Marketing Activities Examples

Q3 2021

Yaffa Cohen-Ifrah, SVP Marketing

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1 Social Media

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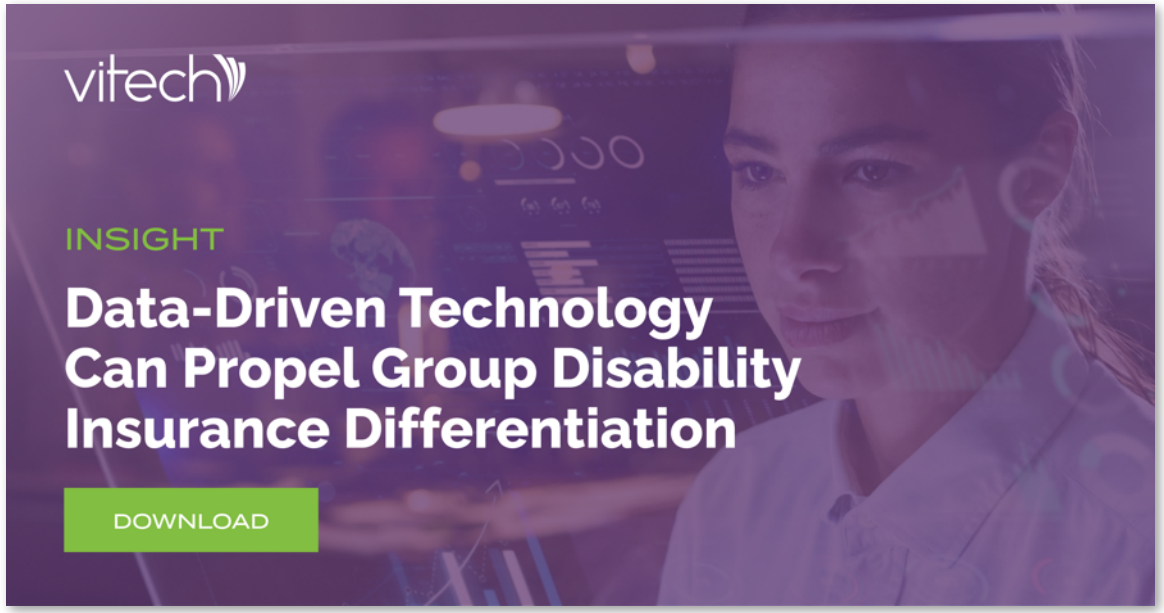
INSIGHT – Data-Driven Technology Can Propel Group Disability Insurance Differentiation

July 2021

Marketing Asset: INSIGHT

- Social post
- Email blast
- Website form



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INSIGHT – V3locity Versatility: Cash Balance Plan Administration

August 2021

Marketing Asset: INSIGHT

- Social post
- Email blast

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Industry Recognition – Leaders in a 2021 Gartner Magic Quadrant

August 2021

Marketing Asset: Gartner MQ Reprint

- Social posts
- Email blast
- Landing Page with Form
- Website Form

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Webinar – What Does Group Insurance Look Like in 2030?

September 2021

Marketing Asset: Webinar

- Social post
- Email blast

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2 Blog

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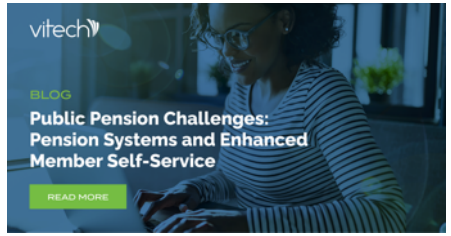
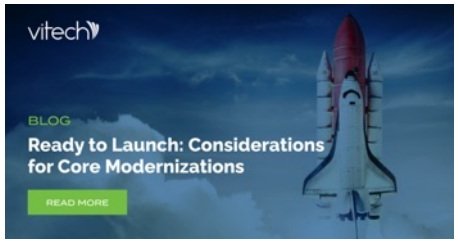
Blog

- 14 blog posts published in Q3
- Read and subscribe to our blog here.





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3 Vitech Talks

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How to Select a Group Benefits Policy Administration System Partner

July 2021

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Making the Case for a New Policy Administration System

August 2021

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Customer Experience: The New Battleground for Group Insurance Competitive Advantage

September 2021

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How Data-Driven Technology Will Drive Group Disability Insurance Differentiation

September 2021

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4 Other social media activities

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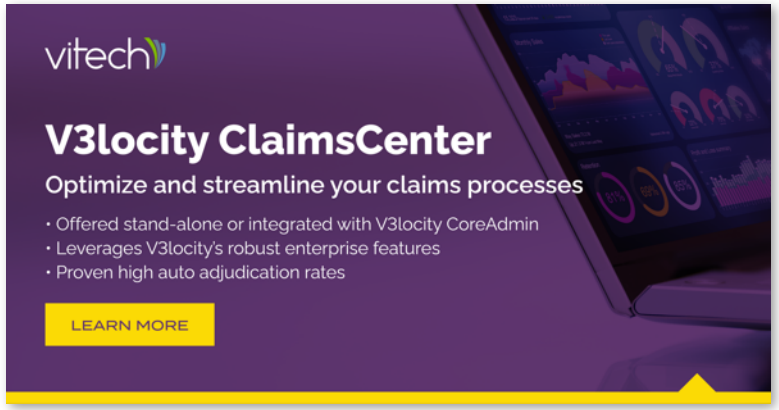
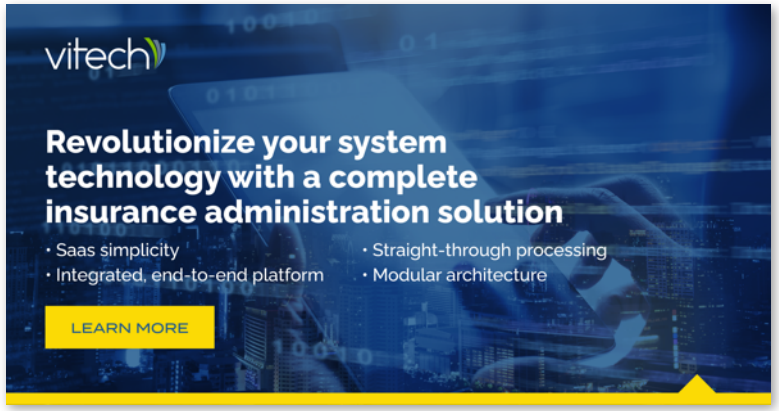
V3locity Solution Promotions

July & August 2021





Mid-Year Accomplishments Video

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Data-Driven Technology Video

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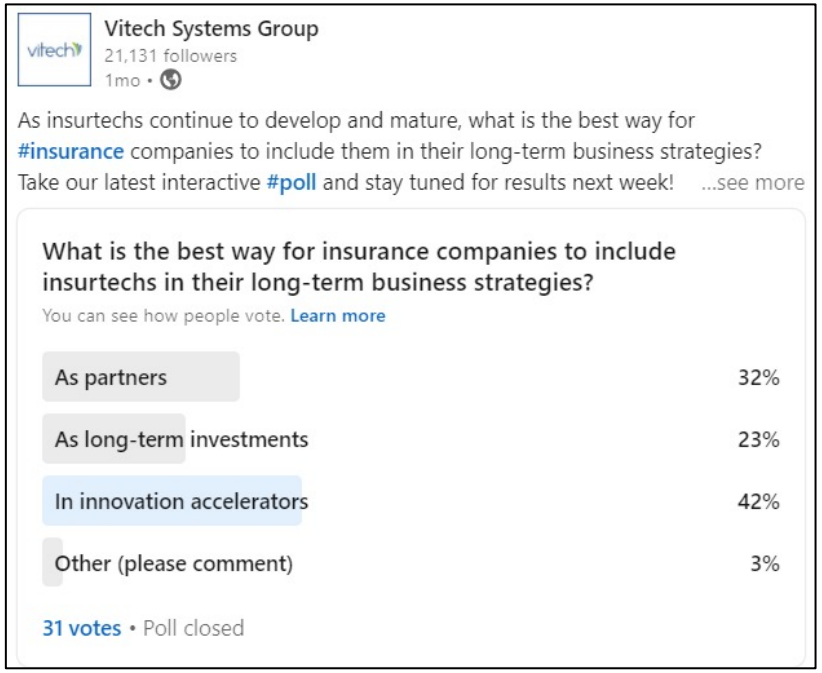
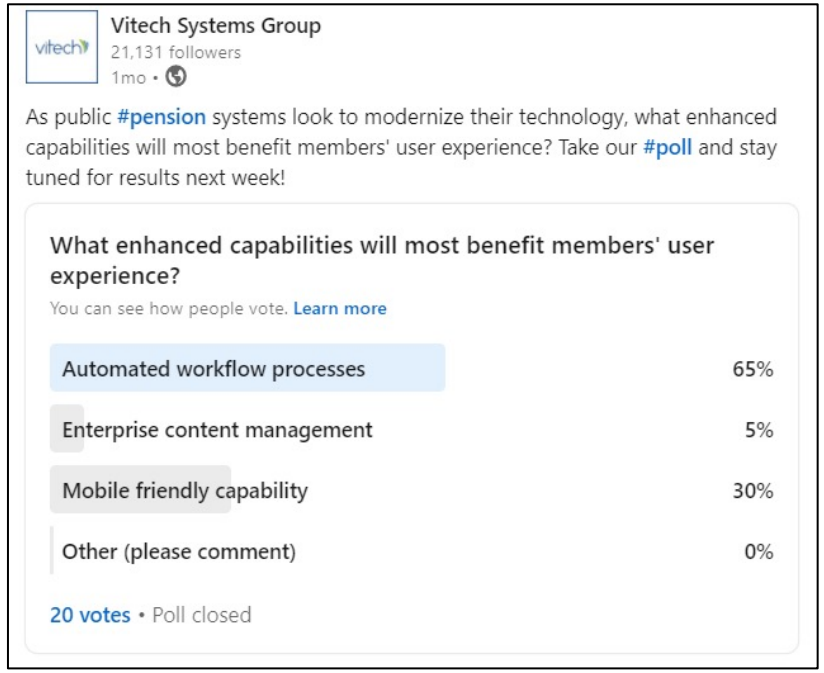
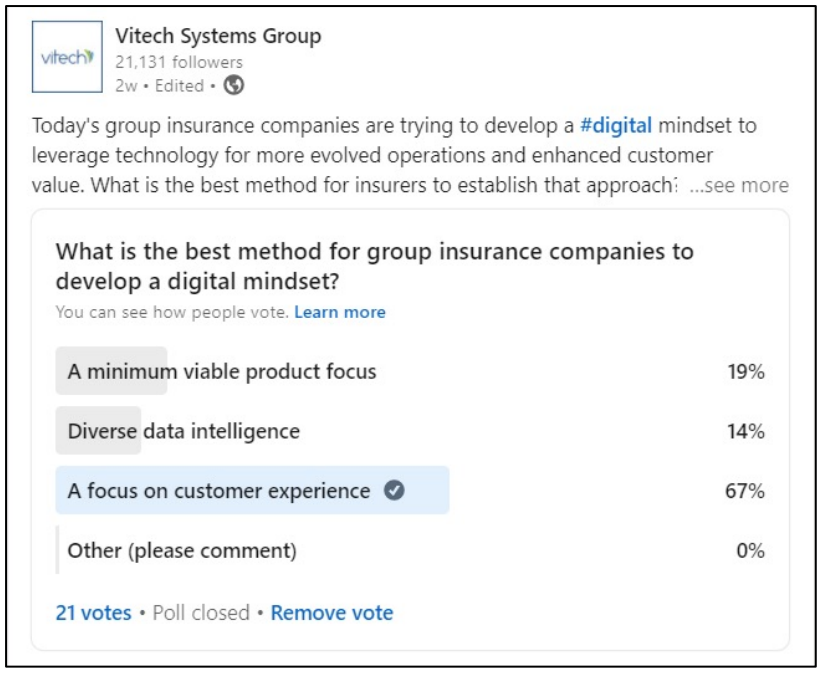
LinkedIn Polls







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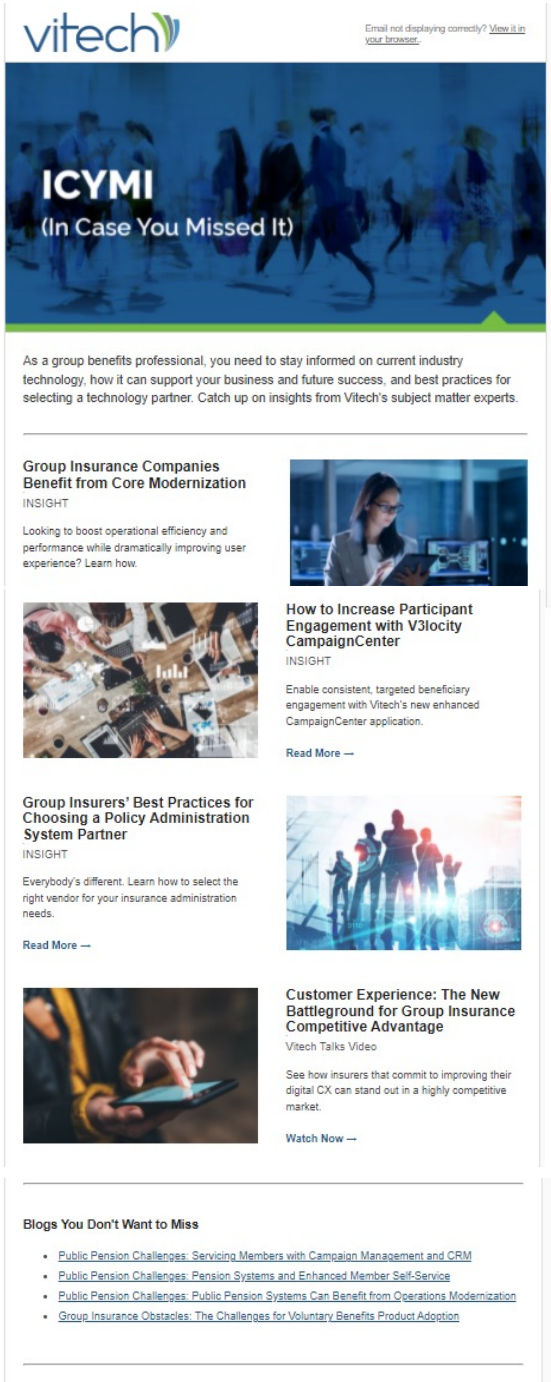
ICYMI Social Post and eMail



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Email not displaying correctly? View it in your browser.

ICYMI
(In Case You Missed It)

As a group benefits professional, you need to stay informed on current industry technology, how it can support your business and future success, and best practices for selecting a technology partner. Catch up on insights from Vitech's subject matter experts.

Group Insurance Companies Benefit from Core Modernization
INSIGHT

Looking to boost operational efficiency and performance while dramatically improving user experience? Learn how.

How to Increase Participant Engagement with V3locity CampaignCenter
INSIGHT

Enable consistent, targeted beneficiary engagement with Vitech's new enhanced CampaignCenter application.

Read More →

Group Insurers' Best Practices for Choosing a Policy Administration System Partner
INSIGHT

Everybody's different. Learn how to select the right vendor for your insurance administration needs.

Read More →

Customer Experience: The New Battleground for Group Insurance Competitive Advantage
Vitech Talks Video

See how insurers that commit to improving their digital CX can stand out in a highly competitive market.

Watch Now →

Blogs You Don't Want to Miss

- Public Pension Challenges: Servicing Members with Campaign Management and CRM
- Public Pension Challenges: Pension Systems and Enhanced Member Self-Service
- Public Pension Challenges: Public Pension Systems Can Benefit from Operations Modernization
- Group Insurance Obstacles: The Challenges for Voluntary Benefits Product Adoption

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5 eMail Marketing

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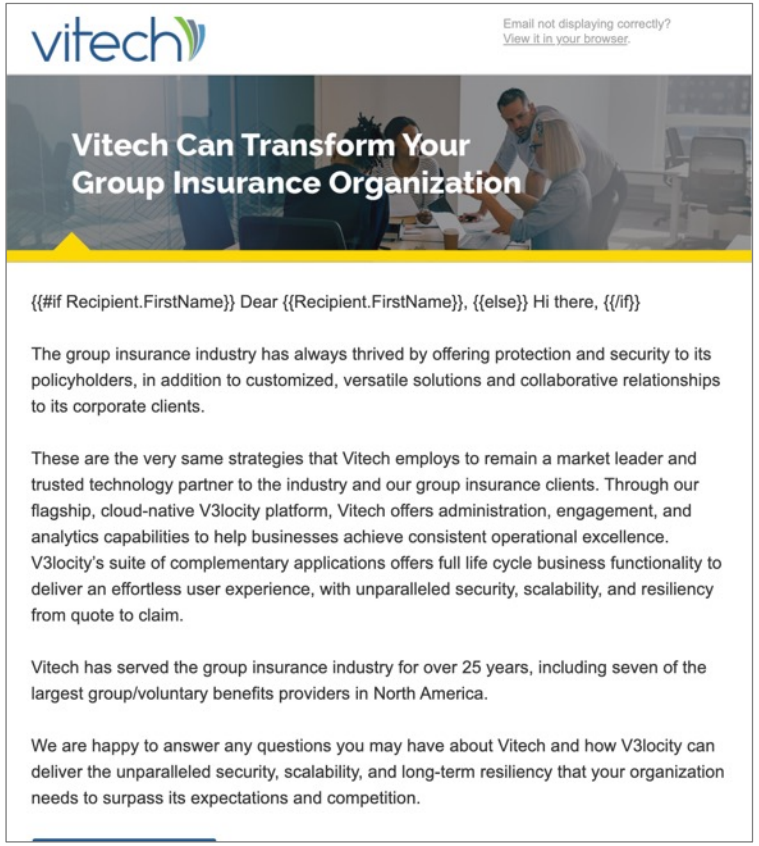
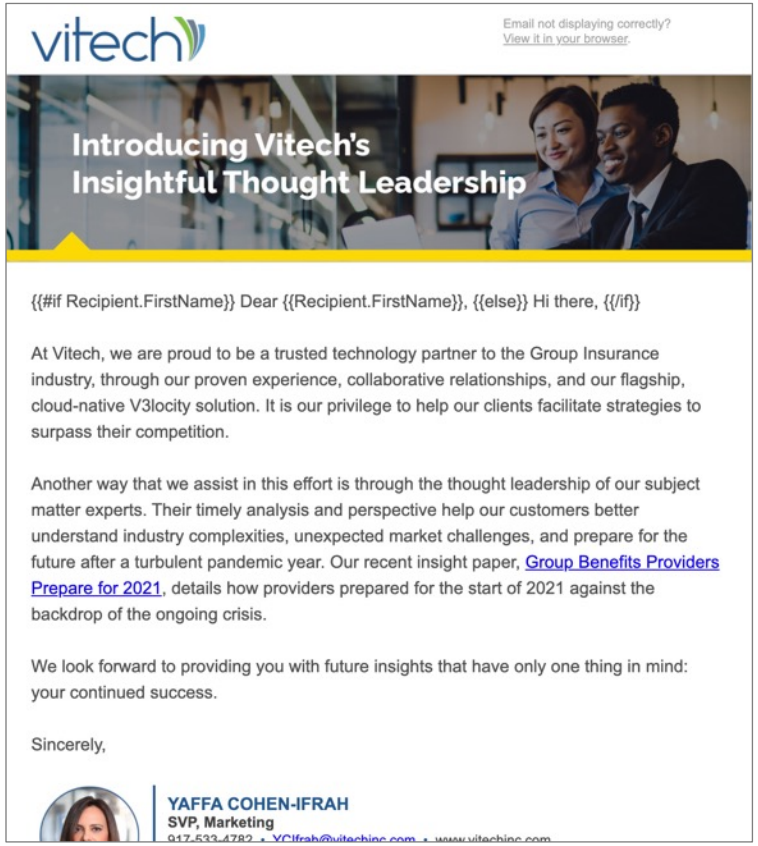
eMail Marketing

Email #1



Email #2



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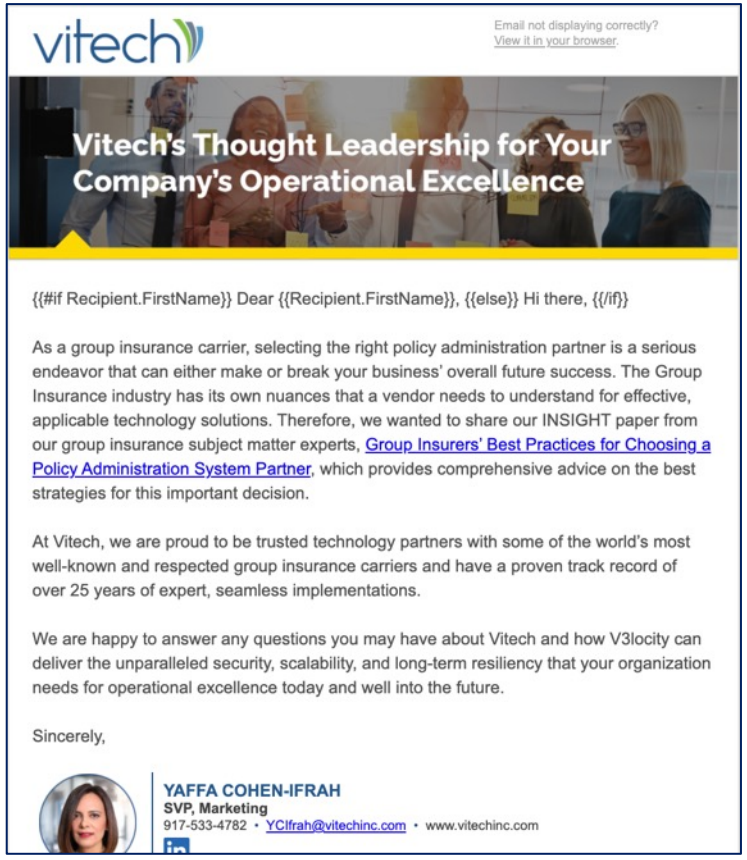
Lead Generation Program

Email #3



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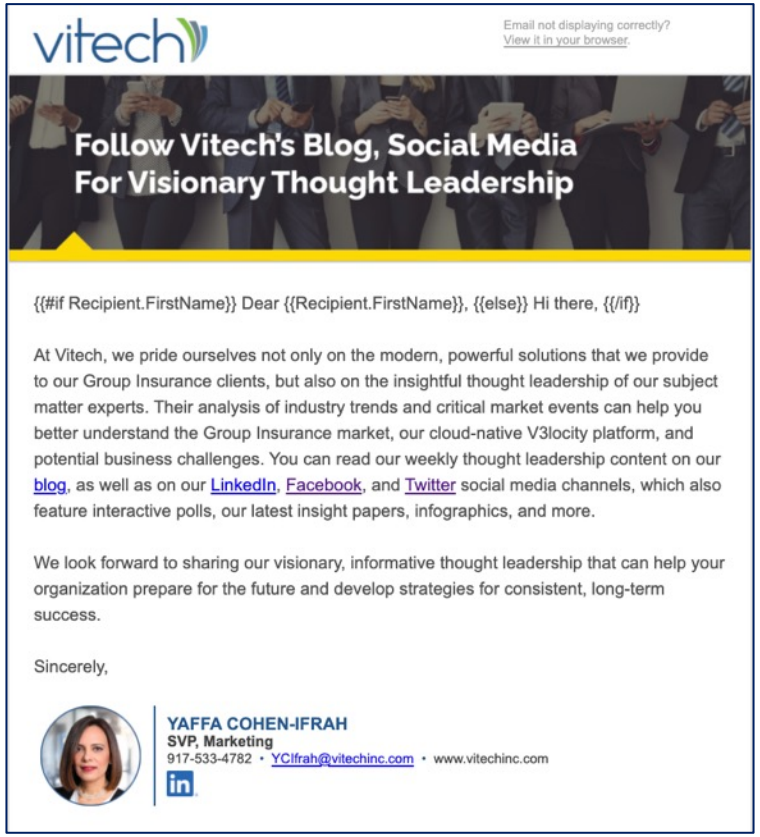
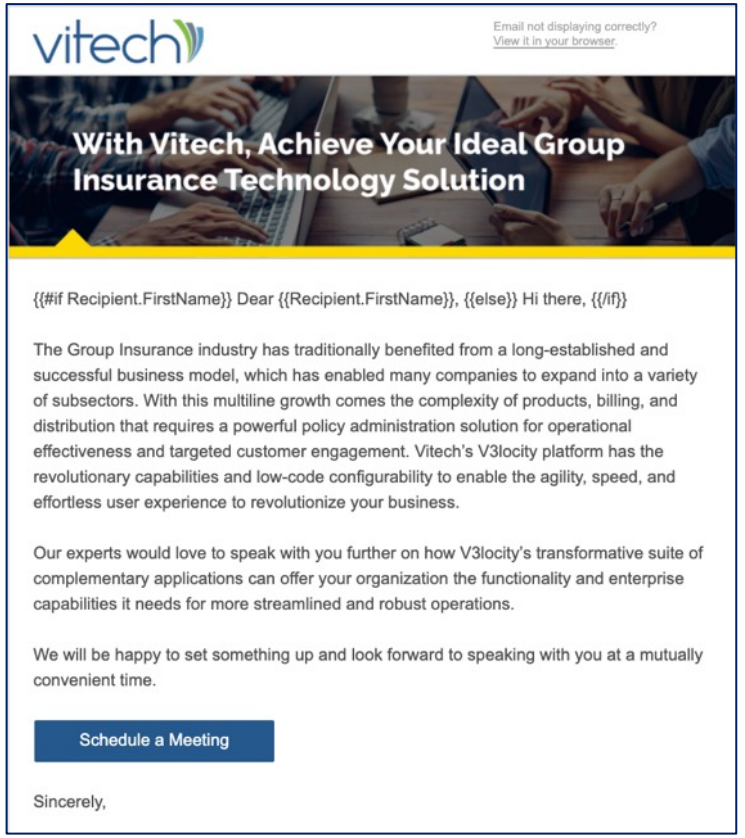


Email #5



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Thank You

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