Colorado Disability Benefits 101
#ColoradoDB101

Marketing and Rollout Strategies
Successful Strategies

● Communications Plans started early with contract signature
  ○ Very high level, Rough Ideas

● Communications Committee dedicated to Colorado DB101
  ○ Started meeting weekly mid-production phase and continue to meet

● Communications Tracker
  ○ Spreadsheet(s) to track who had interest, who we crossed paths with, ideas for outreach, what groups and agencies we worked with
  ○ Enlisted all COEF colleagues to outreach to their professional contacts, creating a personal request from COEF

● Variety of Communication Approaches
  ○ Social Media graphics, video commercials, Mailchimp, direct email, listserve, and direct outreach
Media Kit Development and Purpose

- Created a variety of media products to reach a variety of audiences and variety of choices in how any one person and/or agency could support promotion of Colorado DB101
  - Started “early” before production was finished
  - Packaged this in an “easy to access” one stop for users
  - Full kit included 8 products

- Media Kit available to all users created consistency in messaging / marketing

- Required focus and time - set aside one full 8 hour day to tackle

- Required Web Tools - Canva, Google Drive, Doodly
Other Successful Strategies

- Scheduled social media releases in countdown style - leading up to public release of the website
- Scheduled a Celebration Kickoff event tied with National Disability Employment Awareness Month
- Promotion of media kit and usage of the site continues through General Informational Webinars and Trainings related to Colorado DB101

**NEXT UP:** Re-Evaluation in 2022
- who have we reached, where have we missed, what is next
For More Information or Questions

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THANK YOU.