,
- Rural Nevadans,
- Individuals/Families Statewide,
- 50+ Age Group,
- 26-45 Age Group,
- The Young Invincibles,
- Members of Nevada Tribes,
- Hispanic/Latino, Asian Americans and Asian Pacific Islanders,
- African Americans,
- Multicultural populations

Launch Timeline

Window Shopping Period

October 1 - 31, 2021:

Launch Press Releases, Virtual Press Conference, Community Events, Radio and Programmable Radio, Digital Billboards, Google Search Engine Marketing, Display Banners, Paid Social Media Advertisements, Broadcast Television and Connected TV, Email Marketing, Blog Posts, Organic Social Media

Open Enrollment Period

November 1, 2021 - January 15, 2022:

Launch Press Releases, Community Events, Radio and Programmable Radio, **Static** and Digital Billboards, Google Search Engine Marketing, Display Banners, Paid Social Media Advertisements, Broadcast Television and Connected TV, **Print Advertisements**, Email Marketing, Blog Posts, Organic Social Media

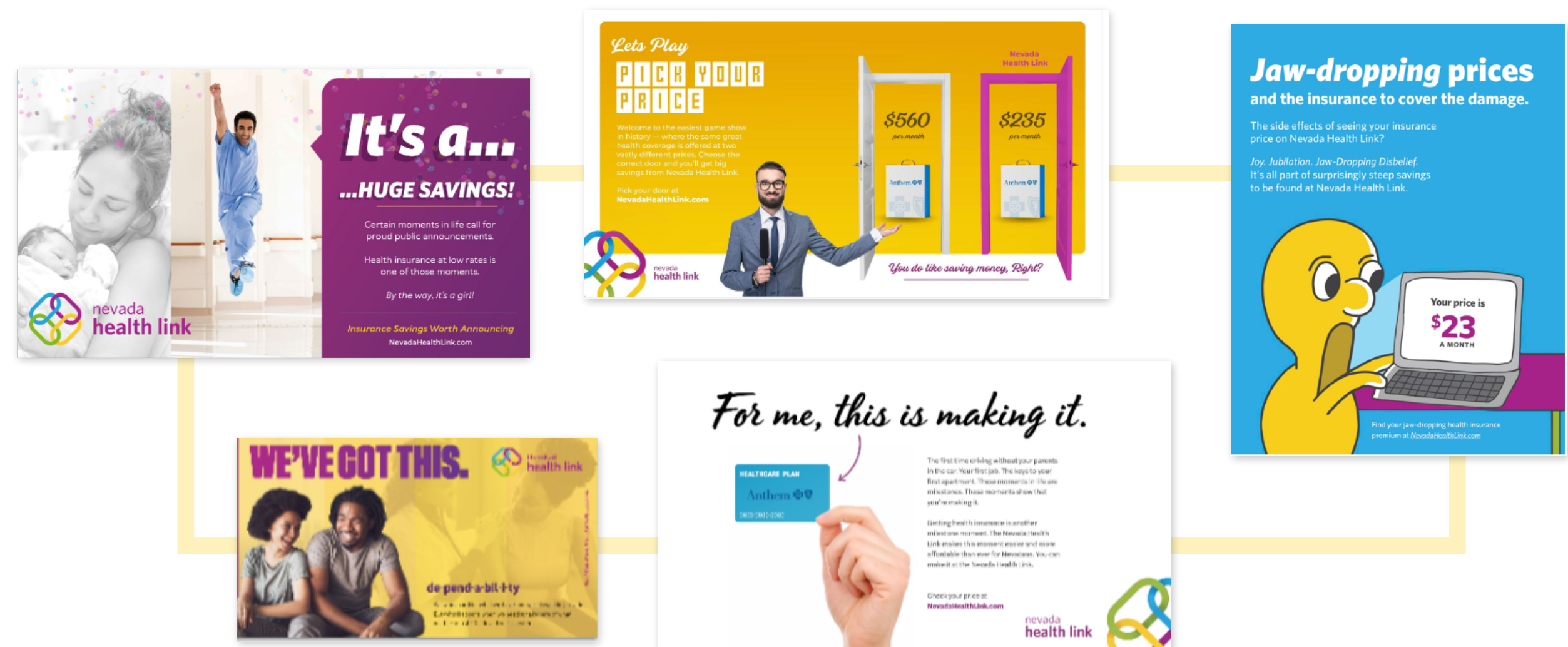
RESEARCH

2021 Open Enrollment Creative Concept Testing

- Goals: Assess consumer response to potential marketing concepts for open enrollment
- Methodology: Online focus groups with 20 uninsured Nevadans
 - 4 English groups, 2 Spanish groups
 - Separate groups for young adults (ages 18-35) and older adults (ages 36-60)
- Collected Data:
 - Emotional response to concepts
 - General discussion and reaction to concepts
 - Recall task tested which concept was remembered most clearly at end of discussion

Key Findings:

- Concepts that highlighted low pricing were received positively and remembered most clearly.
- Concepts that highlighted the importance of family and protecting loved ones engendered positive emotional responses.
- Latinx participants were particularly responsive to concepts with explicitly Latinx cues and characters.
- Younger participants responded more positively to concepts that linked health insurance to life milestones such as graduation from college or getting first job.



RESEARCH

2021 Broker and Navigator Survey

- Goals: Gain insights from brokers and navigators regarding customer needs and potential advertising language for open enrollment
- Methodology
 - Survey emailed to current brokers and navigators
 - 63 responses

Key Findings:

- Customers' primary concerns when purchasing health insurance:
 - Financial concerns: premiums, deductible, co-pays
 - Coverage concerns: extensiveness of network and inclusion of specific doctors in network
- Common misconceptions customers have about the Nevada Health Exchange according to brokers/navigators:
 - Believe that The Nevada Health Exchange is an insurance company
 - Conflate with other government social welfare programs or believe coverage through the exchange is free
- Brokers/navigators were concerned that customers may lack the skills and knowledge to navigate the insurance purchasing process on their own.
- Brokers/navigators supported advertising that emphasized cost and support for loved ones.

CREATIVE CONCEPT STRATEGY & MESSAGING

WINDOW SHOPPING PERIOD

Where Health Insurance Competes for You.



nevada health link.com

Seguro Hecho a Tu Medida.



nevada health link.com



Billboards

Where Health Insurance Competes For You.



nevada health link

See Your Premium

Seguro Hecho a Tu Medida.



nevada health link

Ve Tu Precio



Where Health Insurance Competes For You.



nevada health link

See Your Premium



Digital Ads



nevada health link.com

Open Enrollment Starts November 1st.

Open enrollment is when you + your family can receive name-brand health insurance from Nevada Health Link at a discounted price.

- Shop & Compare Health Insurance
- Find the Best Prices in Nevada
- Free Help From our Navigators
- Find the Perfect Plan for You

Window Shop Now to Pick Your Plan:






Print Ad

CREATIVE CONCEPT STRATEGY & MESSAGING

OPEN ENROLLMENT PERIOD


Open Enrollment

Starts November 1st.

 nevada health link.com

Open Enrollment

Starts November 1st.

 nevada health link.com

Billboards

NEVADA HEALTH LINK

Where Health Insurance Competes for You.

Welcome to Open Enrollment,

where every qualifying Nevadan can shop for, and enroll in, the best health insurance plans available through Nevada Health Link.





Price competition and choice are built into the Nevada Health Link marketplace. That means you get an affordable price on the most comprehensive plan for you when you shop here. We're not an insurance provider, we're a state-based exchange where name-brand private insurance can be found at subsidized prices.




CHECK YOUR PRICE

Open Enrollment runs from: Nov. 1, 2021 - Jan. 15, 2022.

Coverage Benefits

All health plans found through Nevada Health Link include **10 essential health benefits**. These key preventative health and coverage benefits can make a huge difference in the physical and financial health of Nevada families.

Anthem    

friday   

BROWSE PLANS


Ready to Enroll?

View our **Pre-Enrollment Checklist** for a list of everything you need to get started.

Need Help?

Nevada Health Link connects you to certified insurance specialists who can personally guide you through the health insurance enrollment process. Learn more about enrollment assistance [here](#).

GET FREE ASSISTANCE



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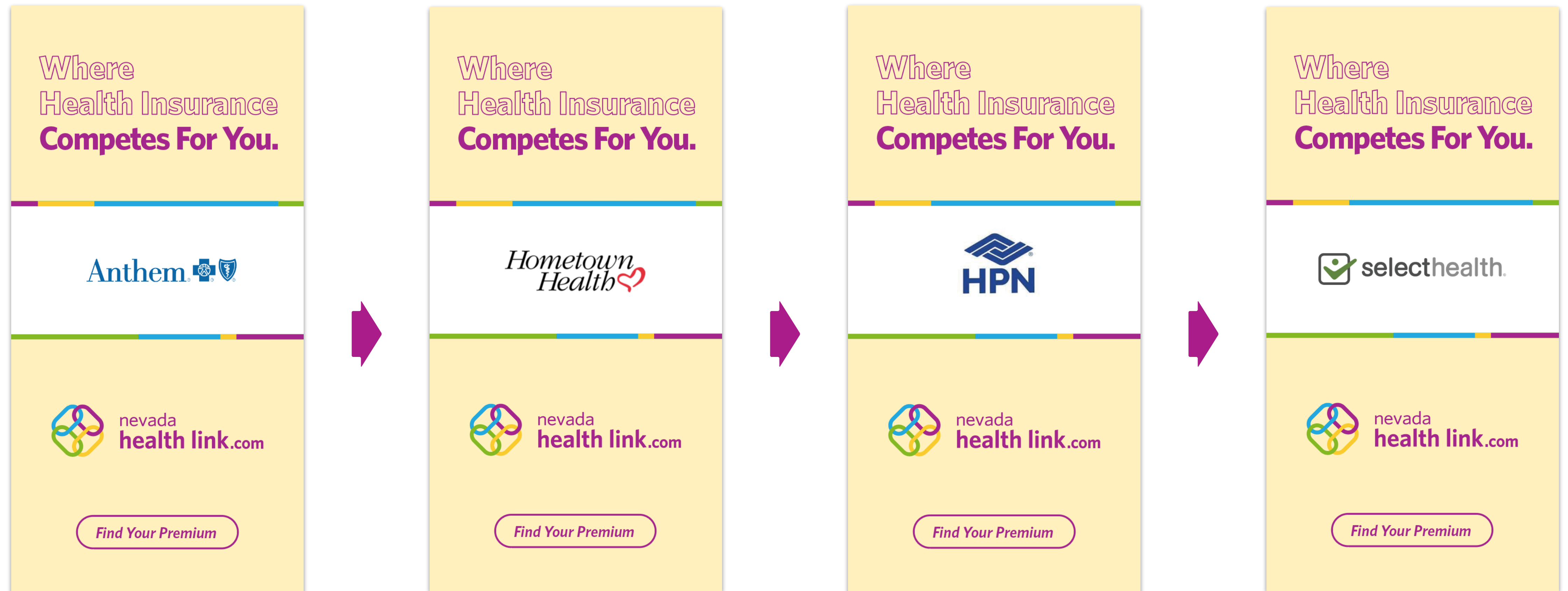
Where Health Insurance Competes For You.



Billboard Executions

Where Health Insurance Competes for You.





Animated Banner Ad Executions

I'VE GOT THIS.



You've Always Been There

You've always been there for them with Nevada Health Link you can keep protecting them with great private health insurance at the lowest possible price.

See Your Price: 

 nevadahealthlink.com

Where Health Insurance Competes for **You.**

IT'S A...



...Huge Savings

Certain moments in life call for proud public announcements. Health insurance at low rates is one of those moments.

By the way, it's a girl!

See Your Price: 

 nevadahealthlink.com

Where Health Insurance Competes for **You.**

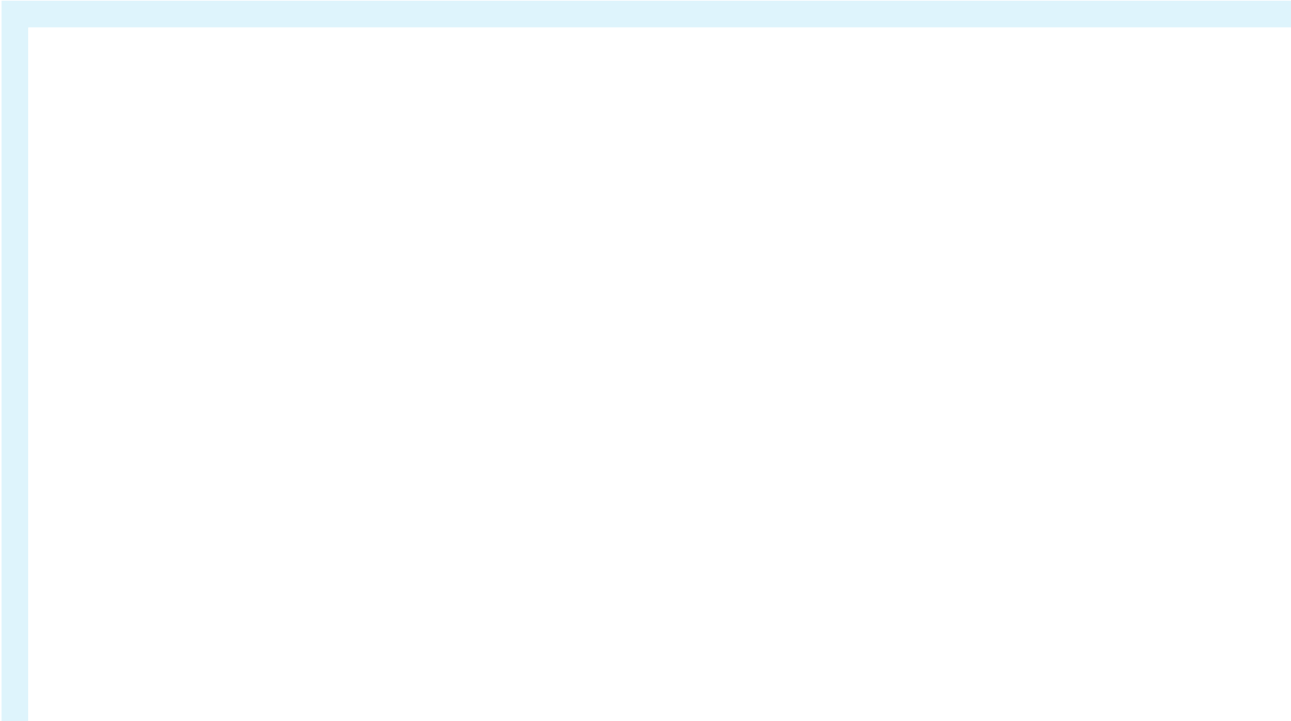
     

Print Ad Executions

CURRENT PHOTOGRAPHY & VIDEO SHOOT



CURRENT PHOTOGRAPHY & VIDEO SHOOT



PAID MEDIA STRATEGY & TACTICS

Strategy

Integrate highly effective tactics to target hard to reach communities and the general public

HIGHLIGHTS

Rural Nevada:

- Reaching Rural Nevada through TV (Charter Spectrum), Print (Elko Daily Free Press), Radio (Ruby Radio) and Out of Home billboards. Billboards located in Elko (QTY 4), Imlay (1), Wells (2), Battle Mountain (1), Ruth (1).

Multicultural Communities:

- Spanish Language digital & traditional including SEM, Paid Social, YouTube, Connected TV, Broadcast & Cable Television, Streaming Audio and Radio. Accounting for 25% of gross spend, impressions & reach on par with statewide population share (35%).

African American Communities:

- Partnered with Black Image Magazine in Las Vegas, as well as mobile billboards on custom routes running in predominantly African American neighborhoods (East & North East Vegas).

AAPI Communities:

- Mobile Billboards running in Spring Valley & China Town in Las Vegas.

PAID MEDIA

Google

- We'll leverage Google's display network to reach individuals all across the internet, on sites such as news, shopping, sports, weather and more. Youtube's extended video network reaches viewers across the web, on sites like Fox News, AccuWeather, and ESPN.

Paid Social Media

- Utilizing the paid social media channels of Facebook, Instagram, Twitter, LinkedIn, SnapChat, Pinterest and TikTok. The variety of platforms allows us to reach all of our defined target audiences from young to old. We'll also reach both Spanish and English language audiences here.

Out of Home

- Billboards have high visibility by individuals in our target demographic. We will serve the metro areas of Reno, Carson, and Elko and Las Vegas with digital, static and mobile billboards. We will also serve rural areas such as Battle Mountain, Ely, and Winnemucca with a digital vendor that specialize in unique screen placements like grocery stores, gyms, college campuses, as well as gas stations.

PAID MEDIA

TV

- We're working with broadcast networks, cable providers and connected tv vendors to reach Nevadans through their televisions. As we move towards January 15 the frequency of our ad plays will increase, helping move individuals down the funnel.

Radio & Streaming

- We are working with 16 radio partners to reach both Spanish and English audiences. Leveraging Spotify streaming and iHeartRadio podcast streaming ads.

Print

- We've approached print vendors and pushed for added value components like homepage takeovers and sliding billboards. Targeting the underserved communities by placing in publications like Black Image Magazine and El Tiempo newspaper.

PUBLIC RELATIONS

Goal:

- Garner attention surrounding Open Enrollment Period through earned media.

Key Efforts Include

- October 1 Press Release announcing window shopping.
- October 19 Press Day in Las Vegas
- November 1 Virtual Press Conference

COMMUNITY ENGAGEMENT

Window Shopping

- Brokered new relationships with organizations such as Latino Bar Association and African Chamber of Commerce
- Identified new partners to have presence at.
- Secured participation in 17 events

Open Enrollment

- Ongoing community event participation at Springs Preserve Haunted Harvest and Day of the Dead, Wells Ave Event, and others
- Implementation of secured added value media components including PSA's, Radio Remotes and Social sharing with grassroots and traditional media partners



COMMUNITY ENGAGEMENT

Community Booth Events (Oct-Dec)

- 10/2 - City of NLV Movie Madness: Playing with Fire
- 10/2 - City of Henderson - Harvest Festival
- 10/2 - City of Henderson - Sports & Fitness Expo
- 10/5 - 10/6 - NVPCA Annual Health Care Conference
- 10/8 - Senior Expo - Green Valley Ranch, Henderson
- 10/9 - Las Vegas Baby Expo
- 10/22 - Senior Expo - Santa Fe Station, Las Vegas
- 10/22-24 Springs Preserve Haunted Harvest
- 10/23 - City of NLV Harvest Festival Trunk or Treat
- 10/23 - Aki Matsuri Event, Henderson
- 10/28 - City of Las Vegas Trunk or Treat
- 10/29 - Senior Expo - Sunset Station, Henderson
- 10/29-31 - Springs Preserve Haunted Harvest
- 10/31 - LGBTQ The Center Las Vegas - Trunk O' Treat
- 10/31 - Safe Night Halloween, North Las Vegas
- 11/4 - Senior Expo - Orleans Casino
- 11/5-7 - Springs Preserve Dia De Muertos
- 11/13 - Tacos and Tamales Festival
- 11/17 - STOP Thanksgiving Event
- 11/18 - Senior Expo - Aliante Casino
- 12/3 - Senior Expo - Pahrump Nugget
- 12/18 - STOP Pancakes & PJ's Event

COMMUNITY ENGAGEMENT



Sponsorships

- City of North Las Vegas Movie Madness (10/2 & 11/12)
- City of Henderson Banners at 10 sports parks
- City of Henderson Harvest Festival Balloon Artist Activity (10/2)
- City of Henderson Sports Expo Basketball Activity (10/2)
- Nevada Primary Care Association (10/5-6)
- Las Vegas Baby Magazine Expo Elite Sponsor (10/9)
- Springs Preserve Haunted Harvest Gold Sponsor(10/22-24 & 10/29-31)
- City of Las Vegas Trunk or Treat Event (10/28)
- Springs Preserve Dia De Muertos Gold Sponsor (11/5-7)
- STOP Coalition Events (11/17 & 12/18)
- Clark County Tacos and Tamales Festival Community Supporter (11/13)
- Opportunity Village Magical Forest Signage & Tree (11/26-1/2/22)

WEBSITE

General Updates for Open Enrollment

- ✓ Update UX/UI Stylekit
- ✓ Update Navigation UI
- ✓ Resolve Broken Website Links
- ✓ Update Meta Descriptions
- ✓ Launch Countdown Timer
- ✓ Update Content on Open Enrollment Specific Pages
- ✓ Create Additional Tracking for Enrollment Form

Create English & Spanish Open Enrollment Landing Pages

Create Spanish Pre-Enrollment Checklist Page



CONTENT STRATEGY

A Content Strategy Crafted for Open Enrollment

- Keyword-driven strategy for long-term organic search performance (evergreen performance through present & future open enrollment periods).
- Informed by in-depth analysis of search term performance and search intent.
- Content built around the customer journey with content crafted for awareness, consideration, enrollment and loyalty.
- Linear, linked content journey gives insurance seekers answers at each step of the insurance-buying process, all informed by current search behavior, with internal linking for more in-depth exploration of topics.
- Other content considerations include Nevada Health Link guest blog posting strategy targeting partnering carrier websites to drive increase in domain rank authority for Nevada Health Link.



NEWSLETTER

Audiences & Goals

1. Enrollees:

- Audience Detail: Nevadans that currently have plans with Nevada Health Link
- Goal: driving this audience to access their plans and re enroll

2. Non-Enrollees

- Audience Detail: Those that have started an application but not yet finished as well as Nevadans that are not eligible for medicaid
- Goal: check their price, enrollment in a Nevada Health Link plan, profile completion

Cadence & Content

• Non-Enrollees

- Window Shopping, check your price - Oct. 7 & 21
- Open Enrollment has begun - Nov. 1
- Reminder to enroll/complete profile, feature community events, blog content, in the news
 - Nov. 15, Dec. 1, Dec. 15, Jan. 4, Jan. 11
- Last Chance to enroll - Jan 14

• Enrollees

- Window Shopping, check your price - Oct. 7 & 21
- Open Enrollment has begun - Nov. 1
- Reminder that you need to login and renew, feature community events, blog content, in the news
 - Nov. 15, Dec. 1, Dec. 15, Jan. 4, Jan. 10
- Last Chance to re enroll - Jan 14



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SOCIAL MEDIA

Strategic Overview

Social media has provided an outlet to share timely news with audiences such as enrollment dates, COBRA subsidy information, QLE information, etc.

Video content is the most engaged content, so a variety of Instagram stories, gif style feed posts as well as a TikTok account has been regularly updated.

TikTok



Instagram Stories



SOCIAL MEDIA

+ 139%

2,026,337

TOTAL IMPRESSIONS

+ 413%

31,224

TOTAL ENGAGEMENTS

+ 1,861%

14,903

POST LINK CLICKS

+ 44,291%

158,921

VIDEO VIEWS

+ 97%

142

TOTAL NET
AUDIENCE GROWTH

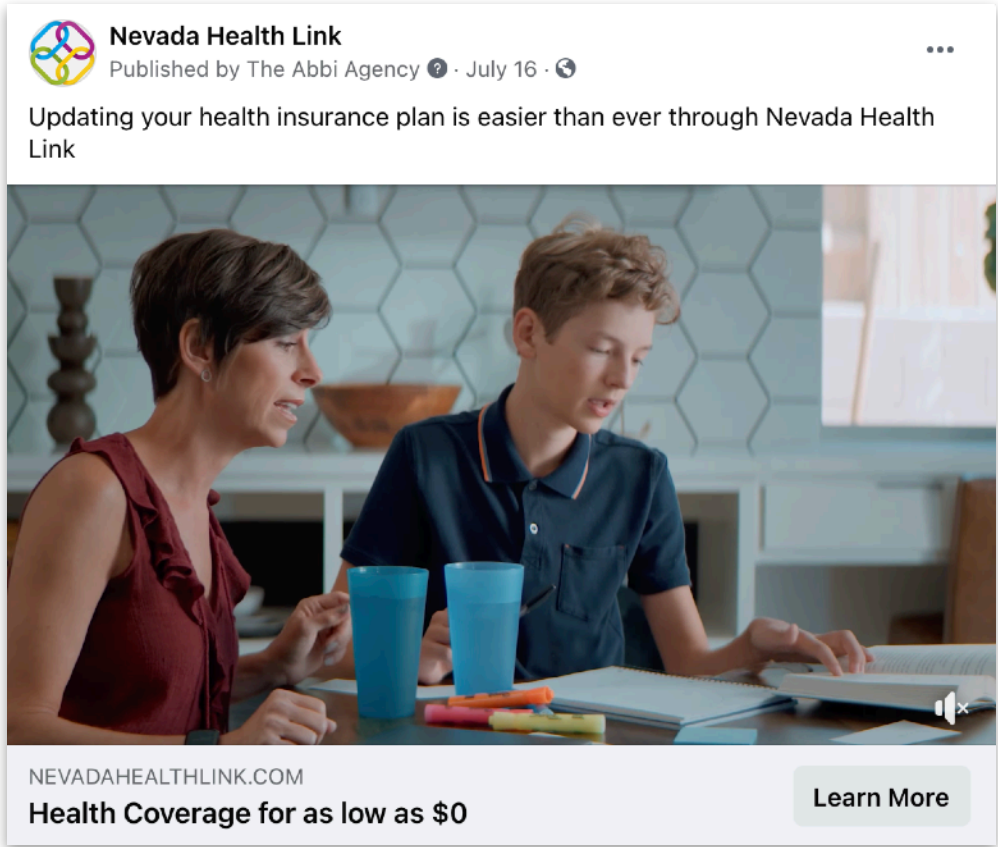
+ 1%

12,383

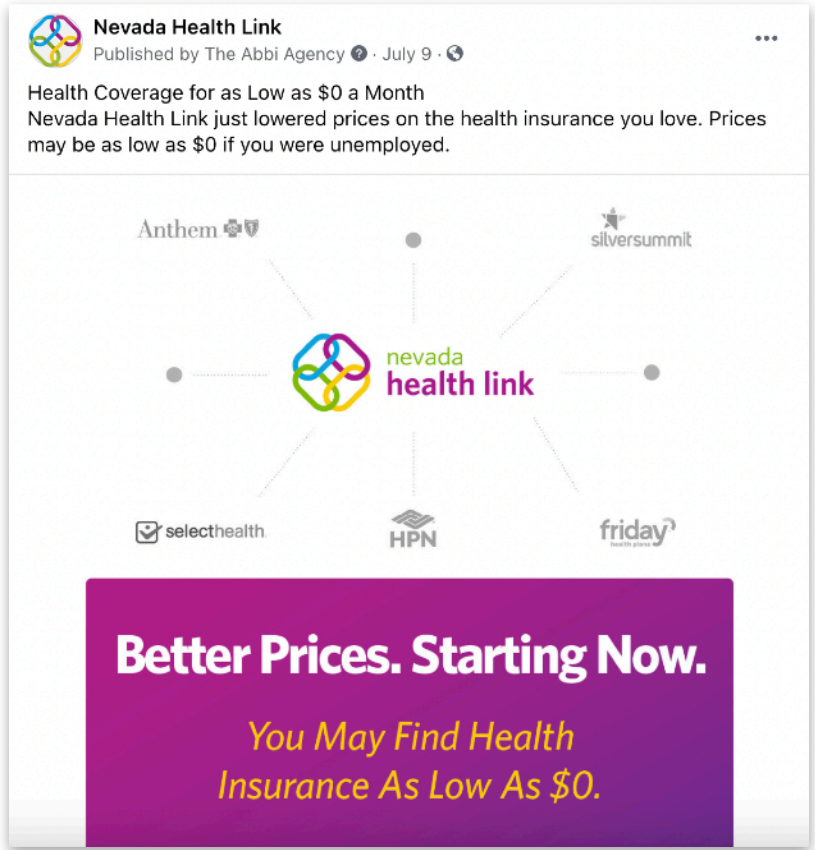
TOTAL AUDIENCE

SOCIAL MEDIA

FACEBOOK TOP POSTS



- Reach: 55,407
- Impressions: 217,974
- Engagements: 1,270



- Reach: 29,398
- Impressions: 57,041
- Engagements: 305



- Reach: 16,760
- Impressions: 22,511
- Engagements: 61

Facebook Summary

- + **187.6%** 1,729,745 Impressions
- + **601.8%** 28,779 Engagements
- + **2,719.3%** 14,745 Post Link Clicks

TWITTER TOP POSTS



- Potential Reach: 46,468
- Impressions: 27,927
- Engagements: 210



- Potential Reach: 6,951
- Impressions: 4,040
- Engagements: 33



- Potential Reach: 12,664
- Impressions: 3,693
- Engagements: 53

Twitter Summary

98,360

Impressions

120

Post Link Clicks

+ 1.5%

2,469

Followers

+ 7.2%

1,284

Engagements

+ 68.2%

37

Net Follower Growth

INSTAGRAM TOP POSTS



- Likes: 36
- Impressions: 250
- Engagements: 38



- Likes: 10
- Impressions: 205
- Engagements: 16



- Likes: 23
- Impressions: 219
- Engagements: 26

Instagram Summary

+ 49%

194,695 Impressions

+ 62%

989 Engagements

+ 45%

55 Profile Actions

+ 113%

85 Net Follower Growth

+ 6%

1,452 Followers

LINKEDIN TOP POSTS



- Reactions: 7
- Impressions: 301
- Engagements: 22



- Reactions: 10
- Impressions: 163
- Engagements: 12



- Reactions: 15
- Impressions: 294
- Engagements: 22

LinkedIn Summary

+ 93%

3,437 Impressions

172

Engagements

+ 10.8%

185 Followers

+ 138%

19 Net Follower Growth

WEBSITE AUDIT

Website: User Experiences

- Create new website user interface style kit
- Design options for an updated navigation
- Provide user interface mockups of 3 key website pages

Website: Content & SEO

- On-Page SEO Page Issue Resolution (Prioritized by Page Importance)
- Cleanup backend to help increase site speed and user experience
- Update Analytics Tracking Strategy - Ongoing through December
- Further Investigate Low Mobile Performance (if needed)

Email

- Review and evaluate email platform
- Review and provide recommended email cadence, segmentation and targeting
- Design email newsletter component toolkit

Chatbot

- Develop logic tree and copywriting for new Chatbot experience

THANK YOU!
QUESTIONS?

THE ABBEY
AGENCY™

marketing
for **change**™

ERICKA VILES
CONSULTING