



# One-stop shop



## Aetna Medicare Marketing Studio (the Studio)

Your on-demand Medicare marketing hub

### [www.aetnahub.com/mms](http://www.aetnahub.com/mms)

The Studio is your friendly one-stop online tool for Individual Medicare marketing materials. You can find, customize, download and print materials for your campaigns. You'll find everything from flyers and ads to mailers and posters.

Using the Studio, you can:

- Quickly find marketing pieces for your market
- Create materials to download, print and ship, or print and send by direct mail
- Buy materials in bulk at a lower price

### How to start using the Studio

It's easy. When you become ready to sell our Individual Medicare products (Medicare Advantage/Medicare Advantage Prescription Drug), visit [www.aetnahub.com/mms](http://www.aetnahub.com/mms) and sign in with your NPN and a password of your choosing.

If you have an existing account, you can login with your NPN and password — please click Forgot Password if needed.

### The first time you log in

When you log in to the Studio for the first time, please carefully review your profile. All the customized materials on the site will automatically fill in your name and contact information directly from your profile. So, be sure your information is up to date.

### New for 2023: AEP enhancements

- **New look, feel and navigation** — The Studio will have a new look for AEP for increased user engagement and ease of use. Plus, a guided user experience is included to help you locate materials faster.
- **Streamlined functionality** — Users can search by product, tactic, audience or time frame; or AEP vs. Age-In.
- **Creative flexibility** — An improved customization of materials allows you to select which bullets you'd like to populate on your piece. Please note that the number of bullets that appear will depend on the amount of space available in the piece you choose. Additionally, users will have the choice of:
  - Variable headlines
  - Calls to action (a default will appear that can be changed)
  - An "I speak" or "Bilingual" option
  - User photo and/or variable photo
  - Lead plan graphic
  - Choice to display in-person and virtual appointments and meetings
- **Free downloads for all materials** — But users still have the option to print and ship from the Studio.

## Find the marketing materials you need

You can easily find marketing pieces that are relevant to you by going to the menu and selecting the type of material you're looking for:

- Direct mail
- Newspaper Ads
- Retail Kits
- Lead generation flyers
- Meeting signage
- Promotional items
- Social media

Next, use the drop-down menus to select the state and county where you want to use the piece. This will automatically update the templates with approved messaging for that location. (Note: If you don't select a state and county using the drop-down menus, national messaging will appear on your document by default.)

## How much does it cost?

**You can download marketing pieces for free.** Or you can have them printed and shipped to you, or printed and mailed, at competitive rates.

### Need help?

From the homepage, please click on User Guide at the top of the page.

If you have any questions, just reach out to your local Aetna Medicare broker manager.

[AetnaMedicare.com](https://www.AetnaMedicare.com)



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