



Nov. 4, 2022 | IFG Board meeting

II. 2023 IFG Publications & Marketing calendar

2023 IFG Marketing Plan: ([Click here to view full size PDF>>>](#))

For 2023, we have 31 MDA-endorsed products/vendors and 40+ insurance products to promote to MDA members. The design, creative, copy development and web programming are done in-house. It includes the following member-facing tactics:

- **Direct mail campaigns.** There are 28 direct mail campaigns slated for 2023:
 - 9 for MDA Insurance which are 3-part campaigns with postcard, flyer/quote request and email.
 - 18 for MDA Services + 11 D-MMEX Easyrefine campaigns in national campaigns.
- **Boosted social media posts:** A minimum of 12 complimentary paid post positions are granted to our top revenue-producing vendors or insurance products. This gives expanded exposure on our Facebook and Instagram accounts.
- **Targeted email,** including:
 - **Member eConnect** that must have a video content element, member education and/or benefits.
 - **Independent / Dedicated / Stand-alone eblasts** promoting endorsed vendors. Video not required.
 - **MDA Checkup eNews:** Monthly distribution to active members with four featured services and insurance products.
- **MDA Journal:** Endorsed Program News section, department bylines, and print ads.
- **Printed Checkup newsletter:** Segmented focus alternately on MDA Insurance and MDA Services:
 - **MDA Insurance** runs January, May and September.
 - **MDA Services** runs March, July and November.
- **Component news:** sent 6 times per year to component editors.
- **Website spotlight** monthly in the MDA Services section of the mdaprograms.com website.

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