MARKETING A TEXT MESSAGE PROGRAM:
KING COUNTY’S HEALTH INSURANCE ENROLLMENT SERVICE

Background Information: This service was developed to provide location-based information about health insurance enrollment assistance to King County residents. To subscribe, residents would text KING and their zip code to a short code. They would then receive a text letting them know when in-person assisters would be in their neighborhood and where to find them.

PRINT MATERIALS:
Flyers, Smaller Strips/Bookmarks

SOCIAL MEDIA:
Facebook &Twitter posts featuring “memes”

INTERNAL PROMOTION:
Presentations, toolkits, email signatures

MEDIA OUTREACH:
Community blogs, radio stations