

Blue shield 65 plus

Business



There are different types of advertising strategies that may be employed in certain areas in the business industry. On the other hand, most of the private Medicare companies use service advertising. It is a type of advertising that promotes the services offered by a company or an institution, such as the Blue Shield 65 Plus. The Blue Shield 65 Plus utilizes the personalized services advertising wherein it greatly promotes the quality of its service and its image as a Medicare company (M. Trehan & R. Trehan, 2008).

Target Market and the Aims of the Communication

Blue Shield 65 Plus, as a Medicare company, has started to involve in its communication to its target market who are Americans and Hispanics, with ages 65 and above. Similar to other Medicare companies, Blue Shield 65 Plus caters to people ages 65 and above who are considered as senior citizens, and people below 65 years old with specific disabilities (Comer, 2011).

Moreover, the aim of the communication of Blue Shield 65 Plus is to give out information to the market. It aims to persuade the consumers, and prospective market to enroll in its Medicare plans (M. Trehan & R. Trehan, 2008).

According to The Henry J. Kaiser Family Foundation (2008), in order to realize the purpose of a Medicare company's communication, which includes Blue Shield 65 Plus, it must include in its advertisements the extra benefits and the savings the customers may get while enrolled in the plan. The approach of the ads must be simple and properly articulated for easy understanding. Also, the coverage of the plan on prescription drugs of the plan is also essential. Moreover, it is also advantageous that the advertisements include the customers' freedom to choose and change his or her doctor and that there is no need to refer to a specialist. Lastly, the communication must

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include that Blue Shield 65 Plus is a brand that can be trusted in terms of the services that it provides. Moreover, it is important to bear in mind that the advertisement messages must be properly formulated for it to serve its optimum purpose. The message must be looked at in a manner of how it is conveyed, the structure, and its content (“ 4 Advertising Strategy,” n. d.).

Means and Media

It is highly recommended that Blue Shield 65 Plus must continue advertising in television due to the fact that most of the seniors perceive television as their number one source of information (The Henry J. Kaiser Family Foundation, 2008). This is also supported by the Harris Poll (2006) that matures, or people 59 years old and above are the highest percentage of television viewers. Also, direct and solicited mails with freebies are effective tools in conveying messages and advertisements to prospect and current market (Comer, 2011). For direct and solicited snail mails to be affected, it is advised to send these snail mails to the market that are nearing the age of 65 years old.

The utilization of the said medium by Blue Shield 65 Plus has increased its sales to 106%. The targeting used in the strategy has also allowed Blue Shield 65 Plus to lessen its advertising expenses. The saved money was utilized as added investment in the company. The beneficial plan of Blue Shield could produce one’s sense of life security especially for one’s own family. Hence, Blue Shield does not simply market clients to gain the cost of money, but simply to render great costs to life.

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