Campaign: **Marathon Health Anywhere Launch**

Marketing Owner(s)	• Jessica/Kristy (Leads)
	    o Chelsea/Elaine/Kristy (Internal Comms)
	    o Kerri/Troy/Kristy (Sales Ops/Client)
	    o Amy/Blair (Member)

Goal	Primary: Drive awareness of Marathon Health and the new Anywhere virtual primary care product. Secondary: Introduce a new offering to our partners, clients and prospects.
Release Date(s)	● Internal Release - All Ambassadors ● External Release Clients ● External Release Members - Define member groups ● External Release Prospects
Audience	• Existing members • Existing clients • New members • New clients • Net new leads • Open opportunities • Closed-lost opportunities • Website visitors • Benefit Consultants • Ambassadors
Key Marketing Strategy	Marathon Health Anywhere gives patients better access to care to improve health outcomes.
Key Message	We offer solutions to meet all employer needs from those that can visit a health center to those in remote locations needing a virtual option.
Secondary Message	
CTAs (Calls to Action)	Sales: Learn More About Virtual Primary Care

	Existing Clients: Improve Access to Care Members who have it: Schedule Your Virtual Visit
Key Campaign Assets	**Member + Health Center** ● What to Expect with a Virtual Visit - Complete ● Template: Meet the Staff - Complete ● How to Get Started (create portal account) - Complete ● Slides - patient facing for open enrollment/client - Complete ● Service Overview - Complete ● Postcards - Complete ● Posters - Complete ● Email Journey to register and schedule appointment - Complete ● Specific member emails depending on hybrid model - Complete ● Email Journey for Re-engagement - Complete ● Member Video - Complete ● Digital slides - Complete **Client/Prospect/Broker** ● Specific client needs (hybrid model) ● Landing page (Troy) - Complete ● Updated sales presentation (Kerri)-Complete ● Slides: Anywhere/Pricing/Renewal/Proposal/Member - Complete ● Journey - Client perspective - Complete ● One pager - Overview - Complete ● FAQ internal comms - Complete ● Sales/client talking points - Complete ● Competitive positioning doc - Complete ● Micro center naming - In process ● Pharmacy naming - Complete ● Could use the Services Overview Video ● Sales Anywhere standalone Video - Complete

	● Model comparison (Hybrid solution) - Slide - Complete ● Point solutions slide - all different solutions and how you can eliminate all vendors and switch to MH - Complete **Prospect** ● Prospect email - they will get webinar invite ● Closed/Lost email (Kristy/Mike/Troy) - they will get webinar invite ● ABM campaign (Troy) ● Blogs/Content - (Kristy) - Complete and will do more in coming months ● Social Media (Kristy) - Complete ● Press Release (PR team/Kristy) - Oct. 12 to align with webinar below - Complete ● Local advertising - October - Pushed ● MH hosted Webinar/promo - Anywhere - Complete ● Presentation Opportunities/ Webinars/Podcasts/Media Interviews - In progress (Note: See Internal Comms row below)
Key Marketing Channels	• GTM • Digital • Content • Earned Media - Press release/Interviews • Paid Media • Speaker Opps • Events? • App content
PR Activity	• Press release – Easier access to care • Pitch (+podcast)

Nurturing Activity	• Nurture emails (see Campaign Assets)
Internal Communications	**Ambassador as patients (see above member materials)** **Ambassador as sales or client and care teams - Complete** Sales/Client Ambassador training **Ambassador as clinical teams** ● Health provider training and Ambassador training (Dedicated trainers) ● Ambassador email ● Town Hall slides ● Add Content to Torch - Header photo for landing page/video link/links to sample material photos - screen grab of sales enablement materials ● FAQ doc - Completed - but need internal benefits info ● Banner Signature (Kristy/Carly) - In progress ● Social Media Banners (Top?) - Kristy/Carly- in progress ● Social Media/Images - Webinar/PR announcement/Blog promotion. What else? Quotes from Michael and Michelle.
Systems/Ops Updates	Any admin/ops/systems impacted by campaign - i.e. Salesforce (Mike) - what patient has access to what and client solutions - Anywhere flagged.