

Agents & Brokers: Marketing to Consumers

CMS makes it easy for [registered](#) agents and brokers to market their services to consumers by printing and customizing Marketplace^{SM1} materials. Use the information below as a guide for customizing CMS materials to promote and build your business.

Customize Your Materials

Follow these steps to easily customize communications materials:

1. **Review** marketing tools and toolkits, design information, and customizable templates here: <https://marketplace.cms.gov/outreach-and-education/tools-and-toolkits.html>
2. **Choose a template and customize**

Some materials allow you to enter your information directly into the material itself, such as this event flyer: <https://marketplace.cms.gov/outreach-and-education/open-enrollment-fillable-flyer.pdf> (Spanish-language version: <https://marketplace.cms.gov/outreach-and-education/need-health-coverage-flyer-spanish.pdf>)

If you want to add your information to printed Marketplace materials, you may consider using physical stickers or stamps which convey some or all of the following content:

- For in-person help with your application, contact:
 - Name (licensed insurance broker):
 - National Producer Number:
 - State License Number:
 - Work Address:
 - Contact Phone Number:
 - Email Address:

¹ Health Insurance MarketplaceSM and MarketplaceSM are service marks of the United States Department of Health & Human Services. When used in this document, the term "Health Insurance Marketplace" or "Marketplace" refers to Federally-facilitated Marketplaces (FFMs), including FFMs where states perform plan management functions and State-based Marketplaces on the Federal Platform (SBM-FPs).



Here is an example of a general Marketplace material you can customize by adding your sticker or stamp below the dates:



Click on one of the images above to view a printable PDF version.

3. Order Marketplace materials

To order Marketplace materials, review the instructions here:

<https://marketplace.cms.gov/outreach-and-education/need-a-product-order-now.pdf>

4. Start building your business!

Use your marketing materials to raise awareness about Open Enrollment and develop client relationships.

For strategies and tips to use in media and community outreach, review this promotion toolkit: <https://marketplace.cms.gov/outreach-and-education/healthcaregov-assister-navigator-earned-media-and-promotion-toolkit.pdf>