



FOR **SMALL
BUSINESS**

CCSB SPRING 2017 CAMPAIGN: PAID SOCIAL & PAID SEARCH

3/1/17-6/30/17

CCSB SPRING 2017 CAMPAIGN

March 2017 – June 2017

Objectives:

- Drive traffic, engagement, and leads utilizing Tax Credit as well as general small business messaging.

Target Audience:

- Small businesses with up to 100 employees (owners and key decision makers who influence benefit decision)

Campaign flight dates:

- 3/1/17 – 6/30/17

Social Media

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.The Twitter logo, featuring the word "twitter" in blue lowercase letters followed by a blue bird icon.

Paid Search

The Google logo, featuring the word "Google" in its multi-colored font.

FOR SMALL
BUSINESS

CCSB SPRING 2017 PAID SOCIAL

Tax Credit Messaging

“Eligible for tax credit?”



“Tax credit for small business”



facebook Messages

1. Own a small business? Federal tax credits are only available by purchasing health insurance through Covered California for Small Business.
2. Looking for health coverage for your employees? Covered California for Small Business has tax credits available to save you money. Click to learn more.

twitter Messages

1. Own a #smallbiz? You may be eligible for up to two years worth of tax credits by enrolling with #CoveredCA for Small Business.
2. Your #smallbiz may be eligible for tax credits by enrolling with #CoveredCA for Small Business.

Click-thru URL: <http://www.coveredca.com/forsmallbusiness/taxcredit/>



FOR SMALL
BUSINESS

CCSB SPRING 2017 PAID SOCIAL

General Small Business Messaging



“Brand Name” with QHP logos – used for both FB and Twitter

“We’re Here to Help”

“Employer Choice”

“Brand Name”

“We’re Here to Help”



Click-thru URLs: <http://www.coveredca.com/for-small-business>

<http://www.coveredca.com/for-small-business/plans/>



FOR **SMALL**
BUSINESS

CCSB SPRING 2017 PAID SEARCH



RATIONALE:

Capture self selecting hand-raisers and enable them to enroll

TACTICS:

- Leverage past CCSB performance to inform smart campaign AdGroup and keyword development and optimizations
- Continue to leverage location extensions to support CCSB agents
- Utilize site links to path information seekers to other CCSB pages
- Geo-targeted to CA
- English only
- Google only

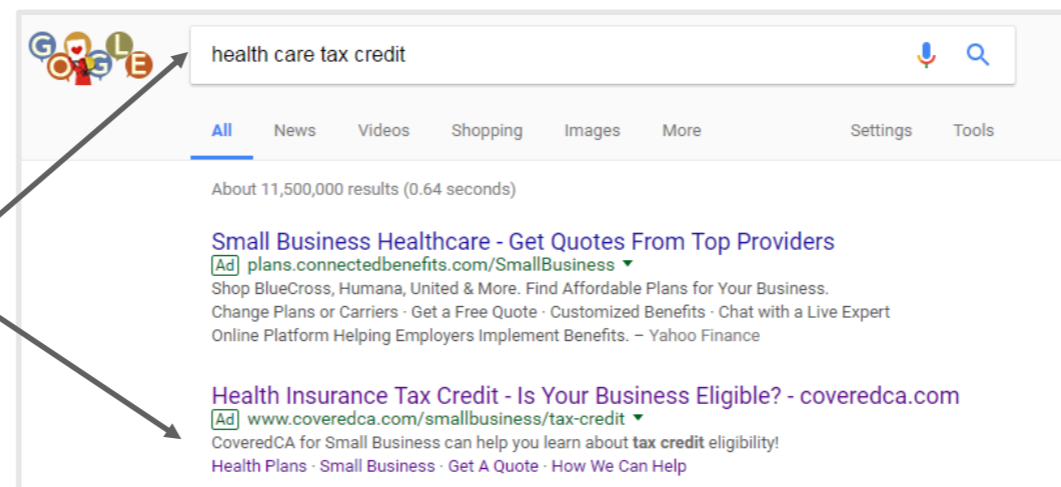
SAMPLE KEYWORDS:

- Small business health insurance, health insurance plans, health care tax credit, health benefits, business health insurance, employee health insurance benefit

Drive traffic to:

- HEALTH PLANS page:
<http://www.coveredca.com/for-small-business/plans/>
- APPLY page:
<http://www.coveredca.com/for-small-business/apply/>
- TAX CREDIT page:
<http://www.coveredca.com/for-small-business/tax-credit/>
- HOWCANWEHELP page:
<http://www.coveredca.com/for-small-business/how-we-can-help/>
- ELIGIBLE page:
<http://www.coveredca.com/for-small-business/eligible/>
- QUOTE page:
<http://www.coveredca.com/for-small-business/quote/>
- CCSB MAIN page:
<http://www.coveredca.com/for-small-business/>

Example:



FOR SMALL
BUSINESS