



Marketing Cloud for Health Insurers

Acquire and Foster
Member Relationships that Last



“Most payers are only beginning to adopt customer-centric thinking. Digital initiatives can help them reimagine their business processes and customer engagement techniques.”

McKinsey&Company

Let's face it:

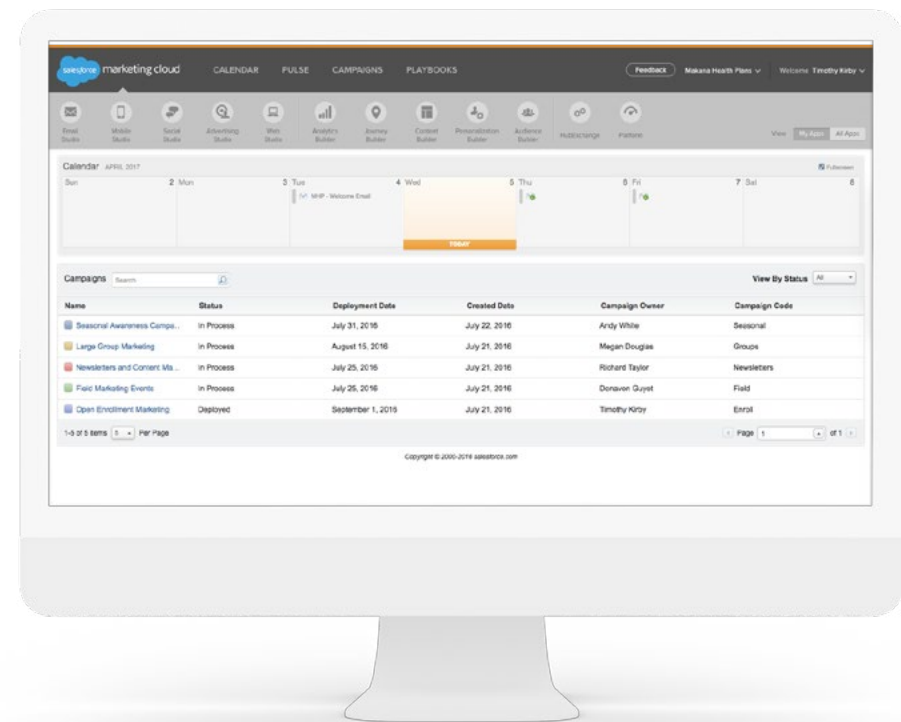
Most consumers have little understanding about the intricacies of their health insurance – and although it's a critical decision, nobody looks forward to selecting a health plan. Headlines reflect the national debate surrounding all things healthcare, creating even more confusion and uncertainty around an already complex topic.

Today, it's more important than ever for health insurance payers to execute effective member communications strategies. To win in the highly competitive and fast-changing environment, payers must think beyond open enrollment and guide members along their entire journey throughout the year. Only by delivering the personalized, relevant, and timely experiences today's consumers have come to expect in all aspects of their lives can healthcare payers meet critical metrics related to acquisition, onboarding, engagement, and retention.

The Solution?

Marketing Cloud: The world's most powerful 1-to-1 digital platform for marketing across email, mobile, social, advertising, and the web.

With multichannel marketing from Salesforce, you'll start off on the right foot with every member and build relationships based on each member's personal needs, histories, interests, and behavior.



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I'm Astro:

[Your Trail Guide for Salesforce](#)

Astro and friends love showing Customer Trailblazers like you around Salesforce and its many business solutions. Follow along as they guide you through marketing tips and resources in the pages ahead.



Meet Marketing Cloud

Marketing Cloud unites prospective, existing, and former member data from sales, service, and marketing, giving marketers the ability to detect and respond to real-time member behaviors at scale. By combining all available data sources into individual contact records that are constantly evolving, it fills the member engagement tank with the fuel to power highly personalized and relevant 1-to-1 communications across channels and devices.

Regardless of where members are in the lifecycle – from acquisition to onboarding, engagement, and advocacy – Marketing Cloud empowers health insurers to deliver the exceptional experiences members expect and deserve.



Connect across every channel, on any device.

Manage member journeys across email, mobile apps and messaging, social media, advertising, websites, and more.



Make your marketing team smarter and more productive.

Drive better results with smarter decisions from one integrated platform of data and tools to increase your team's speed and agility.



Trust the platform that puts security and scalability first.

Whether you're sending just one email in a welcome series or millions during open enrollment, Salesforce delivers securely when you need it most.

Discover how to deliver exceptional member experiences and personalize 1-to-1 member communications.

Watch the Marketing Cloud Demo at: sfdc.co/mc-demo >

Plan & Personalize Member Journeys

Orchestrate interactions across the member lifecycle. Illustrate each step of the journey, automatically guide members along their path, and optimize performance with inline metrics and testing. Through an easy-to-use, drag-and-drop interface, manage the experience across channels and devices.



Listen for member clues.

Trigger personalized journeys based on member behavior, preferences, or any data point. Automatically respond to engagement, such as website visits, ad clicks, and email opens. Guide members down the right path based on their current or predicted behavior.



Connect the member experience.

Deliver seamless, personalized member journeys across channels, devices, and business functions. Use email, SMS, push notifications, ads, the web, and apps to reach members on all digital channels. Incorporate sales and service activities right into the journey as part of the world's #1 CRM solution.



Automate the journey.

Build 1-to-1 journeys at scale by automating engagement and adapting member interactions based on their behavior. Use predictive intelligence to deliver timely, relevant content. Define specific goals, evaluate your progress, and optimize as you go.



Resource:

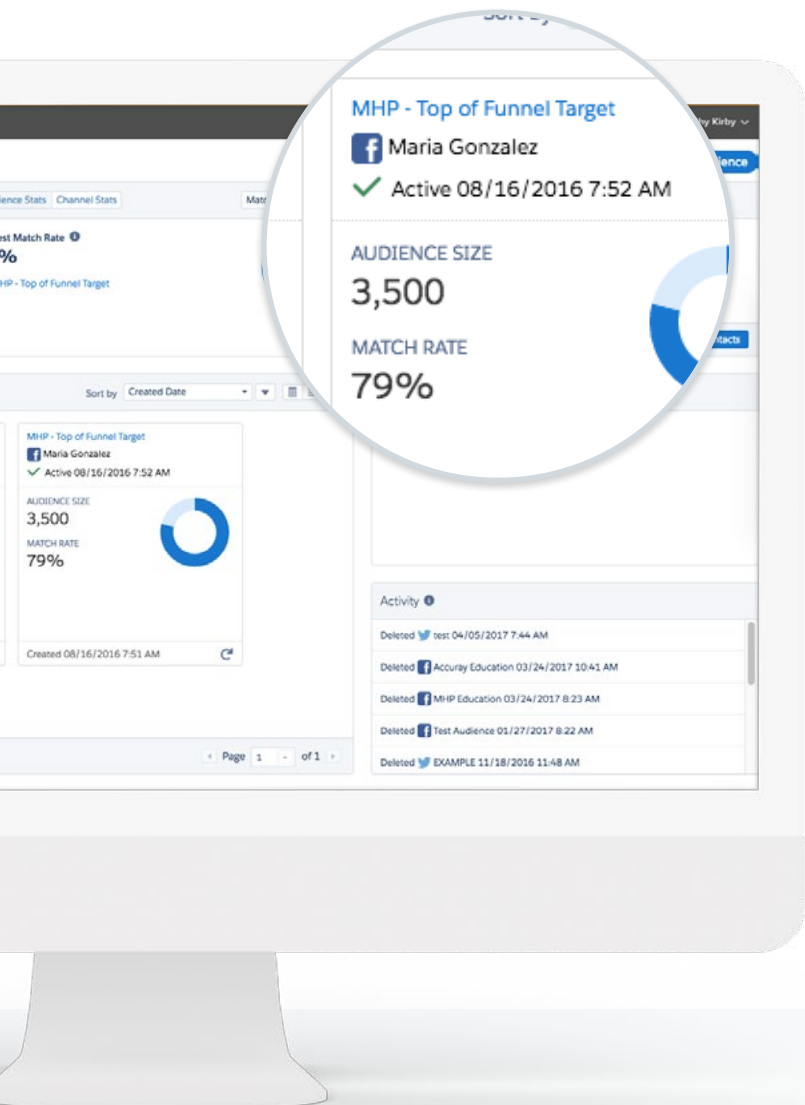
[Planning and Automation](#)

Learn how to automate seamless member journeys across channels.

Watch the Journey Builder Demo at:

sfdc.co/watch-demo-journey-builder >





Acquire New Members with Advertising

Activate member data in Salesforce to power digital advertising and manage campaigns at scale. Enhance acquisition with lookalikes who possess attributes similar to your best members, re-engage members who have churned, and align advertising with every channel. Create and optimize campaigns with one elegant interface across channels, and run your highest-performing ads more often.



Leverage member data.

Use member data from multiple sources – including email engagement, SMS interactions, and website visits – to securely reach existing members and those who share attributes with your ideal members.



Manage acquisition campaigns at scale.

Run customer acquisition and lead generation campaigns across Facebook, Twitter, Instagram, and mobile publishers via Audience Network to maximize your ROI.



Coordinate email and advertising.

Grow your email lists, re-engage inactive members, and increase the reach of your campaign message with advertising across the customer journey.



Resource:

[Acquisition with Advertising](#)

Acquire more members during open enrollment.

Watch the Advertising Studio

Demo at: sfdc.co/watch-demo-ads >



Onboard and Engage Members with Email and Mobile

Quickly build and send personalized, mobile-friendly member emails – from health and wellness newsletters to re-engagement campaigns. Deliver promotional, transactional, and triggered messages from a single secure platform. Complement with SMS and mobile push marketing to reach members during the moment they're engaged, and drive opt-ins for your other marketing programs.



Leverage your data.

Use behavioral and robust first-party data to create timely and highly relevant messages to engage – and re-engage – members via email and mobile channels.



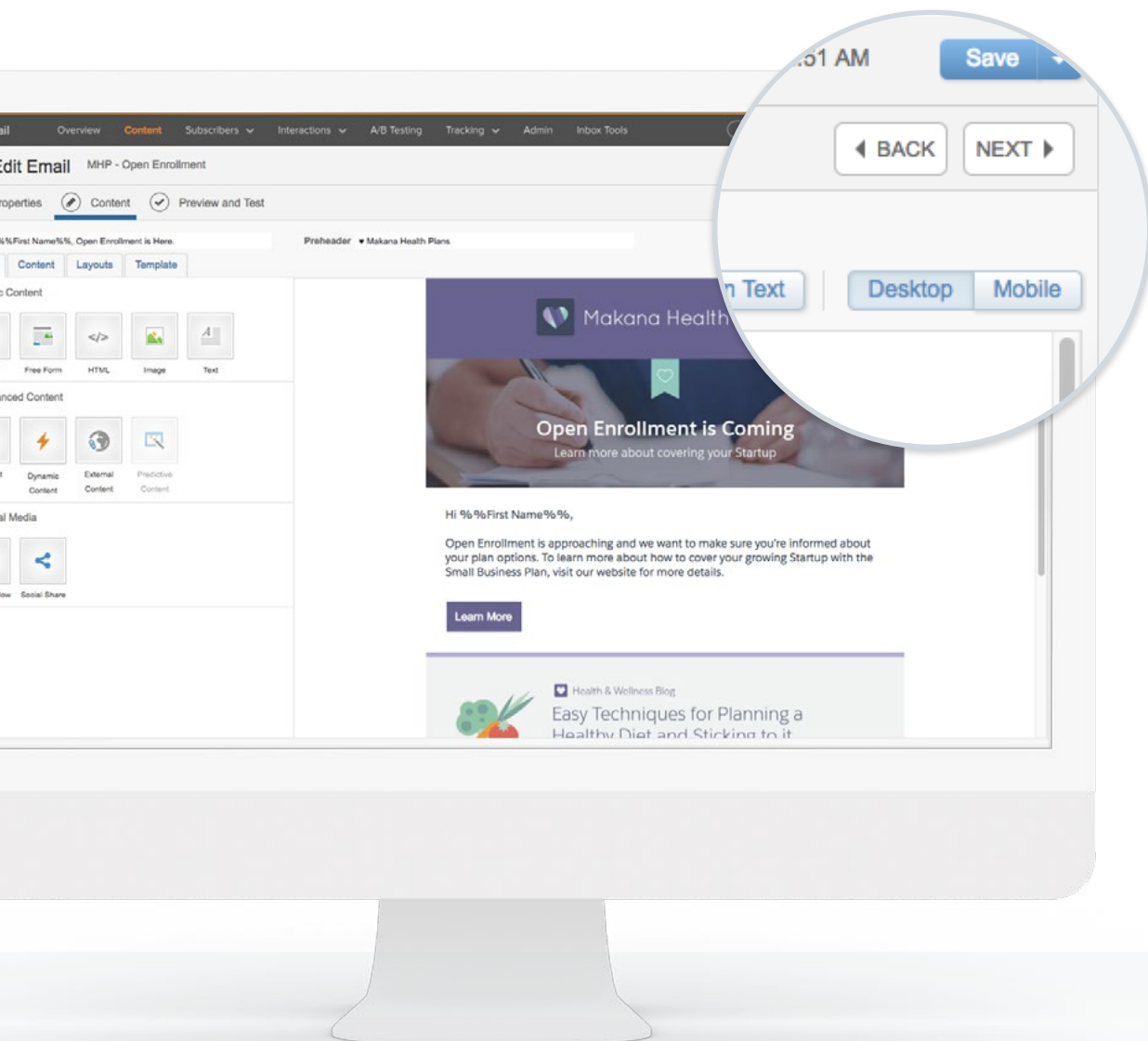
Send with confidence.

Reduce errors and speed delivery with foolproof testing. Plus, test email marketing content at the individual member level prior to sending.



Increase member engagement.

Use dynamic and predictive content to create highly personalized messages that drive action. A/B testing email software helps you determine the most effective content.



Resource: [Onboarding and Engagement](#)

Stay top-of-mind with members throughout the year.

Watch the Email Studio Demo at: sfdc.co/watch-demo-email >



Build Loyalty and Advocacy with Social

Engage members – especially Millennials – where they live: on social. Plan, execute, and track social media marketing campaigns to turn members into fans and followers. Hear conversations from over 650 million different sources with social listening tools and use the insights to shape your social strategy. Quickly identify member questions and issues, and then route them to the right group for resolution.





Listen on social.

Analyze social conversations from millions of different sources with social media monitoring. Discover what members are saying about your brand, services, and competitors.



Manage your social publishing.

Plan, schedule, and publish social posts across multiple accounts and networks. Create and approve content, route for approval, and publish relevant messages at the right moment.



Reach out on social networks.

Respond to social posts, manage your community, and measure social activity. Use workflow and social automation to drive efficiency and route social posts to your team and beyond.



Resource:

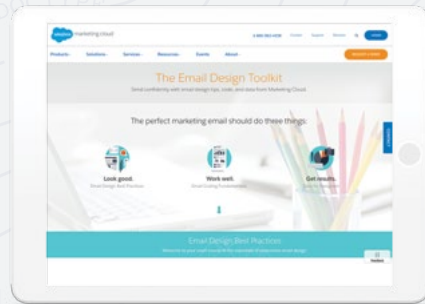
[Loyalty and Advocacy](#)

Listen, publish, and engage where your members spend their time.

Watch the Social Studio Demo at: sfdc.co/watch-demo-social >

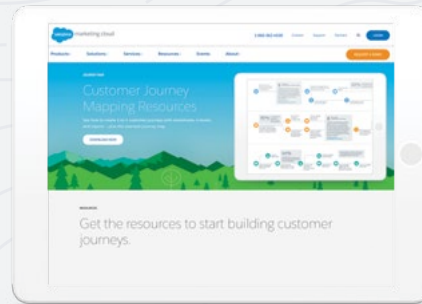


Additional resources you might like:



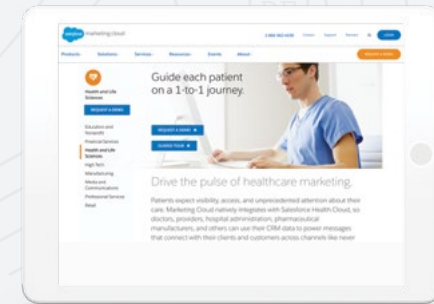
Get practical email design advice.

[sfdc.co/email-design-toolkit >](https://sfdc.co/email-design-toolkit)



Get the resources to start building customer journeys.

[marketingcloud.com/customer-journey-map-examples >](https://marketingcloud.com/customer-journey-map-examples)



Drive the pulse of healthcare marketing.

[sfdc.co/health-life-sciences >](https://sfdc.co/health-life-sciences)



**CONNECT TO YOUR CUSTOMERS
IN A WHOLE NEW WAY**