



**Addressing
Consumer
Needs With
Video Tutorials**

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NY State of Health Marketplace Tutorials

We provide support to consumers enrolling in health insurance through NY State of Health.

- To address topics with a high volume of consumer inquiries, we:
 - Created a series of step-by-step video tutorials
 - Shared these videos on Facebook, Twitter, Instagram, YouTube, and LinkedIn for consumers
 - Created a dedicated [YouTube #HowTo playlist](#) with these tutorials for consumer accessibility



#HowTo Tutorial Success



- #HowTo tutorial videos received **17% more video views** compared to an average organic video
- Boosted #HowTo tutorials were **40% cheaper** for cost per view (CPV) compared to other boosted videos
- Our top three #HowTo tutorials videos include:
 - **How To Find Your Enrollment End Date To Prepare For Renewal**
 - Received **8,333% more** engagements*
 - **How To Upload Your Income Documents**
 - Received **7,333% more** engagements*
 - **How To Update Your Contact Information Online**
 - Received **3,827% more** engagements*

* Compared to a typical top-performing Facebook video.

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How To Find Your Enrollment End Date



How To Update Your Contact Information



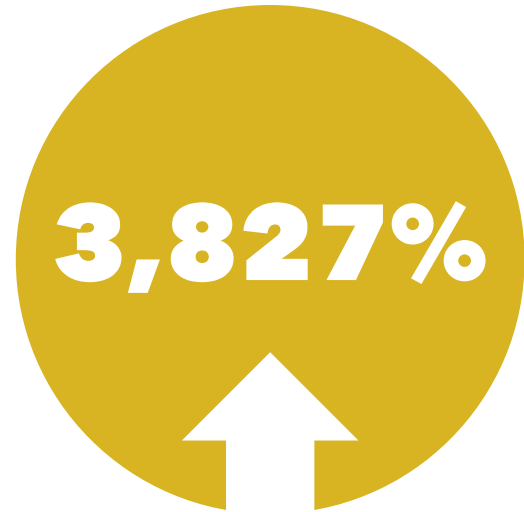
How To Update Your Address Online

Broadening Our Audience

- Seeing the success of our English #HowTo tutorials, we saw a need to diversify this content to be more accessible to Spanish-speaking New Yorkers
- Timely pre-existing tutorials were translated and dubbed by Spanish-speaking team members and client vendors along with walkthrough footage on the Spanish website

Content Benchmark Success: English

How To Update Your Contact Information tutorial received:



More Engagements*



More Impressions*

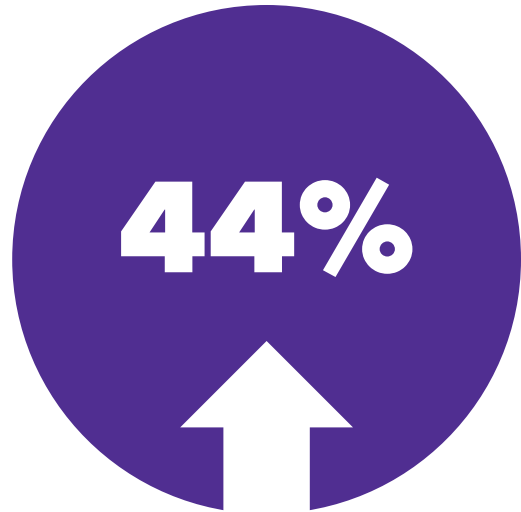


**Compared to a typical Facebook top-performing video.*

How To Upload Your Income Documents Online (Spanish) received:



More Engagements*



More Video Views*

**Compared to average Facebook video performance.*

Content Benchmark Success: Spanish

