



WellNet's Broker Partner Marketing Strategy

The right tools and content to significantly impact your retention and drive growth.

Review & Absorb: Become Even Better Educators

Promotional materials are useful, but our partners have been requesting educational support that helps them fully understand our solutions and in turn, communicate their knowledge to potential customers.

WellNet offers truly one-of-a-kind content that caters to the types of health insurance plans companies are looking for.



Specify & Select: Enhance Your Marketing and Messaging

As WellNet's research has shown, many broker partners have limited marketing resources. Our goal is to help you polish your skills, which makes a big difference in your performance. The importance of a marketing program is to help guide partners to the options that work for their experience level and budget, from customizing a single brochure to launching an integrated campaign with email marketing and online messaging. WellNet provides training in marketing essentials, such as how to craft relevant messages for different market segments, build target lists and create a lead pipeline.

Start small. But start now. WellNet is here to help.
Please contact Afshan Mizrahi, Marketing Manager,
for assistance: amizrahi@wellnet.com | 301-466-7536.

Share & Retain: Model Great Marketing Content with the Right Messaging

Content drives the marketing engine, but only if it's relevant and engaging. WellNet teaches our broker partners how to leverage the right content at the right moment in the buyer journey and use it to drive action.

WellNet exposes our broker partners to a powerful example of what good content looks like: creative, customized, engaging and helpful. Instead of giving you the keys to the kingdom, and walking away, we've made it easy for our partners to access and use our marketing team and resources, so you can put them to regular use. By making a wide range of content easy to find, available on demand, customizable and actionable, you'll dramatically increase participation and success rates.



Reduce the frequency, reduce the cost, reduce your health insurance premium.



Don't shift your costs. Actually save by switching to self-funding.



Here's the real problem with healthcare that nobody seems to talk about.

Choose From Over 40 Videos!

How to Share Content

WellNet Website



1. Brokers: visit wellnet.com/broker-resource-center
2. Select a video that best fits with your network
3. Click the **Share** icon in the bottom right corner of the video
4. Select which social media outlet you want to share to
5. A prompt may appear for you to add messaging, or share without adding messaging



Facebook



1. Visit www.facebook.com/WellNetHealth
2. Select a post of your liking that fits best with your network
3. Click **Share** in the bottom right corner of the post
4. To add personal text to your post, select **Share...** Otherwise select, **Share Now** and a prompt will open for you to click **Post** to publish your post
5. If you selected **Share...**, add messaging and then click **Post** to publish your post



Share Post Now (Public)

Share...

Send as Message

Share on a friend's timeline

Share to a Page

LinkedIn



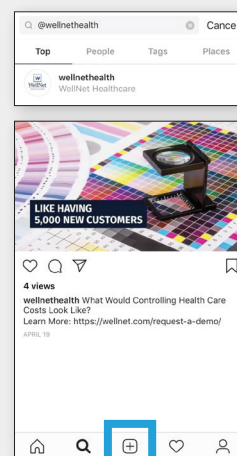
1. Visit www.linkedin.com/company/wellnet-healthcare
2. Select a post of your liking that best fits with your network
3. Click **Share** in the bottom right corner of the post
4. A prompt will appear for you to add messaging or to post without adding messaging
5. Click **Post** to publish



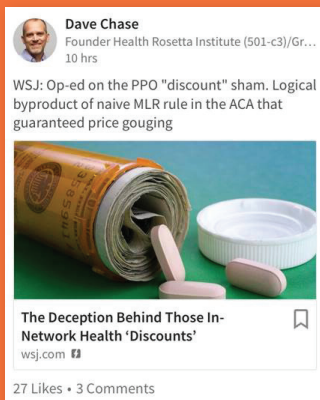
Instagram



1. Visit [@wellnethealth](https://www.instagram.com/wellnethealth) using your Instagram app
2. Select a post of your liking that best fits with your network. Take a screenshot of the post
3. Select the **Plus** symbol in the bottom middle of your Instagram application
4. Select the screenshot and click **Next** in the upper right corner
5. You may edit the image by using filters. Click **Next** in the upper right corner when finished.
6. Add messaging or post without adding messaging. Click "Share" to publish your post



Sample Sharing from WellNet Partners



Here's the bottom line

Sharing content increases your overall credibility as a broker. Clients in your market will recognize the brand you work for through the exposure from shared WellNet posts from you or other common connections. This will gain the attention of CFOs and CEOs, and reflect you—the broker—as the subject matter experts you are.



WellNet
HEALTHCARE

Inquire online: www.wellnet.com | Call or email for more information:
800-808-4014 | partner@wellnet.com | quotes@wellnet.com

