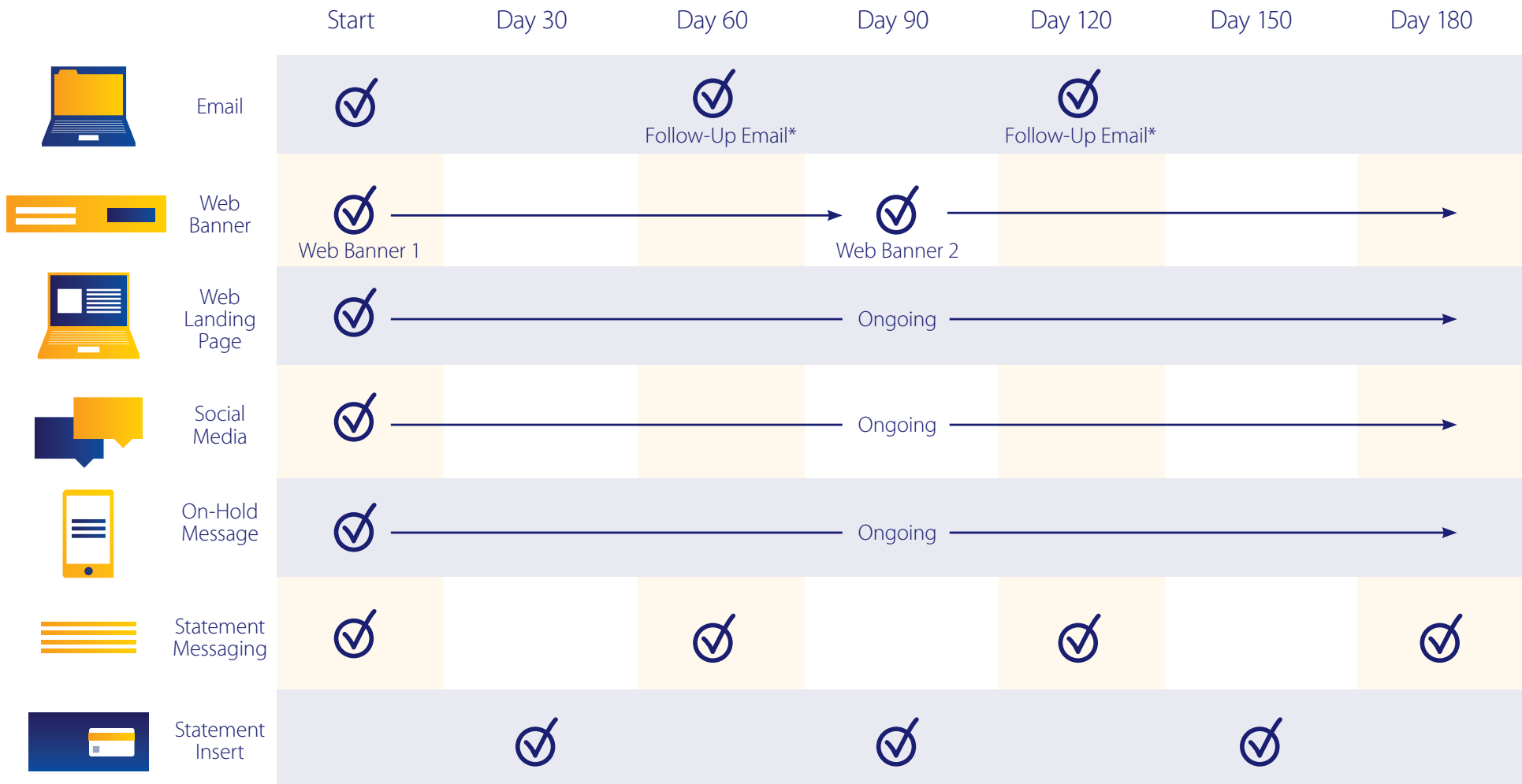


# Marketing Planning Calendar



\* Follow-up messaging is most effective when sent while the original offer is still fresh in the consumer's mind. Plan for a 60-day period between your email communications for results analysis and updating of files to maximize your enrollment.

Quick tip: The available creative templates are designed to be flexible and allow highlighting of certain benefits. Repetitive communications (statement inserts and follow-up communications) should feature different headlines and/or imagery to maintain freshness of the program.