



Reaching New Audiences: Digital Innovation in SHIP and SMP Outreach

July 20, 2026



Digital Outreach Efforts

Reaching New Audiences

Targeted Digital Ads



Social Media

Facebook, Instagram, YouTube

Digital Audio

Spotify, Pandora, iHeart Radio

Radio

Local Stations

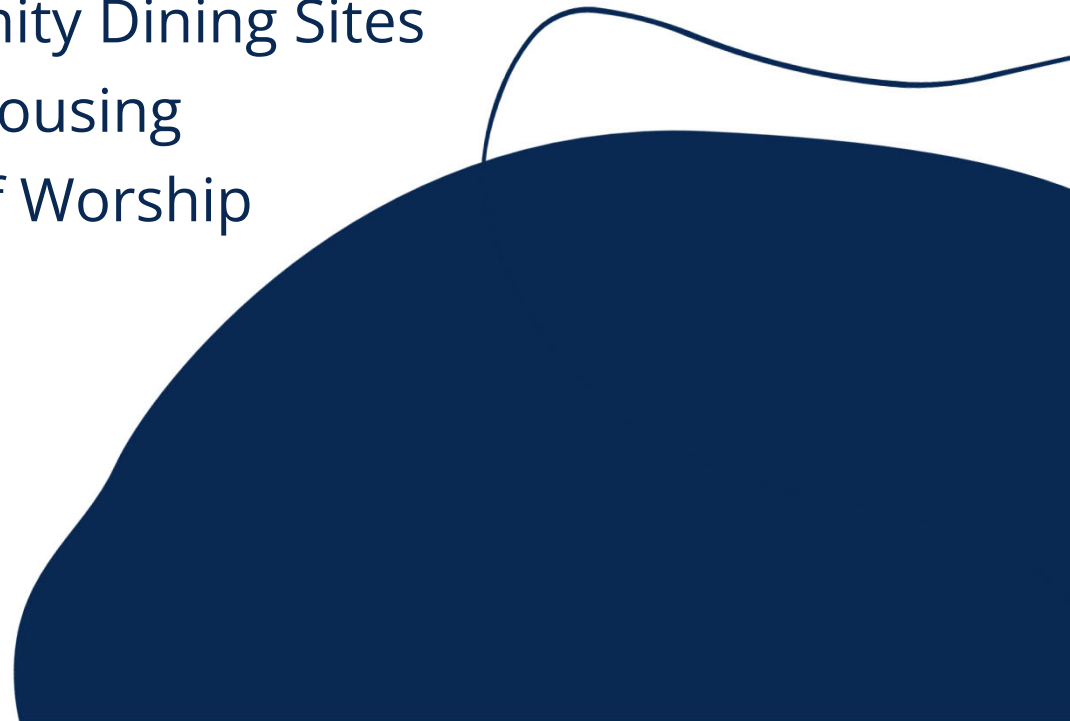


Get Access to Hard-to-Reach Populations

Target Locations



Grocery Stores
Community Dining Sites
Senior Housing
Places of Worship





Strategic Approach to Maximizing Impact

Strategic Approach Maximizing Impact

Identify target audience

Older adults, Caregivers,
Partners

Choose the right channel

Video, Audio, Social,
Retargeting

Measure Success

Measure engagement,
impressions, reach,
conversions

YouTube Ads

Short Form Video Content

Drives higher engagement than long-form for many users

Easy to use & Builds trust quickly

64% of adults 65+ use YouTube

Cost Effective

High ad view rates

Strong Targeting

Age, location, interests



YouTube Ad Results

English

Campaign 1 (2024):
175,378 impressions
63,548 interactions
36.23% interaction rate

Campaign 2 (2025):
228,794 impressions
28,878 interactions
12.62% interaction rate

Spanish

Campaign 1 (2024):
230,561 impressions
43,093 interactions
18.69% interaction rate

Campaign 2 (2025):
346,935 impressions
15,181 interactions
4.38% interaction rate

Gujarati

Campaign 1 (2024):
147,925 impressions
39,381 interactions
26.62% interaction rate

Campaign 2 (2025):
334,496 impressions
61,799 interactions
17.94% interaction rate

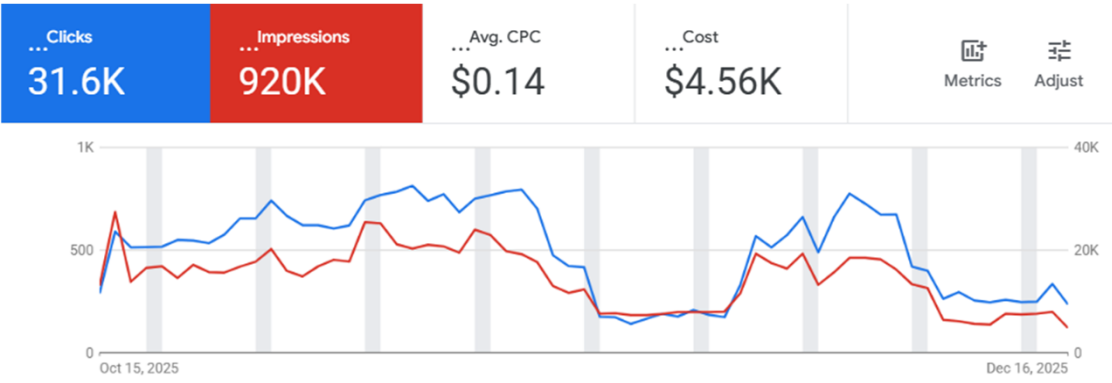
Campaigns

Summary of how your campaigns are performing

	Cost	Clicks	CTR
SMP YouTube - English	\$1,613.78	10,145	4.43%
SMP YouTube - Spanish	\$1,579.68	13,754	3.96%
SMP YouTube - Gujarati	\$1,361.69	7,733	2.24%

All campaigns

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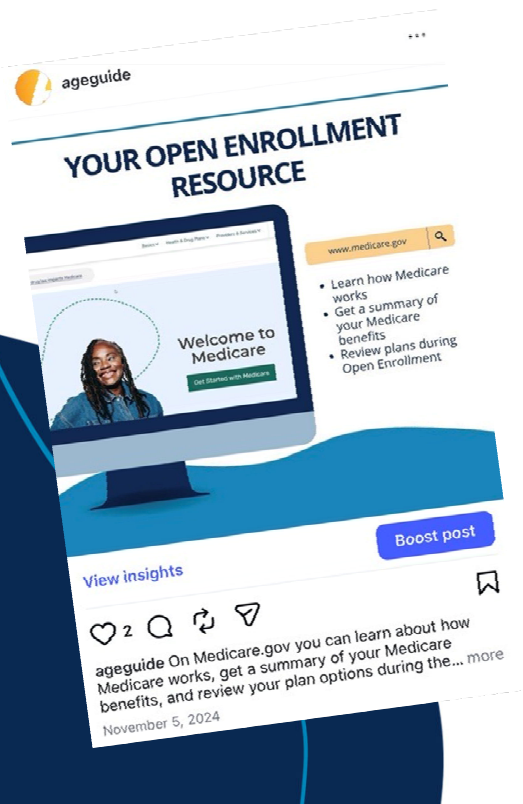
Total Spend: \$11,285.96 Total Reach: 1,474,089 impressions Website Hits: 11,510

Open Enrollment Social Campaign

- Leverage key moments like Medicare Open Enrollment to maximize visibility and relevance
- Develop weekly social posts and reels to share timely, easy-to-understand information
- Expand reach to partner networks via likes, shares and cross-promotion
- Maintain consistent branding across all materials and platforms



Campaign Schedule & Results



Schedule

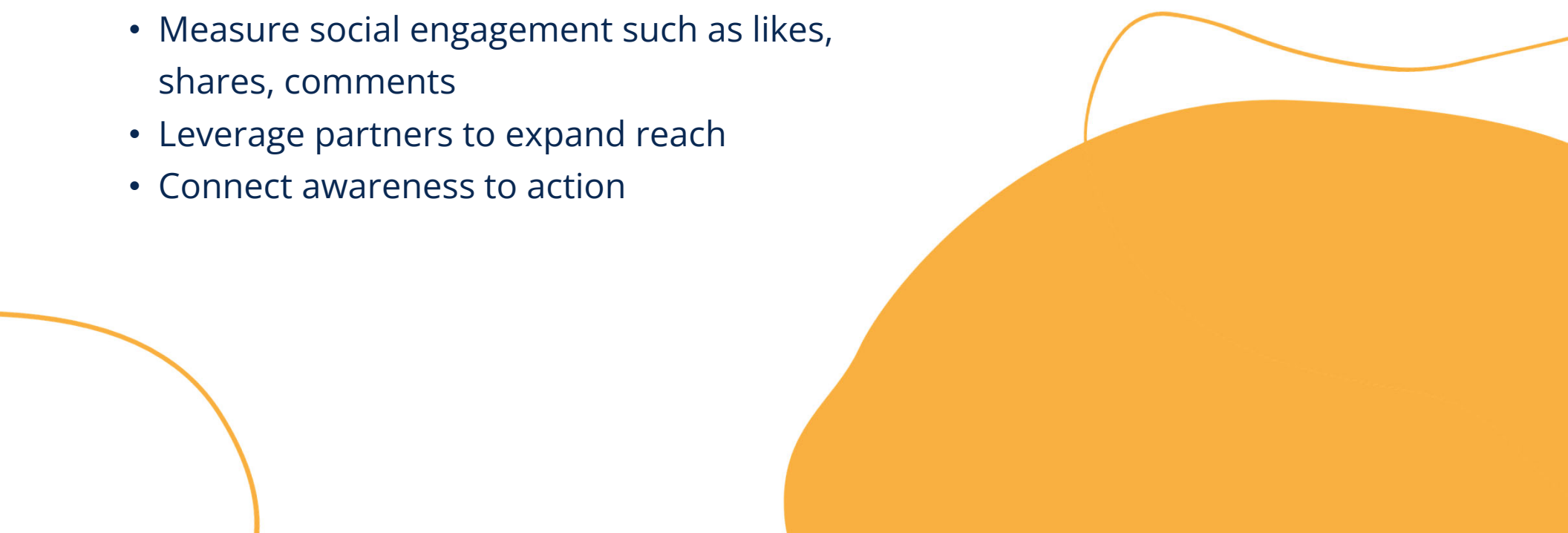
Cross posted
across Facebook,
Instagram,
LinkedIn & Twitter

27 posts (2 posts &
1 carousel/week)
10 reels (1 per
week)
36 stories (4/week)

Results

2024 Campaign:
7,428 impressions
across all platforms

How to Measure Your Impact

- Track video views and watch time
 - Monitor website traffic driven by campaigns
 - Measure social engagement such as likes, shares, comments
 - Leverage partners to expand reach
 - Connect awareness to action
- 
- The slide features decorative orange shapes. On the left, a thin orange line forms a partial arc. On the right, there is a large, solid orange shape with a wavy, organic top edge, resembling a stylized hill or a large drop.

Key Takeaways



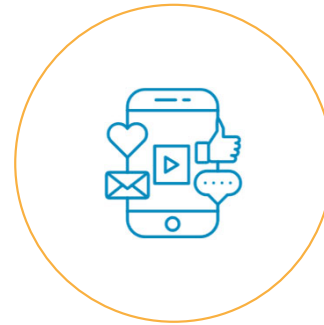
Strategic Investment Over Size

It's not about how much
you spend - it's about
how you spend it



Consistency + Creativity = Impact

Consistency builds trust
and recognition



Repurpose to Maximize Every Dollar

Create once, use
everywhere



Timing Drives Results

Align outreach with key
decision-making
moments

Campaign Planning Activity

- Who is your primary audience?
- If you could tell your audience only one thing, what would it be?
- What problem does SHIP or SMP solve?

YouTube

- What is the first 5-second hook of your ad?
- What is the most important takeaway?

Digital Marketing

- Where is your audience most likely to see your message?
- What type of content would they click on? (Videos, stories, testimonials)

Social Media

- What platforms are you focusing on?
- How would you explain SHIP or SMP in one sentence?
- What question could you ask to increase engagement?

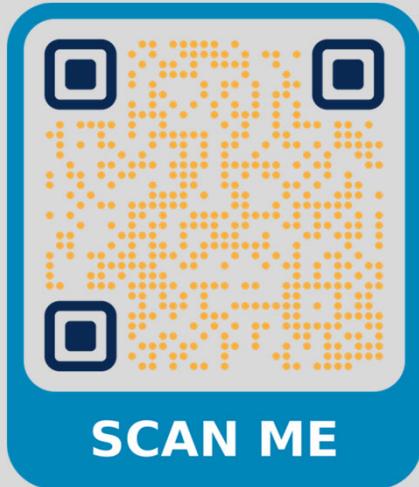


Any Questions?

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