



Digging for OEP **Grassroots Marketing**

Traditional Marketing

Printed marketing pieces have a big advantage over digital — they are a physical reminder of your services. The best part? They can be personalized. A direct mail campaign that addresses each client by name feels a lot less like advertising and a lot more like a neighbor reaching out.

Design your own pieces or access our ready-to-use templates in the Messer Marketing Studio. If you choose the DIY route, remember everything must follow CMS marketing guidelines, whereas our Messer templates are already fully CMS-compliant. In addition to the free templates in our Marketing Studio, Messer agents can access the Marketing Store to order custom, branded merchandise.



To help you get started, here are some ideas for marketing your services to potential clients.

Print Flyers and Brochures

- Distribute at events for a take-home reminder
- Leave behind at employment centers, churches, coffee shops, and other community-based institutions.
- Bring to client consultations — they can take the information with them, and you'll look extra professional!

Signage (be sure to get permission before placing!)

- Yard signs can be posted in high-traffic areas near government buildings, apartment complexes, public transportation, and daycare centers.
- 11 X 17 format posters can be inexpensive and posted in areas with high foot traffic, such as libraries, community centers, healthcare clinics, fitness facilities, grocery stores, laundromats, and beauty/barber shops.

Digital Marketing

Want to expand your reach? Go digital. Online marketing opens the door to audiences outside your backyard and gives clients an easy click-to-connect option. Social media and web ads are some of the best ways to put your services in the spotlight. Check out some of these valuable tools:

Create a client-facing website or landing page that can collect information through a call-to-action. Offer free quotes. Your site should be easily navigable from a mobile device, making it accessible to a broader audience. Call us at (866) 373-7604 to find out how to get a free client-facing website!

Create and use your social media presence via Facebook, LinkedIn, Instagram, YouTube, TikTok, or any other platform that best targets your audience. Create relationships by replying to comments and messages. Consistency is key. This means adhering to a posting schedule and posting across different platforms. Interactive content, such as videos or infographics, is fantastic for delivering complex information in an engaging way.

Google Ads are a great way to drive traffic to your website because many people search online for information on how to sign up, and you can provide them with personal assistance.



(866) 373-7604
messerfinancial.com



Want More?

Speak to a Messer marketer today to learn more about the opportunities to market yourself in today's landscape and get a free educational download about other kinds of marketing, including:

Event Marketing

Event marketing is an effective way to stay connected with your community and cultivate personal relationships. The possibilities are endless, so be creative—drop off, drop in, and off-site events are all great options!

Professional Networking

Getting connected with people and businesses in your area can go a long way towards attracting and locking in new clients. Developing these relationships is critical!

Giving Back

Participating in charitable events or organizations is an excellent way to serve the community and form meaningful personal connections.



Contact Us!

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What is a Marketing Persona?

Think of it as a character sketch of your perfect client — the one you wish every prospect looked like. Sure, you think you know who your customers are, until that is, a neighbor tells you they bought their ACA policy from another agent.

Ouch! That's where personas come in. A marketing persona isn't a real person, but a detailed profile built from data and research that shows you precisely who you should be targeting. The good news? We've already done the heavy lifting for you.

Use the demographics and stats we've provided to build your own version based on your market. And just for fun, we've included a sample persona so you can see how it all comes together. It's a tool you can keep handy for yourself — or use when training new agents.



Want more?

Call (866) 373-7604 to get a full set of statistics and common customer details, like age, race, preferred communication styles, target audience, and more!



2025-26 ACA Client Persona

FOR EXAMPLE

As an example, here's what the most common ACA Client Persona would look like:

- Female, 45, single
- Income range: \$44,000 annually
- Self-Employed, Gig Economy Worker (works 40+ hours a week, but in two Part-Time jobs)
- She works retail and is an in-home caregiver a couple of nights a week
- Likely living in Texas or Georgia
- She makes 3 - 5 doctor's visits per year



Barriers:

She has little time to research and choose the best plan. She has a smartphone but no laptop, so filling out her application online is challenging. She has a little knowledge of health insurance, but doesn't know if she qualifies for a subsidy or a plan with \$0 premium.

Needs:

Low to \$0 premium with benefits that include preventive care (annual pap smear, breast exam, and pelvic exam). She needs birth control, an STI screening, and a prescription drug for high blood pressure.



Wants:

She wants coverage for pre-existing conditions because she has hereditary comorbidities. She wants a company that she can communicate with after business hours (dedicated line or text messages) as she works many hours during the business day.





Make your own **Marketing Persona**

By aiming for a specific group and thinking about what works best for them, you can generate more leads and better serve your community!

Gender:

Age Range:

Race:

Location:

Employment:

Income:

Barriers:

Preferred Communication Style:

What are some ways you can market to this group specifically?

What would you respond to if you were part of this group?