

2025



July



SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1 Email Newsletter	2	3	4	5
6	7	8	9	10	11	12
13	14 Direct Mail	15	16 Webinar	17	18	19
20	21	22	23	24	25 Webinar	26
27	28	29	30	31	1	2

Platform

Email Newsletter

Direct Mail

Webinar

Audience :

Email Newsletter, July 1st: All 64.5+

Direct Mail, July 14th: Birthday campaigns (Age 64.5 – 65), Welcome campaign (All new 64.5+)

Webinar, July 16th: Medicare while Working– Evaluate and compare group coverage and costs to Medicare, 12:00 p.m CST

Webinar, July 25th: Medicare 101 – Medicare basics, parts, styles of secondary coverage, enrollment periods, HSAs, and more! 12:00 p.m CST

**Direct Mail and Email marketing are for those whose offering allows for it.

2025



August



SUN	MON	TUE	WED	THU	FRI	SAT
27	28	29	30	31	1	2
3	4	5 Email Newsletter	6	7	8	9
10	11 Direct Mail	12	13 Webinar Webinar	14	15	16
17	18	19	20	21	22 Webinar	23
24 31	25	26	27	28	29	30

Platform

Email NewsletterDirect MailWebinar

- Audience :
- Email Newsletter, August 5th: All 64.5+
 - Direct Mail, August 11th: Birthday campaigns (Age 64.5 – 65), Welcome campaign (All new 64.5+)
 - Webinar, August 13th: Medicare 101 – Medicare basics, parts, styles of secondary coverage, enrollment periods, HSAs, and more! 11:00 a.m CST & 2:00 p.m. CST
 - Webinar, August 22nd: Medicare while Working– Evaluate and compare group coverage and costs to Medicare, 12:00 p.m CST

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◀ September ▶



SUN	MON	TUE	WED	THU	FRI	SAT
31	1	2 Email Newsletter	3	4	5	6
7	8 Direct Mail	9	10	11	12 Webinar	13
14	15	16	17	18	19 Webinar	20
21	22	23	24	25	26 HR Webinar	27
28	29	30	1	2	3	3

Platform

Email Newsletter

Direct Mail

Webinar

HR Webinar

- Audience :
- Email Newsletter, Sept 2nd: All 64.5+
 - Direct Mail, Sept 8th: Birthday campaigns (Age 64.5 – 65), Welcome campaign (All new 64.5+)
 - Webinar, Sept 12th: Medicare 101 – Medicare basics, parts, styles of secondary coverage, enrollment periods, HSAs, and more! 12:00 p.m CST
 - Webinar, Sept 19th: Medicare Enrollment and Secondary Coverage– Eligibility requirements, how to enroll in Medicare Parts A and B, common enrollment periods and secondary coverage. 12:00 p.m CST
 - HR Webinar, Sept 26th: HR & Benefits Professionals 12:00 CST

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October



SUN	MON	TUE	WED	THU	FRI	SAT
28	29	30	1	2	3	4
5	6	7 Email Newsletter Webinar	8 Webinar	9 Webinar	10 Webinar	11 Webinar
12	13 Direct Mail	14 Webinar	15	16	17	18
19	20	21	22 Webinar	23	24	25
26	27	28	29	30	31 Webinar	1

Platform

Email Newsletter

Direct Mail

Webinar

Audience :

- Email Newsletter, October 7th: All 64.5+
- Webinar, October 7th, 12:00 p.m CST : Medicare Enrollment and Secondary Coverage
- Webinar, October 8th, 12:00 p.m CST : Medicare While Working
- Webinar, October 9th, 2:00 p.m CST : Medicare 101
- Webinar, October 10th, 10:00 a.m CST : Medicare 101
- Webinar, October 11th, 10:00 a.m CST : Medicare 101
- Direct Mail, October 13th : AEP campaigns (All 64.5 +), Welcome campaign (All new 64.5+)
- Webinar, October 14th, 7:00 p.m CST : Medicare 101
- Webinar, October 22nd, 12:00 p.m CST : Medicare Enrollment and Secondary Coverage
- Webinar, October 31st, 10:00 a.m CST : Medicare While Working

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◀ November ▶



SUN	MON	TUE	WED	THU	FRI	SAT
26	27	28	29	30	31	1
2	3	4 Email Newsletter	5	6	7 Webinar	8
9	10 Direct Mail	11 Webinar	12	13 Webinar	14	15
16	17	18	19 Webinar	20	21	22
23 30	24	25	26	27	28	29

Platform

Email Newsletter

Direct Mail

Webinar

Audience :

- Email Newsletter, November 4th: All 64.5+
- Webinar, November 7th, 12:00 p.m: Medicare 101
- Direct Mail, November 10th: AEP campaigns (All 64.5 +), Welcome campaign (All new 64.5+)
- Webinar, November 11th, 12:00 p.m: Medicare Enrollment and Secondary Coverages
- Webinar, November 13th, 12:00 p.m: Medicare While Working
- Webinar, November 19th, 12:00 p.m: Medicare 101

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December

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SUN	MON	TUE	WED	THU	FRI	SAT
30	1	2 Email Newsletter	3 Webinar	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

Platform

Email Newsletter

Webinar

- Audience :
- Email Newsletter, December 2nd: All 64.5+

Webinar, December 3rd, 12:00 p.m : Medicare 101 – Medicare basics, parts, styles of secondary coverage, enrollment periods, HSAs, and more!

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