

## HMA 2015 Marketing Calendar



## 2015 HMA Marketing Calendar



AUDIENCE	January	February	March	April	May	June	July	August	September	October	November	December
INTERNAL	Member Deals  Live Well  Materials  2015 Strategy  Discussion	2015 Strategy Presentation	Offsite Q1 Launch  Q1 Video- "High Performing Company"  Employee Recognition Program Launch	Employee Of The Month Award	Finalize Q2 Video and Email Employee Of The Month Award	Q2 Event Q2 Email Q2 Video- "We Develop Clients For Life"	Employee Of The Month Award	Finalize Q3 Video and Email Employee Of The Month	Q3 Event Q3 Email Q3 Video- "We Employ a Product Management Mindset"	Employee Of The Month	Finalize Q4 Video and Email Employee Of The Month	Q4 Event  Q4 Email  Q4 Video- "We Are Ahead Of The Healthcare Curve"
EXTERNAL:PROSPECTS/MARKET INFLUENCERS		Strategy Presentation	Corporate Identity Campaign: Identify NPOs HealthSparq:Identify Marketing Needs	Client Video  HealthSparq:Marketing Materials  Comeback Campaign:Email Q1 Internal Video	Comeback Campaign:Gather Email Analytics and Segment Audiences  Corporate Identity Campaign: Tulalip Boys and Girls Club Event  HealthSparq	Comeback Campaign: Follow-Up Calls HealthSparq	Comeback Campaign:Develop Follow-Up Materials HealthSparq	Comeback Campaign:Follow- Up Materials  Corporate Identity Campaign  HealthSparq	Comeback Campaign: Corporate Identity Campaign HealthSparq	Comeback Campaign  Corporate Identity Campaign  HealthSparq	Comeback Campaign Corporate Identity Campaign HealthSparq	Comeback Campaign Corporate Identity Campaign HealthSparq
EXTERNAL: CLIENTS AND PARTNERS			Gather Client Testimonials HealthSparq	RFP Follow-Up Thank You Video  Sales Support Materials: Update Capabilities and Live Well Presentation  Broker Seminar HealthSparq	Sales Support Material: HMA 2015 Brochure  Broker Seminar  ACA Information Topics  HealthSparq	Sales Support Material: Finalize HMA Brochure Broker Seminar HealthSparq	Sales Support Material: Best of Both Worlds Brochure  Broker Seminar  HealthSparq	Sales Support Material: Finalize Best of Both Worlds Brochure Broker Seminar HealthSparq	Sales Support Material  Broker Seminar  ACA Information Topics  HealthSparq	Sales Support Material:Level Of Services Brochure HealthSparq	Sales Support Material: Finalize Level Of Services Brochure HealthSparq	Holiday Email  ACA Information  Topics
TRADESHOWS		HCAA	Conference/Tradeshow Recommendations And Strategy Client For Life: VIP Event Planning	Sales Material: Pre-Show Client For Life: VIP Event Planning	Trizetta Conference And VIP Event Sales Material: Post-Show	Sales Material: Pre-Show Client For Life: VIP Event Planning	SPBA Conference and VIP Event Sales Material: Post-Show	Client For Life: VIP Event Planning	Sales Materials: Pre-Show  Client For Life: VIP Event Planning	SIIA Conference and VIP Event		