



❖ one medical seniors

EVENT MARKETING TOOLKIT

A GUIDE FOR MEDICARE AGENTS

2023



TOOLKIT

One Medical Seniors is excited to partner with agents like you, to help promote and market community events to the Medicare population. Our team at One Medical Seniors would like to share some of the best practices and tips for marketing and promoting events that we have learned along the way. In this toolkit, we will also share additional ways to use social media beyond traditional marketing.

We look forward to partnering with you on upcoming community events and working together with our field outreach team to better reach seniors on Medicare!

3 | ABOUT US

4 | MARKETING EVENTS 101

- Branding Guideline
- Promotion Timeline
- Call to Action
- Event Best Practices

10 | PROMOTIONAL TOOLS

- Eventbrite
- Using Facebook
- Direct Mail
- Nextdoor
- Google Adwords

19 | ADDITIONAL RESOURCES

ABOUT US

One Medical Seniors is a doctor's office designed for individuals on Medicare. We center our care around the Value-Based Care model where the patient (your client) is the center of our care.

One Medical Seniors falls under the One Medical brand family as a Service Offering.

While One Medical includes an Annual Membership Fee, because of the way our MA payers pay One Medical Seniors for the services One Medical Seniors provides to members of MA plans, the membership fee is not applicable to One Medical Seniors patients. These Medicare Advantage members don't have to pay anything beyond their regular copays.



Markets Supporting One Medical Seniors:

- Atlanta
- Charlotte
- Denver
- Houston
- Phoenix
- Seattle-Tacoma
- Triad
- Tucson

Assigning a Primary Care Provider (PCP) to a PPO Plan

More clients than ever are selecting PPO plans over HMO plans because of the flexibility these plans provide, and it is valuable to have a PCP listed. Coordination of care through a PCP is important for your clients to live their healthiest life. List a One Medical Seniors provider as PCP to ensure your clients receive the best care possible.

MARKETING EVENTS 101

Branding

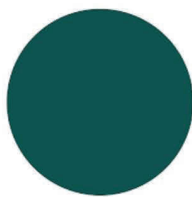
Correct branding is an important part of communicating with patients and your clients. Below, we've included an image of our logo.



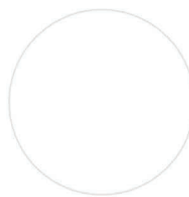
one medical seniors

Pro Tip

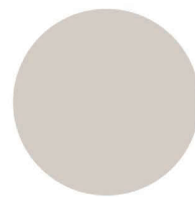
Whenever we work together on co-branded materials, ensure our brand colors are used and compliment your branding. For any co-branded materials, please contact your field outreach representative for approval.



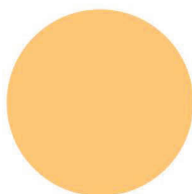
Jade
R0 G84 B80
C100 M14 Y60 K49
#005450



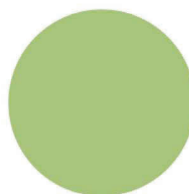
White
R255 G255 B255
C0 M0 Y0 K0
#FFFFFF



Clay
R212 G204 B196
C16 M16 Y19 K0
#D4CCC4



Melon
R255 G199 B118
C0 M23 Y61 K0
#FFC776



Avocado
R168 G196 B124
C37 M8 Y65 K0
#A8C47C



Agave
R73 G171 B148
C70 M11 Y50 K0
#49AB94

MARKETING EVENTS 101

Promoting Events Timeline

To reach new potential clients and patients, the One Medical Seniors field outreach team is here to help you market our partnered events. The field outreach team can provide swag/merchandise, and flyer/email templates you can use for promotion of the event. They can coordinate your use of one of our practice group rooms, and can recommend a time and day of the week that has seen the most success from previous events.

When hosting an event with a One Medical Seniors field outreach representative, remember to keep the lead times in mind for planning purposes. Below is a timeline you can use to promote your events!

Order	Time	Description
1.	1 month	<ul style="list-style-type: none"> Put up flyers on community bulletin boards and hand out at community events
2.	2 weeks	<ul style="list-style-type: none"> Finalize all event details and confirm with stakeholders
3.	2 weeks	<ul style="list-style-type: none"> Create a Facebook/Eventbrite page and promote online
4.	2 weeks	<ul style="list-style-type: none"> Share One Medical Seniors Facebook and Eventbrite pages on your social media
5.	2 weeks	<ul style="list-style-type: none"> Send event promotion communications with an RSVP
6.	1 week	<ul style="list-style-type: none"> Coordinate transportation if feasible with partners
7.	2 days	<ul style="list-style-type: none"> Send a reminder email and continue online promotion
8.	1 hour before	<ul style="list-style-type: none"> Make sure the space is ready and swag/merchandise is set up
9.	Day of event	<ul style="list-style-type: none"> Add newly gained contact info into the database
10.	1 day after	<ul style="list-style-type: none"> Send a 'thank you for attending' email

DONE

MARKETING EVENTS 101

Call to Action

A call to action (CTA) is a word, phrase, or sentence that urges the viewer to take a specific action. CTAs are usually placed in a prominent spot on your webpage or email. Using CTAs when promoting events can make it easier for people to respond. Some examples of CTAs include:

- Text hyperlinks
- Buttons
- Plain text with no links

You can use CTAs to urge people to RSVP to events, join a mailing list, schedule a tour, etc. One way to do this is by adding hyperlinks with a short phrase that directs to a landing page on your website with further information or instruction. Good practice would be to send out an email in advance of any event to grab the reader's attention and prompt a response. You can then send one follow up reminder email leading to the event date.

Pro Tip


Here are some examples of phrases to use:

- "Schedule a tour now"
- "RSVP here"
- "View insurance resources"
- "Join our mailing list"
- "Sign up"

Button Examples

RSVP Here

View Insurance Resources

 (866) 335-4672

MARKETING EVENTS 101

Email Invitations

To the right is an example of an event invite email that we have used at One Medical Seniors. For our partnered events, the field outreach representative can provide our logo to use on your promotional materials.

When meeting prospects or clients in person, urge them to attend an upcoming event and have copies of the event flyer on hand. Invite them to tour a practice, sign up for your mailing lists, RSVP to an upcoming event, schedule a meeting, etc.



Do you already have an email marketing platform to use or are you exploring a tool to send an email campaign from?

Pro Tip

Below are some examples of email marketing platforms:

- [Sendinblue](#) — growing your customer base
- [Constant Contact](#) — drag-and-drop builder
- [MailerLite](#) — essentials at an affordable price
- [Omnisend](#) — omnichannel
- [HubSpot](#) — automated email marketing

MARKETING EVENTS 101

Email Invitation Example Campaign

Below is an example of a campaign for a One Medical Seniors field outreach event at one of our local practices that was sent to our prospects and agents like you:

one medical seniors

Hello Sandra!

You are invited to join One Medical Seniors as we honor health and wellness with a walk around Clement Lake on Tuesday, July 11th from 10-11am with other community members and our care teams.

There will be music, giveaways, and refreshments from 11am-12pm! Click the button below to register so you can get active with us.

[REGISTER HERE](#)

July 11th | 10:00am to 12:00pm | [Littleton](#)



[Become a Patient](#)

[Find a Location](#)

Medicare Advantage Carriers Accepted

- Aetna
- Cigna
- Humana
- UnitedHealthcare

one medical seniors

Hello Sandra!

You and your clients are invited to join One Medical Seniors as we honor health and wellness with a walk around Clement Lake on Tuesday, July 11th from 10-11am with other community members and our care teams.

There will be music, giveaways, and refreshments from 11am-12pm! Click the button below to register or send the form to your clients so they can stay active with us!

[REGISTER HERE](#)

Date: July 11th
Time: 10:00am - 12:00pm
Location: [Littleton](#)



[Refer a client](#)

[Insurance plans](#)

[FAQs](#)

MARKETING EVENTS 101

Event Best Practices

Make sure attendees feel welcomed at your event and that they have an enjoyable experience. It can be a journey for seniors to get to the event with transportation or they may have health issues, so it's good to offer something small in appreciation of their attendance. Some best practices to keep in mind:



- Provide a small appreciation gift: snacks or refreshments, swag, goody bags, etc.
- A small gift shows we want to make our guests feel special and appreciate their time. (For compliance, the gift needs to be worth \$10 or less).
 - Snacks and refreshments such as cookies, ice cream, nutrition bars, chips, lemonade, etc. go a long way!
 - Inexpensive essentials such as lotion, body/face wash or anything else seniors would appreciate or use are great gift options. Seniors are often on a budget and providing essential items they would need to purchase, means they have more money to spend on non-essentials for that month!

You can partner with One Medical Seniors to give swag away:

- Some examples of One Medical Seniors swag are: pens, chip clips, tumblers, first aid kit, flashlights, ice/heat packs, grocery bags, tote bags, thermos, notebooks, silicone phone wallets, pop sockets, hand sanitizers, mints, eyeglass cleaning cloths.
- Take photos when people are mingling and having fun to use to promote future events!

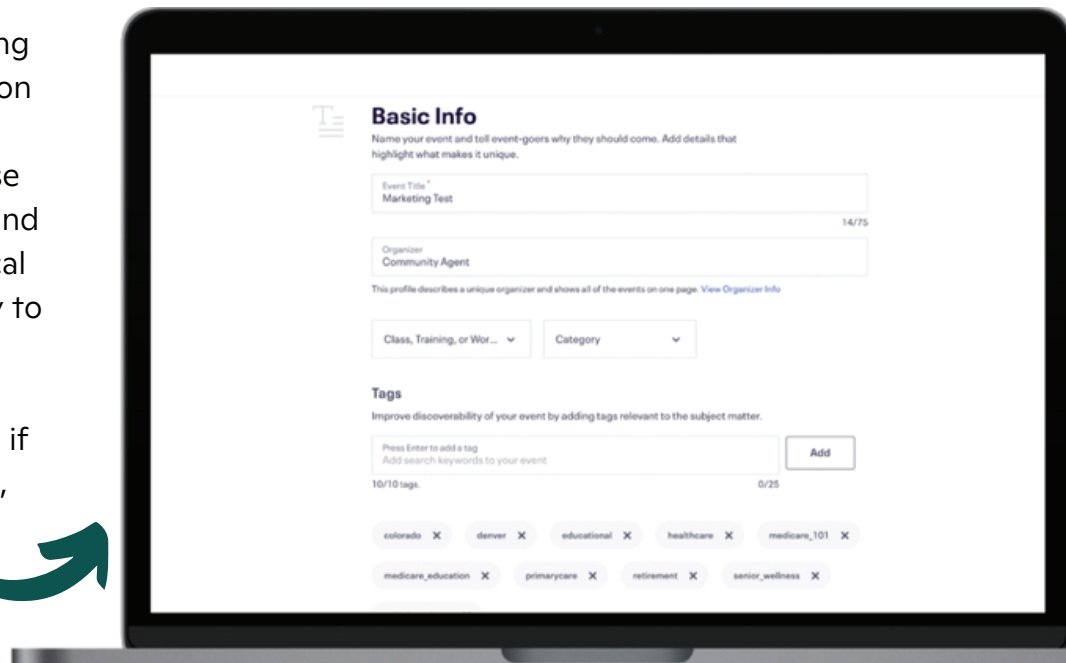
PROMOTIONAL TOOLS

Eventbrite

Eventbrite is a free event management platform where you can browse, create, and promote local events to anyone in that community looking for something fun or educational to do. To access Eventbrite, go to www.eventbrite.com.

Click “Sign Up Free” to create an account using your email address.

Create an event by filling out the basic info section as seen here. To better promote your event, use relevant event tags found in Eventbrite. Using local hashtags is a great way to reach the specific audience you are targeting. For example, if your event is in Denver, try #Denver.



Pro Tip

Other tags commonly used in Eventbrite include:
 #educational #healthcare #medicare_101
 #medicare_education #primarycare #retirement
 #senior_wellness #valuebasedcare

- Add a location to your event by searching for the location or creating the location and adding the address.
- Choose the date of the event, start time and end time.
- Click the “save & continue” button in the bottom right-hand corner of the screen.

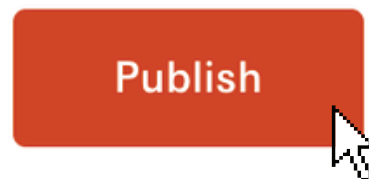
After completing the basic info section of your event setup, you can use the menu on the left-hand side to add event details. This includes a main event image and an event description. Remember to click the “save” button at the bottom of your screen after entering event details.

PROMOTIONAL TOOLS

Eventbrite Tickets

1. Click the tickets button on the left-hand side of your screen to add tickets (RSVPs)
2. Once you click the orange "add tickets" button, an add tickets menu will appear on the right-hand side of the screen
3. Select "free"
4. Create a name
5. Provide an available quantity
6. Press the orange save button in the bottom right-hand corner.

The last step in posting your event to Eventbrite is to press the publish button on the left-hand side of your screen. On the publish page, you can see an event preview and click the orange publish button in the bottom right-hand corner to make your page live.



Eventbrite gives you the option to add your event to Facebook if you do not want to manually create an event in Facebook. To view your event, click the view your event button in the upper right-hand corner.



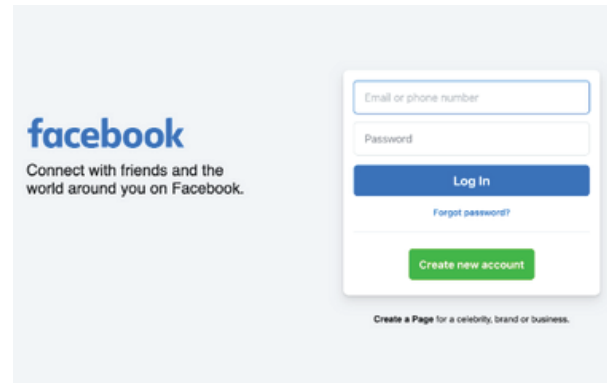
PROMOTIONAL TOOLS



Using Facebook for Business

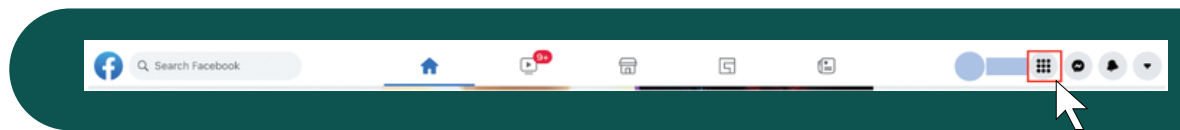
Seniors widely use Facebook, and the 65+ population is not using Instagram or other social media channels as frequently.

If you do not already have a Facebook account, click the green 'create new account' button.



Facebook Agent Pages

Many agents have a 'Facebook for business account' to update their clients and reach prospects on the work they are doing within the community



To start creating a Facebook page,

1. Log into your Facebook account
2. Click the menu icon in the upper right-hand corner of your Facebook screen.
3. Under the create menu on the right-hand side of the screen click the 'page' button
4. Fill out the basic information under create a page
5. Click the blue 'create page' button at the bottom left-hand corner of the screen



You can learn more about utilizing Facebook pages here:

<https://www.facebook.com/business/pages>



PROMOTIONAL TOOLS

Facebook Groups

Facebook Groups are a great way to be involved with the local community and are a great place to post event information.

Pro Tip

Here are some examples of groups to share your events!

Arizona:

"All Events Arizona", "Arizona Events & More", "Arizona Senior Services",
"Phoenix Events and Activities"

Colorado:

"Denver Aurora Events", "Denver, Colorado - Local News & Events",
"Littleton Community Page", "Denver Area Community Page"

Georgia:

"What's Happening in Decatur", "Atlanta events", "Events Atlanta",
"Tucker Georgia Events"

North Carolina:

"All Things Seniors NC", "North Carolina Events", "Charlotte Area Events",
"Triad Events"

Texas:

"Houston Events", "Spring Branch Bulverde Social Network on Facebook",
"Stuff to do in Houston", "Houston TX. Community Neighbors"

Washington:

"I Love Renton!", "Greater NE Seattle Community Group",
"Shoreline Community Group", "Community of Kent Washington"



PROMOTIONAL TOOLS



Facebook Groups (cont.)

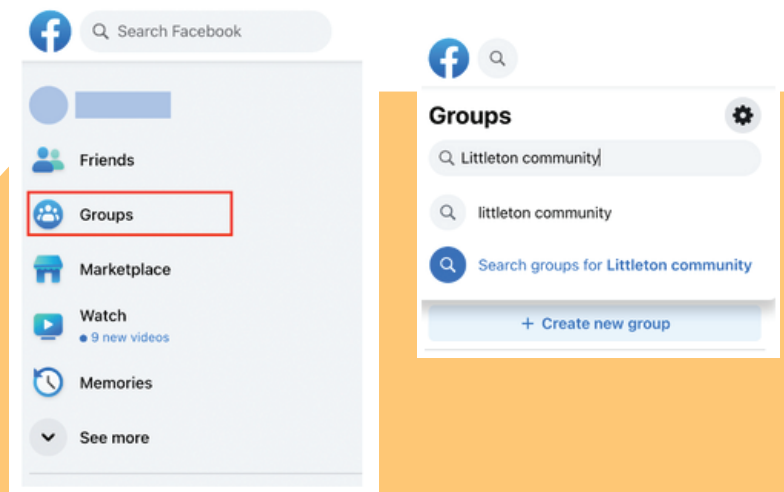
To find a group on Facebook, click the groups button on the left hand side of the page, and search using keywords like community, events, local, and the specific location you are marketing towards.

Some common search terms are:

- Community
- Neighbors
- Neighborhood
- Events
- Healthcare

Learn more about Facebook groups here:

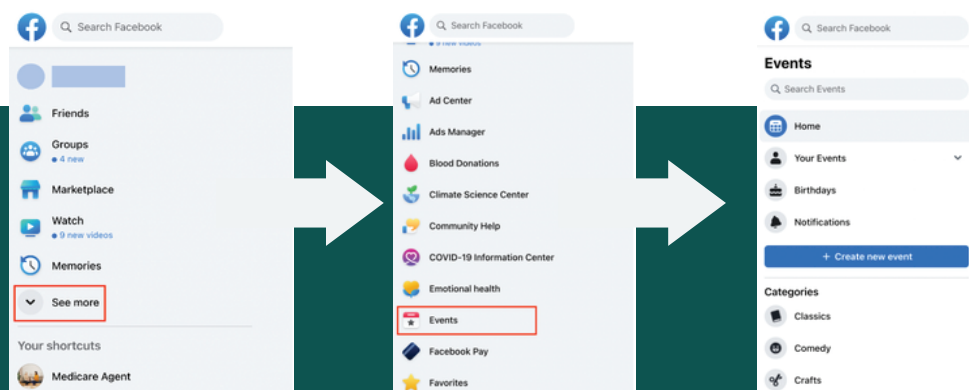
<https://www.facebook.com/help/1629740080681586>



Creating an Event on Facebook

To start creating an event to market to your clients, use the menu on the left-hand side of the Facebook home page

1. Click "see more" then "events."
2. Then click the blue "create new event" button on the right-hand side of the page.
3. Fill out the event name, description, time and location.
4. Once this is done, you can invite people you know or click edit to change details of your event.



Events can be posted to Facebook groups so the local community is aware of the event. More information on Facebook events can be found here:

<https://www.facebook.com/help/1076296042409786>

PROMOTIONAL TOOLS

Direct Mail

Promoting an event using direct mail is an effective tool when marketing to Medicare patients. Examples of direct mail include postcards, catalogs, or flyers. Here are some best practices:



Customize to your audience

Make sure your direct mail communications are in the most common language for the neighborhood you are mailing to and are readable by your targeted market (One Medical Seniors keeps language for seniors at an 8th grade reading level and font size at a 12pt minimum to ensure all demographics understand the messaging).

Personalize your message

If a prospective client is seeing the same message from other Medicare agents, they may be inclined to discard your mailer. Target your messaging towards prospective clients that separates you from the bunch.

Deliver your message

There are several ways to deliver physical marketing collateral to clients other than by mail. One way is using a local mail house, which tends to be the easiest way to deliver direct mail. Another good way is posting flyers in places that Medicare patients frequent like retirement homes, community/fitness centers, grocery stores, hospitals, the VA, etc.

Create a follow up plan

Follow up with direct mail marketing after your event with a thank you card, email, or phone call with a CTA for the prospective client.

PROMOTIONAL TOOLS

Nextdoor

Nextdoor is an application for neighbors where you can get local tips, buy and sell items, and more. To access Nexdoor, go to www.nextdoor.com.

- Create your Nextdoor account so you can interact with our One Medical Seniors location pages
- Have your clients give you recommendations
- Advertise under specific industries categories like Medical & Dental

nextdoor



Sign in Join

One Medical Seniors - Alameda Crossing



Doctor's Office
Senior service
Healthcare
▼

Fave
Message
Call

Recommendations



PROMOTIONAL TOOLS

Google Adwords

Google Adwords is an online advertising platform used to place ads in the results of search engines like Google and on non-search websites, mobile apps, and videos. This is not a free service but is a great resource to reach a wider audience. You pay for results when people click your ad, visit your website, or get information about your event.

- Create your Google Ads account here: <https://ads.google.com/home/#!/>
- Fill in the required information like your main advertising goal, business name, and your landing page. Tip: Create your event on eventbrite or facebook before you create an ad so you can link your page here.
- You'll be taken to the next page, where you can start creating your first ad. Fill in headline 1, headline 2, headline 3, description 1, description 2 and a phone number. Think about who would most likely come to your event and what phrases you can use to target your audience. See the example below.

Headline 1
Iora with One Medical
21 / 30

Headline 2
Turning 65 with Iora
20 / 30

Headline 3
Learn more about Medicare
25 / 30

Description 1
Ask any questions you may have about Medicare eligibility or ;
77 / 90

Description 2
Learn more at a practice nearby
31 / 90

Show a call button in your ad

United States | Phone number (866) 335-4672

- Lastly, you will select a budget option or enter your own budget, and you would have created your ad!

What's your main advertising goal?

- Get more calls
- Get more website sales or sign-ups
- Get more visits to your physical location
- Get more brand awareness with video views

- Add keyword themes. Think about the type of event you're hosting and what topics will be discussed. Tip: Keywords have to be words that are actually on your landing page. For example, don't use the word "Medicare" unless it is a word used on your event page.
- When choosing where to advertise, enter in your event location and then select your range.

Advertise near an address

5110 E Southern Ave, Mesa, AZ 85201

8 mi

3 mi | 40 mi

Advertise in specific zip codes, cities, or regions

STRATEGIC MARKETING OPPORTUNITIES

Marketing Tactics

Local paid marketing tactics are an important part of promoting your events to prospects within your market. These are typically done in partnership with a vendor or outside organization but can give you great return on your spend.

Examples of these marketing opportunities include:

- Print or digital advertising through a local newspaper intended for the 50 plus population
- Social media advertising or event boosting
- Submitting a radio ad for your agent/broker business
- Email or newsletter blasts
- Logo placement on a website or brochure
- Partnering with a local organization and creating a specialized tactic

Service Area:
Any

Aging Advocacy and Resources:
Any

Assistive and Medical Technologies:
Any

Community Services:
Any

End of Life Care:
Any

Our Providers

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One Medical Seniors

A doctor's office designed specifically for individuals on Medicare. Offices located in Arvada, Aurora, Denver, Glendale, Lakewood and Littleton

Medical Condition Support Group Information

AgeWise Colorado is building a list of support groups for various medical conditions. If you are aware of support groups beyond this listing, please advise us so we can add them to our listing and help others.

University of Colorado Anschutz Medical Campus

UCHealth Seniors Clinic Anschutz Medical Campus

Providing specialized care for adults age 75 and older.

one medical seniors


Join us for an upcoming event!

Food and drinks provided - family and friends are welcome

DISCOVER SENIOR HOUSING OPTIONS

July 25 in Arvada

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ADDITIONAL RESOURCES



Thank you for taking the time to read through our Event Marketing Toolkit: A Guide for Medicare Agents. Feel free to save this doc to your drive so you can easily reference when needed. Your field outreach representative is excited to partner with you to make future events a success. Below are additional marketing and event planning resources that may be helpful to you:

- Resources for Medicare Agents: [onemedical.com/sixty-five-plus/medicare-agents](https://www.onemedical.com/sixty-five-plus/medicare-agents)
- One Medical Blog: <https://www.onemedical.com/blog/>
- Eventbrite Blog: <https://www.eventbrite.com/blog/>
- Facebook Blog: <https://www.facebook.com/formedia/blog>
- Nextdoor Blog: <https://blog.nextdoor.com/>
- Morning Brew marketing newsletter: <https://www.morningbrew.com/daily>
- Google Ads Best Practices: <https://support.google.com/google-ads/answer/6154846?hl=en>



THANK YOU