

Marketing Menu



Boosting Ongoing Enrollments with Consistent Uniper Promotion

To maintain consistent enrollments, it's important to keep your members informed about Uniper while building trust. Here are some simple ways to keep Uniper at the forefront of their minds each month without any extra effort! Take a look at our recommended cadence for regular Uniper updates:

Channel/ Media Type	Timing	Communication Tactic	Best For:	Ownership
Print	1x Month	<u>Flyers and Handouts</u>	CP Contact, Call Centers, Mktg, Lead, Agency Partners, Home Delivered Meals, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Technicians, Ambassadors	XXX
Print	Always-On	Posters (coming soon)	Agency Partners, Sn. Living, Sr. Centers, Community Outreach Events, Common Rooms	XXX
Online	1x Month	<u>Social Media</u>	CP Contact, Mktg, Lead, Agency Partners, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Ambassadors	XXX
Online	1-2X Month	Emails to members (coming soon)	CP Contact, Call Centers, Mktg, Lead, Agency Partners, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Ambassadors	XXX
Online	Always-On	<u>Recruitment &</u>	Beneficial for all	XXX

		Enrollment Guides		
Online	Monthly	<u>Monthly Member Testimonial Videos</u>	CP Contact, Call Centers, Mktg, Lead, Agency Partners, Home Delivered Meals, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Technicians, Ambassadors	XXX
Print	Always-On	<u>Postcards</u>	CP Contact, Mktg, Agency Partners, In-Home Providers, Ambassadors	XXX
Online	Always-ON	<u>Intro to Uniper Video</u>	CP Contact, Call Centers, Mktg, Lead, Agency Partners, Home Delivered Meals, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Technicians, Ambassadors	XXX
Online	Always-On	<u>Uniper Presentations</u>	CP Contact, Mktg, Lead, Agency Partners, Home Delivered Meals, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Technicians, Ambassadors	XXX
Scripting	Always-On	<u>I & R Scripts</u>	Call Center Staff	XXX
Online	Always-On	<u>Quick Enrollment Link</u>	ALL	XXX
Online	Always-On	<u>Website Promotions</u>	CP Contact, Mktg, Lead, Agency Partners, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Technicians, Ambassadors	XXX
Offline	Always-On	<u>Uniper Ambassadors</u>	ALL	XXX
Online	1-2X Month	<u>SMS / Text Messages</u>	CP Contact, Agency Partners, Case Mngrs, In-Home Providers, Sn. Centers, Sr. Housing	XXX
Online / Print	1-2X Month	<u>Newsletter Articles</u>	CP Contact, Mktg, Lead, Agency Partners, Home	XXX

			Delivered Meals, Case Mngrs, In-Home Providers, Sn. Centers, Sn. Housing, Ambassadors	
Online	Always-On	<u>PR / Media Kit</u>	ALL	XXX